

# МЕЖДУНАРОДНЫЕ СПЕЦИАЛИЗИРОВАННЫЕ ВЫСТАВКИ



**HOUSEHOLD EXPO**  
ПОСУДА • ТОВАРЫ ДЛЯ ДОМА • ПОДАРКИ

**STYLISH HOME**  
ТОВАРЫ ДЛЯ ДОМА ПРЕМИУМ-КЛАССА

**CHRISTMAS BOX. PODARKI**  
ПОДАРКИ • СУВЕНИРЫ • НОВОГОДНЯЯ ПРОДУКЦИЯ

**DACHA OUTDOOR**  
ТОВАРЫ ДЛЯ ДОМА И ДАЧИ

**March 24-26, 2020**

## **Business programme of International exhibitions HouseHold Expo, Stylish Home, Outdoor Dacha, Christmas Box Podarki**

**HALL OF BUSINESS EVENTS**

### **March 24**

### **DAY OF DESIGN**

**Organisers: ArchDialog and the Union of Designers and Architects**

- 13.00–13.40 **Trends of seasonal window dressing. How to create good-selling space**  
Speaker: Tatiana Tsimbalistova, designer and decorator
- 13.40–14.20 **Coloristics in the interior. How to create a design project based on the colour type of the customer**  
Speaker: Tamara Sharushinskaya, architect and designer
- 14.20–15.00 **Textiles in the interior. Trends of prints, colours and materials. Secrets of a decorator**  
Speaker: Evgeniya Krivosheeva, head of textile studio No. 1
- 15.00–15.40 **Decoration and stylization of interiors. Overview of tendencies, interesting life hacks**  
Speaker: Yulia Klyueva, designer and decorator
- 15.40–16.20 **Seasonal decoration of public spaces. How to create instagrammable interior and fit into the budget**  
Speaker: Elena Mironova, director of design studio “Bastet”
- 16.20–17.00 **[Collaboration of developers/constructors, interior and landscape designers of a trading company](#)**  
Speaker: Ekaterina Pechatkina, landscape designer
- 17.00–17.40 **[Terrace design trends. What products are needed in order to make it stylish and functional](#)**  
Speaker: Maria Sulimova, director of landscape and interior design studio “MaryLand”

### **March 25**

### **DAY OF REGIONAL RETAIL**

Conference **“SALES OF HOUSEHOLD GOODS. STRATEGY AND TACTICS. THE FIRST CONFERENCE OF RETAILERS, MANUFACTURERS AND DISTRIBUTORS”<sup>NEW</sup>**

#### **PART ONE. ANALYTICS**

- 10:30–10:50 **Customer’s route. What the store manager does not see**  
Natalia Marova, head of Retail.ru
- 10:50–11:20 **How to sell kitchenware in 2020-21**  
Maria Yashenkova, founder and general director of “Bright Consulting” company

- 11:20–11:40 [Trends on the market of garden tools in 2019](#)  
Artem Andreychenko, head of Home&Living division at GfK
- 11:40–12:10 [Store of the future](#)  
Irina Bolotova, head of JosdeVries The Retail Company Russia
- 12:10–12:30 [Segments of kitchenware and household utensils. Prospects of retail trade development](#)  
Alexey Trembitskiy, publishing editor of “Posuda” magazine since 2005

#### **PART TWO. PRACTICE**

- 12:50–13:20 **Development of the household sector in a regional trade network**  
Lyudmila Karnyushkina, head of the division of marketing and product range management at “Evropa” trade network
- 13:20–13:50 **Marketing of customer retention in a federal network: customer care given regional differences**  
Anton Almazov, CRM-expert. Expert in re-sales automatization. Co-founder of “1C-Business architect” company
- 13:50–14:30 [Prevention of losses 3.0 > Fast and easy](#)  
Igor Chumarin, international expert in the sphere of preventing losses

#### **PART THREE. PRACTICE**

- 14:50–15:20 [Modern methods of product range management is the key to success both for independent retail and for retail suppliers](#)  
Ilya Uvarov, Chairperson of the Board, Consumer Association “Academy of Cooperation”
- 15:20–15:50 [How to develop and implement an action plan to increase sales of homewares](#)  
Dmitry Rusakov, consultant, business coach
- 15:50–16:20 **Customer’s route. How to increase the shop’s traffic**  
Leyla Pavlova, Managing partner and founder of “Between2Countries” consulting agency
- 16:20–17:00 **Three-level merchandising system: from the parking lot to the shelf**  
Elena Gubina, practicing expert in category and product range management
- 17:00–17:30 [Fight for your client: how to increase sales by increasing the number of customers](#)  
Irina Krechetova, business coach, expert in complex business development, increase of sales and profits
- 17:30–18:00 [What should be done in the sales system today in order to sell successfully in 3-5 years](#)  
Tatiana Sorokina, general director of Unit-Consulting

**March 26**

**DAY OF ONLINE TRADE**

**Conference “Ecosystem of online trade for manufacturers of household goods.”**

**Organiser:** Deloitte Academy

- 11.00–11.15 Welcome address from the organisers
- 11.15–12.00 **Digital products as profit generators. Why sales through online channels will prevail over traditional retail**  
Speaker: Natalia Petukhova, coach of the Deloitte Academy
- 12.00–12.30 **Directly to the consumer: specifics of presenting household goods in the official online shop of a manufacturer**  
Interactive discussion

