

## Results of HOUSEHOLD EXPO

### *How will the expositions of HouseHold Expo, Stylish Home, Christmas Box. Podarki and Dacha Outdoor be remembered*

#### POST RELEASE



The biggest international B2B exhibitions of household goods and gifts in Russia - HouseHold Expo, Stylish Home. Objects & Tableware, Christmas Box. Podarki and Dacha Outdoor, which took place from March 27 to 29, gathered over 250 participants from 11 countries this spring. Novelties and collections were presented by manufacturers and distributors from Russia, Belorussia, Germany, India, Italy, China, Korea, Poland, Turkey, Taiwan and Ukraine.

The exhibitions took place at IEC "Crocus Expo". The exposition traditionally occupied 3 halls of the 2nd pavilion. The visitor audience of the exhibitions increased by 35%, the exhibition was visited by buyers from 29 countries and 73 regions of Russia. Compared to the spring of 2017, the number of participants increased by 23%.

According to its participants and professional visitors, the 21st international B2B exhibition HouseHold Expo which is the biggest specialized exhibition of kitchenware, gifts and household goods in Russia, was, as always, full of business events and presentations at the booths of participants, and also marked the start of a number of new projects.

Particular attention was given to current and future trends which the consumer will be guided by in the nearest future.

Furthermore, novelties presented at the 2nd contest [HouseHold Russia Award-2018](#) attracted the interest of industry players.

For the first time at HouseHold Expo, within the framework of working with the participants and visitors of the exhibitions, expert consultations by specialists of the Russian Export Center were organized for manufacturing companies. The consultation programme of the Russian Export Center at the exposition of Minpromtorg of Russia (the booth of Minpromtorg of Russia) was located in the central part of the exposition of HouseHold Expo) was held in the form of a Q&A session devoted to the issues of customs administration, credit and financial support, certification on foreign markets (patenting, licensing) and consultations for participants of the exhibition on the issues of financing of their participation, arrangement of an individual booth and (or) organization of participation in a collective exposition of the Russian Export Center at HouseHold Expo.



The main event at HouseHold Expo this spring was the International scientific expert forum ["Development resources. Chemistry for life: where the state meets business"](#). The Forum was organized by the Ministry of Industry and Trade of the Russian Federation, the Russian Union of Industrialists and Entrepreneurs, the Chamber of Commerce and Industry of the Russian Federation, group of companies "Mayer Group" in cooperation with the Scientific and research institute for household chemistry "Rossa" and with active support of the Russian Chemists Union. More than 350 people took part in the forum.



**Main topics of the forum were:** consolidation and development of the industrial sector of professional and household chemistry from low-tonnage production to end consumer product; funding programmes for small and medium enterprises, high-tech manufactures and exporting companies, as well as regulation, standardization and import substitution of household chemistry.

**Within the framework of the forum** the following events took place: conference "Household chemistry and cosmetics: innovative growth strategies" (organized by "Rossa") and round table "Provision of polymer packaging for manufacturers of household chemistry, perfumes and cosmetics" (organized by the Russian Chemists Union

and the Association of Plastic Processors).

The forum became a new development stage of the special sector of the exhibition “Professional and household chemistry”. In 2019 the sector of professional and household chemistry, cosmetics and personal care products will be exhibited for the second time already as the International exhibition



**ChemiCos-2019.** Such companies as Group of Companies “Titan”, PJSC “SIBUR HOLDING”, PROCTER AND GAMBLE LLC, Novosibirsky Plant of Household Chemistry, Stupinsky Chemical Plant, Faberlic, HENKEL RUS LLC, Vyazemsky Plant of Synthetic Products, PJSC “PIGMENT”, SPC “BioMicroGels”, Synergetic LLC, LLC “Scientific and Production Company “Geniks”, Scientific and research institute for household chemistry “Rossa”, Trading House NCC, ExpertEcology, NikaUral, Fita LLC and others took part in the exposition ([catalogue of the forum](#)).

The forum and exposition were opened by Deputy Minister of Industry and Trade of the Russian Federation **Sergej Cyb**.

