

More than 27,000 experts visited International industry exhibitions HouseHold Expo, Stylish Home. Objects & Tableware and ChristmasBox Podarki Fall 2023

From September 12 to 14, 2023, the 31st International Industrial Exhibition of Home Products HouseHold Expo and the 21st International Specialized Exhibition of Interior Furnishings, Decor, Home Lighting and Textiles Stylish Home. Objects & Tableware and Specialized Salon of gifts, souvenirs, New Year's, Christmas and festive products ChristmasBox. Podarki Fall 2023 finished their work.

The exhibitions are organized by Mayer Group of Companies (MOKKA Expo Group LLC) with the official support of the Russian Ministry of Industry and Trade, the Russian Union of Industrialists and Entrepreneurs (RUIE) and the Russian Chamber of Commerce and Industry.

The exposition area of the exhibitions in Expocentre Fairgrounds amounted to more than 36,000 sq.m., 11 exhibition halls of pavilions (pavilions 2, 3, 7 and 8) hosted more than 1,100 manufacturers and distributors of household and interior goods, kitchenware and household goods, household appliances, children's toys, gifts and Christmas products from Belarus, Bulgaria, Iran, Egypt, China, Korea, Russia, Turkey and Uzbekistan.

HouseHold Expo is the best place to find new product lines for retailers, marketplaces and online stores

During three exhibition days more than 27,000 wholesale buyers of retail chains, sellers, marketplaces and online stores, suppliers and manufacturers took part in the exhibition and business events.

Purchasers selected future assortments for their store shelves and electronic displays among 100,000 products from Australia, Belgium, the United Kingdom, Germany, Iran, Spain, Italy, China, Poland, Portugal, the Republic of Belarus, Russia, Turkey, France, the Czech Republic, the South Korea, and Japan. Over 1,500 [brands](#) from Russia and the world, more than 2,000 exclusive premieres and thousands of **"fast novelties"** and premieres in the top 5 product niches were presented at the exhibitors' stands.

The exhibitors provided [special conditions for wholesale buyers to conclude contracts](#) during the exhibition period.

[Among the exhibitors](#) are leading industry companies: Gipfel, PASABAHCE, Wilmax, Accent, Anna Lafargue, Apollo, Ark Distribution Russia, Antares Trade, Arti-M, ARCHIMED, ASD, AT-Holding, Besant, Bohema, Borisov plant Metallist, Bytplast, Veles, Victoria, Violet, Gala-Center, Gamma, Gornitsa, Green Country, Dom Svechei, Decorstyleglass, Dulyovo porcelain works, Dunya Dogus, Dobrush Porcelain Factory, Alternativa ZPI, Karlsbach, Kelly, Kerch Metallurgical Plant, Kolchug-Mizar and Argenta, Silver Factory, Coral, Crystal Bohemia Rus, Kukmora, Landskrona, LENARDI, Link Group, LMR Plast, Magamax, Martika, Master House, Metrot, Mechta, MILEND, Multidom, Neva Metal Cookware, Pavlovsky plant, PG Linorg, Pilot MS, Plastic Republic, Porfit House, REMECO CLUB, RemiLing 2000, Ravex, Russian Paper, Ryzhiy Kot, Stalemal, Star Expo, TD "Sima-Land", TD Avalon, Tescoma, Triumph Nord, Finedesigngroup, Funbox, Hoffman, Elan Gallery, Ens Group and many others.



60% of exhibitors took part in the exhibitions for the first time - Robotime, Belomo, GK McNaught, Izyum, Industrial Fabrics, Maitol Rus, Nasha Marka, Novatek, Pakgauz, Rubin, Stack Profi Company, Touchhome, Techmarket, Fun Distribution, Fachmann Russland, Fessle, Furniture, etc., as well as participants of the National Chinese Exposition.

Autonomous Nonprofit Organization "Center for Entrepreneurship Development and Export Support of Ivanovo Region", Tula Regional Fund "Center for Entrepreneurship Support", Autonomous Nonprofit Organization "Center for Export Support of Kaluga Region", Autonomous Nonprofit Organization "Center for Export Support of Vladimir Region", Autonomous Nonprofit Organization "Center for Entrepreneurship Support of the Republic of Adygea", LLC "SK InterTrade" (Sverdlovsk Region) provided support in organizing participation in exhibitions for regional domestic producers under the program of the State support of business in co-financing participation in exhibitions.

Large-scale exposition of home goods and household appliances from direct manufacturers from China

For the first time, HouseHold Expo was personally attended by more than **800 companies** – direct suppliers from China, who presented thousands of new exclusive products and contract manufacturing within the national exposition of China in Russia. The traditional participation of Chinese companies this year was especially large-scale. The goods exhibited at the fall exhibition showed the production of such regions and cities as Anhui, Jilin, Hong Kong, Guangdong, Liaoning, Beijing, Tianjin, Fujian, Hubei, Hunan, Hebei, Henan, Jiangxi, Jiangsu, Chongqing, Zhejiang, Shanghai, Shandong, Shanxi, Shaanxi, Shaanxi and others.

