

МЕЖДУНАРОДНЫЕ СПЕЦИАЛИЗИРОВАННЫЕ ВЫСТАВКИ



STYLISH HOME. GIFTS
OBJECTS & TABLEWARE

CHRISTMAS BOX. PODARKI
ПОДАРКИ • СУВЕНИРЫ • НОВОГОДНЯЯ ПРОДУКЦИЯ

The biggest B2B exhibitions of household goods, goods for dacha and gifts in Russia

XXII international B2B exhibition **HOUSEHOLD EXPO** is the biggest specialized exhibition of kitchenware, gifts, household goods and household chemistry on the Russian market. The Association of the German Trade Fair Industry (AUMA) characterizes HouseHold Expo as the most efficient exposition of household goods on the territory of Russia | www.hhexpo.ru

XII international B2B exhibition **STYLISH HOME. GIFTS** is an exhibition of middle and premium-class interior objects and furniture, tableware and table decorations, gifts, lighting, textiles and accessories | www.styhome.ru

X international B2B exhibition **CHRISTMAS BOX. PODARKI** – exhibition of gifts, souvenirs, New Year, Christmas and festive products | www.christmasbox.ru

September 11 – 13, 2018, Crocus Expo IEC, pavilion 2

[Registration of professional visitors](#)

The key Russian exhibitions for wholesale and retail buyers on the market of kitchenware, household goods and interior objects **HouseHold Expo**, **Stylish Home. Gifts** and **Christmas Box. Podarki** will take place from September 11 to 13, 2018, at Crocus Expo IEC. The total exposition space of the exhibitions is 20 000 sq.m. Sectors of the exposition:

- TABLEWARE AND TABLE DECORATIONS
- HOUSEHOLD GOODS AND CHEMISTRY
- GOODS FOR COUNTRY LIFE
- INTERIOR OBJECTS, FURNITURE, LIGHTING
- NEW YEAR PRODUCTS
- GIFTS AND SOUVENIRS

Over **550 companies** from **16 countries of the world** will take part in the exhibitions. They will display over **1000 novelties**, collections and premieres at their booths. International expositions will be presented by such countries as Belorussia, China, the Czech Republic, Egypt, France, India, Iran, Italy, Jordan, Kazakhstan, Korea, Poland, Thailand, Turkey and Ukraine.

NEW The latest news about exhibition premieres and novelties may be found on the website www.expo-retail.ru that has been specially created for buyers and retailers. The website contains information about household goods, interior objects and gifts which are not yet presented in trade networks. All novelties will be exhibited at the booths of participating companies from September 11 to 13 at Crocus Expo IEC.

Participants of the exhibitions are the largest manufacturers and distributors from all over the world, including Bytplast Ltd, FARFORMARKET.RU, HOMMY, Dualest, Anna Lafarg, Kalitva (Aluminium Metallurg Rus), Gzhel Porcelain Factory, LA MARE, Neva Metall Posuda, VILINA, Dom Svechei LLC, Zhostovo manufactory Ltd, York RU LLC, LMR Plast LLC, PLASTIC REPUBLIC LLC, FineDesignGroup LLC, Bezant-1, Asha Steel Mill PJSC (Amet), Remeco Club, Wilmax, Kurkoff, Pavlovsky Art Metal Goods Plant PJSC, Pasabahce, Dulevsky Farfor, Russkiye Podarki and many others.

The following companies will display their products at the exhibitions for the first time: BerlingerHaus, DEKO SRL, Master House, BRADEX TM, Arti-M, ZIL-Garant, ALABOR Ltd, ATIKA electronic Ltd, Ibis, Inhouse LLC, Lenardi LLC, Metrot LLC, Non-Stick LLC, Uralhoztorg TH, Territory of Gifts LLC, TOP LLC, Chisty Domik LLC, ART Vladimirsky Factory LLC, MARITA LLC, Ural Crown, Oriental Way LLC, HK KARAVAY and others.

The participating companies will present over **760 brands** at their booths.

During all days of the running of the exhibitions an extensive business programme consisting of 40 seminars, master-classes and conferences will traditionally take place. Among speakers of the programme are practicing experts of the retail market – Tatiana Sorokina (Unit-Consulting), Anastasia Ptukha (Step-by-Step), Ekaterina Bogacheva (international expert in retail trade), Natalia Marova (Retail.ru), Iya Ishminetskaya (business coach), Ilya Uvarov (Retaility) and such companies as ArchDialog, the Union of Designers and Architects, the Friedman Group Russia, the Russian Association of manufacturers and suppliers of food products, Coruna Branding, InSales, Ctot Factory, Jos deVries the Retail Company Russia, “Posuda” magazine and others.

Key events of the programme:

- Conference “OPPORTUNITIES FOR INCREASING SALES FROM THE STORE SHELF. SOLUTIONS FOR RETAILERS AND SUPPLIERS”. Organizer: Retail.ru
- 2nd conference “TOPICAL ISSUES OF THE MARKET OF HOUSEHOLD GOODS AND KITCHENWARE IN RUSSIA. POINTS OF FUTURE GROWTH”. Presentation of a new B2B magazine “HozTorg”^{NEW}.

DAY OF REGIONAL RETAIL

- increasing of sales: efficient methods and solutions
- trends in shop construction, how to increase traffic
- creating of efficient private labels^{NEW}
- a good-selling layout
- category management for suppliers

DAY OF DESIGN

- trends: style, materials and colours in interior décor
- energy intensive space layout
- lighting and textiles in the interior
- creating of beautiful objects and mood

DAY OF INTERNET SALES

- Federal Law No. 54 and accounting in a cloud
- how to profitably sell goods on the Internet and services for e-commerce
- retail Internet shop
- CRM of a shop

NEW YEAR, GIFTS, SOUVENIRS^{NEW}

- New Year and Christmas decorations
- increasing of sales of New Year products
- business gifts: current situation on the Russian market
- secrets of shape and packaging

REGISTRATION OF PROFESSIONAL VISITORS

Organizers: MOKKA Expo Group LLC, InterDeco Expo LLC, Group of Companies “Mayer J Group” and the Russian Union of Industrialists and Entrepreneurs. The exhibitions are organized with the official support of the Chamber of Commerce and Industry of the Russian Federation.

About the company: Group of Companies “Mayer J Group” is a member of the Global Association of the Exhibition Industry (UFI). For more than 20 years the company organizes professional B2B exhibitions and congress events. Nowadays the company holds 8 international exhibition projects, business forums and conferences every year. Mayer J Group exhibitions are held with the official support of the Chamber of Commerce and Industry of the Russian Federation.

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