Apart from the start of the forum “Development resources”, a significant event for participants of the market of household chemistry, and ChemiCos exhibition, key exhibitions in the sphere of household goods and goods for country life, interior objects, gifts and New Year’s goods were successfully held from March 27 to 29, 2018.

**HouseHold Expo** is the exhibition uniting manufacturers and retailers of all kinds of nonfood trade in Russia. Twice a year the exhibition presents new products covering the whole product range which is necessary for store shelves, including such important part as seasonality, ranging from New Year’s products and garden tools to interior objects and exclusive gifts. Federal and regional networks, wholesale and retail stores always find new suppliers at HouseHold Expo, and manufacturers get the chance to “appear on the shelves” of trade networks.



The main players of the market of New Year’s and festive products took part in the 9th International exhibition Christmas Box. Podarki: ZIMUSHKA ZIMA, YOLOCHKA, Gift Archer, RUS-ELKA, Max-Christmas, Eli Pineri, DEVILON M,

Batis-Star, Plastindustry – MOROZCO, BOMBKI, TRIUMPH NORD, WINTER TOYS, Vitus, Christmas Dream, Production Company “ALMAZ EKB”, GreenTrees, Novaya Upakovka, NAHODKA UPACK, FIRST BIRD, KAZ COM, GIRLYANDUS, ORNER (Ukraine), FABRIKA YOLOK and many others.



A special programme TREND SPACE FOR CHRISTMAS ONLY was organized for the first time at the exhibition Christmas Box. Podarki. The latest European tendencies on the market of gifts and the New Year’s industry, as well as fashionable trends in design of spaces and objects for New Year’s holidays were demonstrated at TREND SPACE. The announced trends will be in the highest demand with the end consumer in 2018-2019. Within the framework of the business programme of the exhibition analytical data for the market of fir tree decorations and New Year’s products were also provided.



The 11th international exhibition Stylish Home. Objects & Tableware, exhibition of middle and premium-class interior objects and furniture, tableware and table decorations, gifts, lighting, textiles and accessories,

presented the HOME TREND project for the first time together with the trend-bureau Trendsquire. Within the framework of the project lectures and demonstrations of trends of 2018/19 in textiles, lighting and laying the table took place. Such companies as Semeynie Cennosti, Dom Svechei, Lares & Penates and ARTODOX TEXTILES took part in the project.

The following trends were demonstrated:

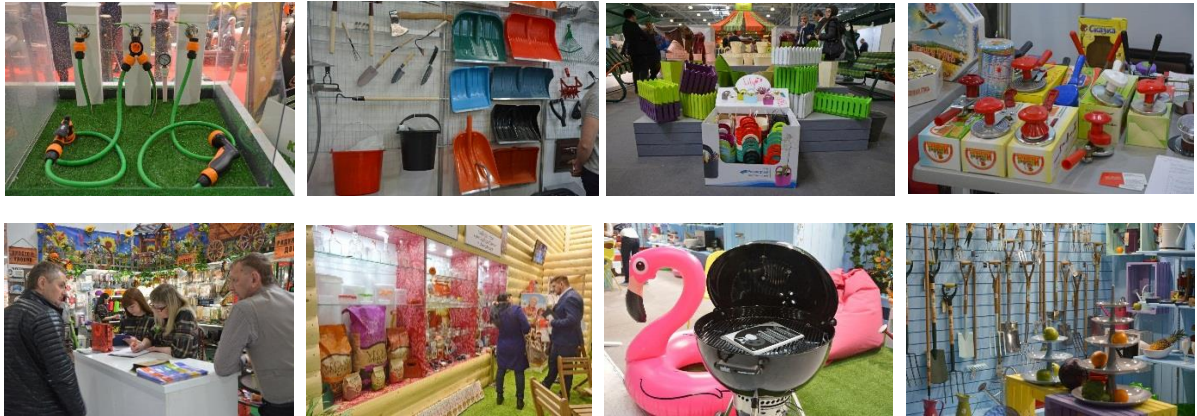
- **GLOCREATIVE:** URBAN ETHNIC
- **WORKSHOP:** MAN-MADE VERSATILITY
- **SYMBIOSIS:** SYNTHETIC GERMINATION
- **DE-ARCHIVATION:** DIGITALIZATION OF HISTORIC ARCHIVES



