

The biggest Russian B2B exhibitions of household goods, goods for dacha, interior objects and gifts

23rd international B2B exhibition **HOUSEHOLD EXPO** — the biggest Russian specialized exhibition of kitchenware, gifts and household goods. 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

13th international B2B exhibition **STYLISH HOME. GIFTS** – exhibition of middle and premium-class interior objects and furniture, tableware and table decorations, gifts, lighting, textiles and accessories

11th international B2B exhibition **CHRISTMAS BOX. PODARKI** – exhibition of gifts, souvenirs, New Year and festive products

7th international B2B exhibition **DACHA OUTDOOR** – exhibition of goods for dacha and outdoor leisure

**February 27 – March 1, 2019, Crocus Expo IEC
pavilion 2, halls 9, 10, 11**



International exhibitions HouseHold Expo, Stylish Home. Gifts, Dacha Outdoor and Christmas Box. Podarki will take place from February 27 to March 1, 2019, in three halls of the 2nd pavilion of Crocus Expo IEC. Organizers of the exhibitions: MOKKA Expo Group LLC, Mayer Group of Companies – member of the Global Association of the Exhibition Industry (UFI) and the Russian Union of Industrialists and Entrepreneurs. The exhibitions will be held with the official support of the Chamber of Commerce and Industry of the Russian Federation.

Participants of the exhibitions are Russian and foreign manufacturers and distributors of household goods, goods for dacha, interior objects and gifts. Participants are planning to present their novelties and most popular product lines which will form the key part of the exposition to buyers and retailers. You may learn about the novelties of the exhibitors in advance, namely 2 weeks before the start of the exhibitions on the website www.expo-retail.ru.

Exhibition statistical data (annually):

- over 20 000 sq.m.
- over 750 participants
- over 17 500 professional visitors
- 16 participating countries annually
- Participants and visitors – from over 50 countries
- Buyers and retailers from 85 regions of Russia

The exposition is conveniently divided into several key sectors:

KITCHENWARE AND TABLE DECORATIONS
GIFTS AND SOUVENIRS
GOODS FOR COUNTRY LIFE

INTERIOR OBJECTS, FURNITURE, LIGHTING
HOUSEWARES AND **HOUSEHOLD CHEMISTRY***
NEW YEAR PRODUCTS

The key objective of the exhibitions is to organize efficient and fruitful work between participants and visitors. 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
- stores of household goods and goods for country life
- interior design studios and specialized stores and salons
- directors and purchasing agents of cafes, restaurants, country clubs, hotels and tourist centers
- purchasing agents for public and municipal needs, corporate clients
- management companies of suburban villages, owners of country houses
- advertising and event agencies

80% of visitors make purchases for their business as a result of their visit to the exhibitions. The visitor audience is constantly changing, each year 30 to 40% of specialists on the nonfood market visit the exhibitions for the first time.

KEY TOPICS OF THE BUSINESS PROGRAMME OF THE EXHIBITION:

- Tendencies in retail
- Trends in interior design
- New trends in manufacturing of New Year products and festive décor
- Internet sales and the future of on-line retail
- Peculiarities of seasonal sales: New Year products and goods for country life

The programme includes:

7TH INTERNATIONAL FORUM HORECA. JUST HORECA

- Business session “What to teach and how to teach? Innovative technologies of staff education and development in today’s environment”
- Business session “Hotel design. Innovative technologies of creating hotel space”
- Business session “Hotel marketing”

Cycle of master-classes and seminars: “**Goods, effective sales, loyal customer**”

DAY OF DESIGN

DAY OF REGIONAL RETAIL

KALEIDOSCOPE OF COUNTRY LIFE

CONTESTS AND AWARDS

3rd International contest in the sphere of household goods **HouseHold Russia Award-2019**

5th contest “**The best design and layout in a home goods store**”

The 2nd International scientific expert forum “**RESOURCES FOR GROWTH. CHEMISTRY FOR LIFE: STATE AND BUSINESS**” will take place on February 27 and 28, 2019. The annual award in the sphere of consumer chemistry and cosmetics **ChemiCos Unique** will be held within the framework of the Forum (February 27, 2019). The sector of household chemistry and raw materials for its production will be displayed at the 2nd international exhibition of professional and household chemistry, cosmetics and personal care products **CHEMICOS 2019** (February 27 – March 1, 2019). The Expoforum is organized by the Ministry of Industry and Trade of the Russian Federation, the Russian Union of Industrialists and Entrepreneurs and Mayer Group of Companies in partnership with the Research Institute for Household Chemistry “Rossa”.

About the company: Mayer Group of Companies is a member of the Global Association of the Exhibition Industry (UFI), the Russian Chemists Union and the Russian Union of Industrialists and Entrepreneurs. 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 Group exhibitions are held with the official support of the Ministry of Industry and Trade of the Russian Federation and the Chamber of Commerce and Industry of the Russian Federation. The group of companies also specializes in the production of in-store furniture, POS-materials and premium wide-format printing with its own productive capacity, planning and design of exhibition booths.

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