

МЕЖДУНАРОДНЫЕ ПРОМЫШЛЕННЫЕ
ВЫСТАВКИ
НЕПРОДОВОЛЬСТВЕННЫХ ТОВАРОВ
10–12 СЕНТЯБРЯ 2019
МОСКВА, МВЦ «КРОКУС ЭКСПО»



BUSINESS PROGRAMME

24th international industrial exhibition of non-food products
HOUSEHOLD EXPO autumn 2019

September 10-12, 2019, Moscow, Crocus Expo Center, pavilion 2

HALL 9

September 10 | DAY OF DESIGN

Day of Design from ARCHDIALOG

- 12.00–12.40 **10 life hacks for rapid transformation of space. Secrets of a decorator**
- 12.40–13.20 **Interior photo session. How should the designer, photographer and stylist interact**
- 13.20–14.20 **Round table. New technologies in retail. How to create good-selling design**
- 14.20–15.00 **Rules of lighting the sales area**
- 15.00–15.40 **Ecology in the interior. How to furnish a stylish and “healthy” home**
- 15.40–16.20 **Trends in home design. Popular trends, textures, furniture of 2020**
- 16.20–17.00 **Décor looking like a million dollars**
Speaker: Alena Sanaeva, director of SanaevaHome studio
- 17.00–17.40 **Décor and art objects in a minimalistic interior**
Speakers: Anna Akhremenkova, architect,
Victoria Korneeva, founder of the architectural bureau Shkaf architects

September 11

- 10.30–11.10 **How to sell your product at a higher price than your competitors without taking part in price wars**
Speaker: Evgeniy Danchev, business coach, director of consulting company “Wconsulting”
- 11.10–11.50 **How to ensure product take-off?**
Speaker: Tatiana Sorokina, general director of Unit-Consulting
- 11.50–12.30 **How to develop a B2B sales system**
Speaker: Alexey Ryazantsev, business coach
- 12.30–13.30 **Back to the future: how to stand out on a shelf when all products are the same**
Speaker: Coruna Branding company
Vladlena Kim, Private Label Director at KIMA by Coruna Branding,
Vasily Kim, managing partner at KIMA by Coruna Branding

- 13.30–14.30 **50 layout methods for household goods**
Speaker: Ekaterina Bogacheva, international expert in retail trade and merchandising
- 14.30–15.10 **Retail Trends**
Speaker: Marina Kazakova, expert in visual merchandising, founder of Merchandising&Windows School
- 15.10–16.00 **10 original design ideas for your interior made from Leroy Merlin products**
Speaker: Olga Ugur, architect and interior designer
- 16.00–18.00 **Announcement of results and awarding of participants of the contest “The best design and layout in a home goods store”**. Discussions and expert recommendations on the example of winners of the contest on shop window design and layout of household goods

September 12

- 10.30–11.15 **How to find niches for new products and test novelties**
Speaker: Alexey Bugaev, director of agency “Znak-marketing”
- 11.15–12.00 **Design for solving the customer’s business problems**
Speakers: Fyodor Smekhov, co-founder of vosq design studio
Stepan Pyanykh, co-founder of vosq design studio
- 12.00–14.00 **Contest HOSEHOLD RUSSIA AWARD -2019**. Presentation of novelties. Announcement of results and awarding of winners of the 3rd International contest in the sphere of household goods HouseHold Russia Award-2019

HALL 10

September 10 | DAY OF PRIVATE LABEL

- 10.00–18.00 **Purchasing Centre for Retail Chains™ + Private Label session**
Organizers: Imperia Forum, Mayer Corporate Group

September 11 | DAY OF REGIONAL RETAIL

- 10.30–18.00 **Conference for store managers “Sales in a store: strategy and tactics. 7 checklists for implementation”**
Organizers: Retail.ru, Mayer Corporate Group
- How to increase the efficiency of a store. Standards of business processes and their automatization**
Speaker: Natalia Novoselova, head of consulting group “Super-Roznitsa”
- Management of sales quality: how to increase sales sixteenfold**
Speaker: Asya Barysheva, partner of the project “Systematic sales”, business coach

As well as:

- How to work without discounts? How to find the solution with the help of category management
- How to ensure visitor traffic in a store with the help of an Internet shop, social networks and messengers? Omni-channel as a steady trend
- Loyalty programmes. How to use the tools of your automatization system and return your customers?
- How to become irreplaceable for the customer? Development of extra services with the help of shop assistants
- Key indicators of a retail store
- Loss reduction methods

September 12

- 10.30–11.30 **How to sell more in retail – through communication**
Speaker: Alexey Babushkin, leading expert in networking, business coach
- 11.30–12.30 **Major psychologic triggers that increase visitor-to-customer conversion rate**
Speaker: Alexey Mironov, director of management consulting projects, business coach
- 12.30–13.30 **Catch him if you can. Technologies of the right customer acquisition**
Speaker: Irina Krechetova, business coach
- 13.30–14.30 **How to attract customers with no investments online and offline**
Speaker: Alexey Yuzhaninov, founder of “Tochka Rosta” consulting company

[REGISTRATION](#)