# DACHA OUTDOOR

Due to a large number of participants this year, the 6th International exhibition Dacha Outdoor was held in a separate hall as an independent event for the first time. Among participants of the exhibition were Linkgroup, Aquapulse, Kedr Plus, Rustrade, Teza Trade, Decart Furniture, Yarmarka-Tver, Arno-Werk, Veles, Finedesign, Git Invest, Globus,

Dekostek, Tulasad, Edrem Plast, OSK, Udachnaya Mebel, Investdecor, Mebeltorg, Lex-S, Floory, Poliform, Alternativa, Opttorg-Izhevsk, Podarki Leta, Letolux, Live-in-Green, Polivchik, Company Lider, Venik-Mechta, Hemilain, Fargaz, Nadejda, Korol-Lev, STM Trade, Raduzhnyy Dom, Mir Kleenki, PVC Group, Tehlabterm, Roplast, Kolorit, Posuda-Pak, Technoexport. During the running of the exhibition, Dacha Outdoor alone was visited by 3 500 professional visitors. Within the framework of the exhibition a special business programme for participants and visitors “Kaleidoscope of outdoor life” took place.



**THE BUSINESS PROGRAMME** of the spring exhibitions of 2018 included over 65 events; 55 speakers took part in conferences, seminars and workshops. The events of the business programme, occupying 5 discussion platforms, were visited by 830 people.

Key events of the business programme:

- DAY OF REGIONAL RETAIL
- DESIGN DAY
- Consultation center of the Russian Export Center **NEW**
- HOME TREND project **NEW** within the framework of the exhibition Stylish Home. Objects & Tableware
- TREND SPACE FOR CHRISTMAS ONLY project **NEW** within the framework of the exhibition Christmas Box. Podarki
- “Kaleidoscope of outdoor life” project within the framework of the exhibition Dacha Outdoor
- The following researches were announced:
  - HouseHold Expo: “Safety, quality, design: what do Russian consumers expect from kitchenware”
  - Stylish Home: key interior tendencies of 2018/19 in the world and their application on the Russian market
  - Christmas Box. Podarki: exclusive research of the market of fir tree decorations and New Year’s goods
  - Dacha Outdoor: overview of user behavior and results of sales of garden hand tools in 2017
- International scientific expert forum “DEVELOPMENT RESOURCES. CHEMISTRY FOR LIFE: WHERE THE STATE MEETS BUSINESS” **NEW**
- Exposition of MINPROMTORG OF RUSSIA **NEW**
- 2nd International competition in the sphere of household goods HouseHold Russia Award-2018
- 4th competition “The best design and layout in a home goods store”
- 6th International forum HORECA. JUST HORECA



## RESULTS OF THE 2ND INTERNATIONAL COMPETITION IN THE SPHERE OF HOUSEHOLD GOODS HOUSEHOLD RUSSIA AWARD-2018

19 novelties have been submitted for participation in the 2nd competition **HOUSEHOLD RUSSIA AWARD-2018**. Among participants of the exhibition who have submitted their products to the competition were such companies as [Warthog Sharpeners](#) (the Republic of South Africa), [Domostroy](#), [Nadoba-East](#), [Neva Metall Posuda](#), [PLASTIC REPUBLIC](#), [Akvikomp](#), [Frybest](#), [Signalelectronics](#) and [ExpertEcology](#).



Awards were given in the nominations “**Tableware and accessories**” and “**Household goods for your home**”.