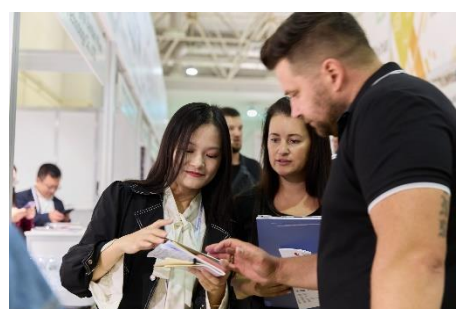
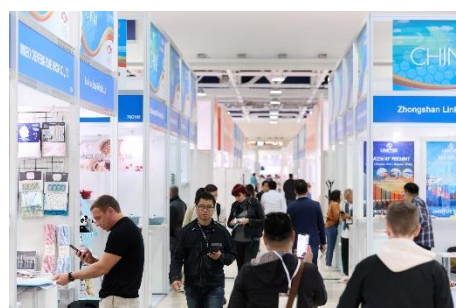
Purchasers from Russia, Belarus and Central Asian countries took the opportunity to conclude trade deals directly with Chinese companies on the most favorable purchasing terms.

Contract manufacturing was a particular focus, with participants from China introducing the audience to more than 1,500 products.

Cooperation between Russian and Chinese companies is important for the Russian consumer market. HouseHold Expo became a platform for successful development of cooperation between the countries and a start for signing new contracts.

Key premieres at the exhibition presented by Chinese manufacturers

- [Household and computer equipment](#)
- [Household goods and storage systems](#)
- [Cleaning products](#)
- [House and garden products](#)
- [Utensils](#)
- [Kitchen appliances](#)
- [Interiors and gifts](#)
- [Beauty products](#)



Consultation Center Partner Program

For the first time within the International HouseHold Expo a Consultation Center [Partner Program](#) was organized, which will become permanent starting 2024.

Within the partnership program, participants and visitors were consulted on certification and quality of goods, selection of reliable suppliers of goods, access to marketplaces and retail chains, financing of foreign economic activity, logistics, delivery of goods, as well as received other advice on possible cooperation with Chinese and other foreign partners.

Major Cargo Service, Optimalog, Transunicom, Modulbank, Ozon, SIRIUS Transport Solutions participated in the program.



Consultation Center Partner Program is a special project of Mayer Group of Companies for those wishing to develop direct contacts with foreign partners and contract manufacturing in Russia and China.

New products and premieres of the fall

The exhibitions provided the most effective opportunities for searching and getting acquainted with the goods, including before the start of the exhibition on the website www.expo-retail.ru, the opportunity to get acquainted with an expanded selection of goods "live" directly at the exhibitions, special conditions for wholesale purchases due to competitive prices from manufacturers. The new range of household goods is available in the categories:

- [Cooking utensils](#)
- [Glassware, porcelain, ceramics](#)
- [Kitchen utensils and accessories](#)
- [Home appliances and electronics](#)
- [Kitchen appliances](#)
- [Household](#) and [cleaning supplies](#)
- [Bathroom and toilet products](#)
- [Storage systems](#)
- [HoReCa](#)
- [Products for pets](#)
- [Decoration and interior products](#)
- [Home textiles](#)
- [Home fragrances](#)
- [Gifts and souvenirs](#)
- [New year and Christmas products](#)
- [Goods for cottages and country rest](#)
- [Goods for children](#)
- [Household Chemical Products](#)
- [Goods for beauty and health](#)



Business program

This fall, the exhibitions included a rich business program dedicated to the development of contract manufacturing in Russia and the expansion of the range of Russian products, practical knowledge of sales and promotion of goods on marketplaces, issues of successful building a retail business with China in the field of consumer goods.

The participants of the events discussed the latest trends and fresh market research, changes in legislation and state support measures, opportunities for finding reliable suppliers, optimal delivery of goods and selection of sites for their realization.

International Conference **"Business Growth Points: Contract Manufacturing and Promotion of STM End Products"** with the support and participation of the Ministry of Industry and Trade of Russia, September 12
Speakers: Ministry of Industry and Trade of the Russian Federation, Arnest, ACORT, Pyaterochka, VkusVill, Auchan, O'KEY, Aerostar Contract, mi&ko, SIBUR, Polilab, Sibearian, NielsenIQ, Natur Cosmetics, NPO Krypton, etc.

Conference **"Home Goods Market: How to Build Business with China"**, September 12

Organizers: Russian-Asian Union of Industrialists and Entrepreneurs, Mayer Group of Companies

In Focus: Payments and deal security. Counterparty Verification. Logistics. Supplier search, business missions, organization of business missions. Marketing research, consulting. Reaching out to retailers.

Master Classes **"Household Goods on Marketplaces – Lifehacks to Increase Profits"**, September 13

Speakers: SberMegaMarket, Ozon, Ashmanov & Partners, Hoff, EGGHEADS, Ingate, A.Studio, TM HOME, Magamax

The program features practical advice from experienced salespeople:

- Quick start on the marketplace from scratch: how to avoid mistakes. Reputation management on marketplaces.
- The role of search engines in the product selection process on the Web.
- Exit with sales of household and interior design goods, promotional lifehacks in the categories of household goods and seasonal merchandise. Assessing the prospectivity of niches on marketplaces.
- Financial tools and loyalty services to increase sales. Learn how to make money on marketplaces, increase profits and earn dividends from your marketplace business.



Mayer Group of Companies is launching new projects in 2024:

Exhibition of household appliances and electronics **HouseTechnica Expo** and exhibition of goods for animals **ZooExpoPlace** within the HouseHold Expo-2024 International Exhibition.

Salon **"Toy Market"** within the International exhibition ChristmasBox Podarki 2024.

Specialized exposition **ChemiPak** within the International Exhibition ChemiCos-2024.