

МЕЖДУНАРОДНЫЕ СПЕЦИАЛИЗИРОВАННЫЕ ВЫСТАВКИ



HOUSEHOLD EXPO
ПОСУДА • ТОВАРЫ ДЛЯ ДОМА • ПОДАРКИ

<http://hhexpo.ru/en/>

STYLISH HOME
ТОВАРЫ ДЛЯ ДОМА ПРЕМИУМ-КЛАССА

<http://styhome.ru/en/>

CHRISTMAS BOX. PODARKI
ПОДАРКИ • СУВЕНИРЫ • НОВОГОДНЯЯ ПРОДУКЦИЯ

<http://christmasbox.ru/en/>

DACHA OUTDOOR
ТОВАРЫ ДЛЯ ДОМА И ДАЧИ

<http://outdoordacha.ru/en/>

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

21st international B2B exhibition **HOUSEHOLD EXPO** — 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

11th international B2B exhibition **STYLISH HOME. OBJECTS & TABLEWARE** – exhibition of middle and premium class interior objects and furniture, tableware and table decorations, gifts, lighting, textiles and accessories

9th international B2B exhibition **CHRISTMAS BOX. PODARKI** – exhibition of gifts, souvenirs, New Year's, Christmas and festive products

6th international B2B exhibition **DACHA OUTDOOR** – exhibition of goods for dacha, county life and outdoor leisure

**March 27-29, 2018, IEC “Crocus Expo”
pavilion 2, hall 9, 10, 11**

International exhibitions HouseHold Expo, Stylish Home. Objects & Tableware, Dacha Outdoor and **Christmas Box. Podarki will take place from March 27 to 29, 2018**. The exposition covers three halls of pavilion 2 at IEC “Crocus Expo”.

Organizers of the exhibition: “MOKKA Expo Group” LLC and Group of Companies “Mayer J Group” with the official support of the Chamber of Commerce and Industry of the Russian Federation.



Over 250 Russian and foreign [participants](#) will present their spring novelties and current collections at their booths. National expositions will be presented by companies from China, Korea, Taiwan, India, Germany, Italy, Poland, Ukraine, Belorussia and Turkey.

MAIN SECTORS:

KITCHENWARE AND TABLE DECORATIONS
GIFTS AND SOUVENIRS
PROFESSIONAL AND HOUSEHOLD CHEMISTRY

INTERIOR OBJECTS, FURNITURE, LIGHTING
GOODS FOR COUNTRY LIFE
NEW YEAR'S AND CHRISTMAS PRODUCTS

This year the spring edition of the exhibitions will become a start for many brand new projects for participants and visitors:

1. For the first time at HouseHold Expo the sector of professional and household chemistry will be presented as an expanded exposition. The booth of the Ministry of Industry and Trade of the Russian Federation occupies the central place of the exposition in hall 11.
2. Alongside HouseHold Expo, on March 27 and 28 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 and the research institute for household chemistry "Rossa" are organizing the International scientific and expert forum ["DEVELOPMENT RESOURCES. CHEMISTRY FOR LIFE: WHERE THE STATE MEETS BUSINESS"](#). The forum is dedicated to the issues of state financing of manufacturing, import substitution of raw materials, standardization and sale of professional and household chemistry and cosmetics. [Business programme of the forum >>>](#)
3. On March 27 from 12:00 to 14:00 experts of the [Russian Export Center](#) are going to consult participants and visitors of the exhibitions and the forum on providing state support for manufacturing companies with regard to their export potential.
4. Great attention this spring is going to be paid to trends. Demonstration lectures and 2018/19 trend shows will be held on two platforms of hall 9. [HOME TRENDS](#) will present trends in textiles, lighting and laying the table. At [TREND SPACE](#) one will find the latest fashion European trends in design of space and objects for New Year's and Christmas holidays.

BUSINESS PROGRAMME OF THE EXHIBITIONS

DAY OF REGIONAL RETAIL / HOUSEHOLD EXPO

- Expectations of Russian consumers
- Changes in legislation
- How can a shop attract new clients
- How to work with seasonal goods
- Sales of household goods in non-specialized stores. Advantages for non-profile retailers on the example of the market of furniture and the DIY market
- Novelties in Internet marketing for retailers and suppliers

DAY OF INTERNET SALES

- **Conferences "Internet marketing for DIY & Household":**
 - Analytics and forecasts on the HouseHold and Soft DIY market
 - Trends in online sales of goods of the DIY segment. How to increase sales?
 - Internet as the main channel of interacting with your target audience – how to properly use the tools of Internet marketing
 - Specifics of online promotion of HouseHold projects, efficient channels

TREND SPACE PROJECT / CHRISTMAS BOX. PODARKI

- New Year's palette: décor color scheme of 2019
- How to invest money in New Year's products with profit
- New Year's neuromarketing
- Development of retail trade of gifts and New Year's products

HOME TREND PROJECTS in collaboration with trend bureau [TRENDSQUIRE](#)

- Assortment forecasts for manufacture and retail
- Key interior tendencies of 2018/19
- Exposition “Table art –the kingdom of the beauty of taste”

DAY OF DESIGN / [STYLISH HOME](#)

- **Exclusive programme from the company Archdialog:** innovative materials and technologies in interior design, wow – methods and technologies in décor, design of retail space, textiles from Russia, Europe, China, America, art objects and accessories in the interior
- How to avoid mistakes at the stage of planning the interior of living accommodation
- **Programme of the Union of Architects and Designers**
- Festive design of living and public space
- Trends of the exhibition Maison&Objet

KALEIDOSCOPE OF OUTDOOR LIFE / [DACHA OUTDOOR](#)

- Overview of user behavior and results of sales of garden hand tools in 2017
- How to increase sales of garden and camping furniture
- Philosophy of dacha interior and household

INTERNATIONAL FORUM [HORECA. JUST HORECA](#)

- Hotels of the future – design, artificial intelligence, personalization and safety reserves
- Hotel entrance area design
- Cyclicalities of interior tendencies for HoReCa
- Design and décor in HoReCa
- How much does it cost to build a restaurant?

COMPETITIONS AND AWARDS

2nd International competition in the sphere of household goods [HouseHold Russia Award-2018 4th competition “The best design and layout in the home goods store”](#)

The exhibitions are visited by thousands of professional visitors from all over Russia:

- leading federal and regional trade networks
- wholesale and retail companies, retail shopping centers
- dealers and distributors
- shops of household goods and country life
- interior design studios and specialized stores and salons
- directors and purchasing agents of cafés, restaurants, country clubs, hotels and tourist centers, purchasing agents for public and municipal needs, corporate clients
- managing companies of suburban villages, owners of country houses
- advertising and event agencies

80% of visitors are planning to make purchases for their business as a result of their visit. The visitor audience is constantly changing, each year 40% of specialists on the market of household goods, gifts, goods for dacha and New Year’s products visit the exhibitions for the first time.

About the company: Group of Companies “Mayer J Group”, 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.

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