**In the nomination “Tableware and accessories”**

**GRAND PRIX**

[Neva Metall Posuda](#) for a WOK WITH TWO HANDLES AND A GLASS LID

**1st place**

TM WALMER – exclusive distributor of [Domostroy](#)  
[Frybest](#) for the Greenwood pan

**In the nomination “Household goods for your home”**

**GRAND PRIX**

[AKVIKOMP](#) for bags for separate collection of waste

**2nd place**

[Signalelectronics](#) for BZRP RP-329 radio set  
[ExpertEcology](#) for antibacterial cleaning agent for refrigerators Premium House

### Special AWARDS

**“For the best design solution”:**

[NADOBA-EAST](#) for a kettle with whistle, 4 l BERNA

**“For the best construction solution”**

[WARTHOG SHARPENERS](#) for a diamond knife sharpener Warthog "Vsharp Classic 11"

**“For the best technological solution”**

[PLASTIC REPUBLIC](#) for Ajur 50 l laundry basket

## RESULTS OF THE 4TH COMPETITION “THE BEST DESIGN AND LAYOUT IN A HOME GOODS STORE”

Over 20 shops took part in the competition. The following advanced to the final: “Tovary dlya doma” (Blagoveshchensk), “Kukhonnye istorii” (Voronezh), “Posuda Tsentr” (Novosibirsk), “Textil WESS” and LikeMyHome (Saint Petersburg, shopping center “K-Rauta”), “Urbanika” (Moscow), “Novosyol” (Chelyabinsk, shopping center “Dekor”), “Art Decorium” (Moscow), “Tvoy Dom” (Krasnogorsk), “Eldorado” (Ekaterinburg), shopping centers “Kapitoliy Vernadskogo”, “Evropeyskii”, “Okeaniya”, “Raykin Plaza” and “Galereya Krasnodar”.

The following companies reached the final: Nika, Frybest, “Vsyo dlya doma”, Hoztorg, Santonit, “Posuda Tsentr Servis” and “Cookhouse”, having presented their works to the competition in the nominations “Conceptual approach to the shop window design”, “The best arrangement of goods on the sales floor”, “The best layout on the shelf” and in the special nominations “For active product promotion through trade networks” and “For creative solutions”.



### Nomination “Conceptual approach to the shop window design”

Private entrepreneur Yu.V.Fomina, shop “Novosyol”, shopping center “Dekor”, Chelyabinsk  
Santonit LLC, shop LikeMyHome, Romanovka, Saint Petersburg region

Cookhouse, shopping center "Okeaniya", Moscow  
Hoztorg, shop "Kukhonnye istorii", Voronezh

**Nomination "The best layout on the shelf"**

Cookhouse, shopping center "Kapitoliy Vernadskogo", Moscow

**3rd place**

"Posuda Tsentr Servis" LLC, shop "Posuda Tsentr", Novosibirsk

**Special nomination "For active product promotion through trade networks"**

**1st place**

Frybest LLC, Moscow

**2nd place**

Santonit LLC, shop "Textil WESS", shopping center "K-Rauta", Romanovka, Saint Petersburg region

**Special nomination "For creative solutions"**

Design bureau "Art Elements", designer Yulia Skopinskaya-Matvienko

There was no awarding for finalists in the nomination "The best arrangement of goods on the sales floor".

**We invite you to take part in the exhibitions HouseHold Expo, Stylish Home. Gifts, Christmas Box. Podarki which will take place from September 11 to 13, 2018, IEC "Crocus Expo" (pavilion 2) and to visit the events of the business programme: Day of Regional Retail, Design Day and Day of Internet Sales.**

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**The international B2B exhibition HOUSEHOLD EXPO is the biggest specialized exhibition of kitchenware, gifts and household goods 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.**

**Organizers of the exhibitions:** LLC "MOKKA Expo Group" and group of companies "Mayer J Group" 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 Russian Union of Industrialists and Entrepreneurs, the Russian Chemists Union and 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. The company also specializes in the production of in-store furniture, POS-materials and premium wide-format printing with its own productive capacity, the planning and design of exhibition booths.

Contact information: LLC "MOKKA Expo Group", group of companies "Mayer J Group"  
7 Yuzhnoportovaya str., building 1, 115088 Moscow  
Tel.: +7 (495) 363-50-32/33, info@hhexpo.ru, www.hhexpo.ru