Speaker: Ilya Ratkin, expert in the development of online shops

- 12.30–13.00 **Monetization of customer experience in retail. How to work with personal data and build personified customer service in sales of household goods**  
Elena Komkova, expert of the consumer market, representative of Expirenza, consultant of Retail Training Group
- 13.00–14.00 **Brand in the digital era. Strategic marketing session**  
Svetlana Yurova, general director of brand and strategic company Brains&Brands
- 14.00–15.30 **Round table: how to increase sales with the help of modern technologies? Investments in digital tools, how worthwhile it is**  
Moderator: Natalia Petukhova, coach of the Deloitte Academy
- 15.30–16.00 **Placement of goods in marketplaces: what do shops pay for? Practical experience of an owner with online channels**  
Dmitry Dorofeev, CEO&Founder, Houselike.ru, marketplace of finishing materials, CoFounder, i-Textile, Chain of décor and textile salons
- 16.00–17.00 **Workshop: find out if your company is ready to go online**  
Moderator: Natalia Petukhova, coach of the Deloitte Academy

## HALL OF BUSINESS EVENTS

### March 24

- 13.00–14.00 [“Taking your children to the country house: how to take the interior and design of children’s space with you to the country”](#)  
Speaker: Anna Sharkunova, designer, project bureau of Anton Volkov
- 14.00–14.45 [The Russian market of New Year trees from the perspective of a manufacturer. Opportunities and risks](#)  
Speaker: Irina Zabegaeva, project manager at Step-by-Step group of companies
- 14.45–15.45 [Modern trends in the layout of household goods](#)  
Speaker: Georgy Smirnov, practicing expert
- 16.00–18.00 Announcement of results and awarding of winners of the 7th contest [“The best design and layout in a home goods store”](#)  
Chairperson of the jury of the contest: Anna Pakhomova, professor of the Industrial Design Department of the Moscow Stroganov Artistic-Industrial Academy

### March 25

### PURCHASING CENTRE FOR RETAIL CHAINS™

**PURCHASING CENTRE FOR RETAIL CHAINS™ – Household chemistry, cosmetics and personal care products. Household goods**

**Organisers: Imperia Forum, Mayer Corporate Group**  
10:00 – 17:00 (the schedule is subject to change)

**10:30 – 12:00 PRACTICAL SEMINAR: WORKING WITH RETAIL CHAINS**

**10:30 – 11:00 Topic No 1:**

[Consumer behavior trends on the markets for household chemistry](#)

Speaker: **Yulia Bokova**, senior researcher of the division of sales and consumer panel relations at GfK Rus

11:00 – 12:00 **Topic No 2:**

**Launch of a new product into a retail chain: how to persuade the buyer and sign the contract?**

Despite the demand for novelties both from the customers and the retail chains, the manufacturer is often faced with objections from the buyer: “First, launch into the N retail chain, and then we will order from you”, “Your sales forecast is unfounded. THIS will not be sold at all,” “We do not have your target audience”.

What indisputable arguments should the supplier prepare before contacting a retail chain with a new product?

Speaker: **Oxana Salnikova**, expert, business coach, VseProSeti

13:00 – 17:00 **DIRECT NEGOTIATIONS WITH RETAIL CHAIN BUYERS**

Only after preliminary registration. Please call +7 (495) 363-50-32!

**March 26**

**SUPPLIERS FOR HORECA**

**HORECA. JUST HORECA**

8th **HoReCa. Just HoReCa-2020** International Forum

Topic of the forum: [“Leading technologies safeguarding cleanliness in the hospitality industry”](#)

Organisers: **the Russian Hotel Association** and **Mayer Corporate Group**

10.30–11.00 Registration of participants

11.00–11.10 Welcome address from President of the Russian Hotel Association **Gennady Lamshin**

11.10–11.20 **“Vernissage of cleaning technologies”**

**Nelly Mavrina**, moderator of the event, expert in hotel classification of the Russian Hotel Association, director of HR and hotel technologies at Accord Management Group LLC

11.20–12.00 **“Key tendencies in the development of cleaning technologies. Professional cleaning standards”**

**Lyudmila Filimonova**, expert in cleaning, over 25 years of practical experience on the position of property management director (Moscow, Golden Ring Hotel 4\*)

12:00–12:15 *Coffee break, registration for negotiations*

12:15–15:30 Business negotiations on procurement **“SUPPLIERS FOR HORECA”**.

*Participation is free for members of the Russian Hotel Association.*

c 15:30 **Field trip for hotel representatives based on individual programmes from the Russian Hotel Association**

**HALL OF BUSINESS EVENTS 2**

**March 26**

10.30–11.30 [How to keep your customers and motivate them to buy again and again](#)

Speaker: Alexey Babushkin, expert in networking, business coach

11.30–12.10 [How target audience research helps increase sales](#)

Speakers: Arseny Kutovoy, general director of Dotorg Agency  
Alexey Kovalenko, strategy director of Dotorg Agency

12.10–13.00 [What products will be bought in 2020? Trends of consumer behavior](#)

Speaker: Alexey Bugaev, director of Znak-marketing agency

Participation is free after an [online registration](#).  
The programme is subject to change.

**Business programme producer**

Galina Shevchenko, [galina@hhexpo.ru](mailto:galina@hhexpo.ru)  
+7 (910) 426-01-61, +7 (495) 363-50-32