CJF
Детская мода

FASHION STARTS WITH CHILDHOOD. BUSINESS STARTS WITH FASHION!

'The Children's Catwalk' Creative Project

CJF – Child and Junior Fashion Topics

- Children's clothing
- Children's footwear
- Accessories for children
- Clothes for expecting mothers
- Fashion and design
- School uniforms
- Legwear

Why CJF – Child and Junior Fashion?

2001 The 1st Salon of Clothes, Footwear and Accessories for Children and Teenagers – Child & Junior Fashion (CJF) – held as part of the Mir Detstva Exhibition

2007 The CJF – Child and Junior Fashion Salon and Exhibition

2009 The CJF – Child and Junior Fashion Exhibition receives a RUEF logo; the first professional fashion show is held

2010 The CJF – Child and Junior Fashion becomes a biannual event

2011 The CJF – Child and Junior Fashion Exhibition receives an approval logo of UFI – the Global Association of the Exhibition Industry

2012 The exhibition receives support from the Russian Ministry of Industry and Trade. Announcement of results of an important innovative project aimed at domestic manufacture of school uniforms – Textile'2011; the project is carried out by Russian manufacturers under the aegis of the Russian Ministry of Industry and Trade. A fashion show of school uniforms.

Management of the CJF and Mir Detstva Exhibitions

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ufi Approved Event

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CJF
child fashion

www.cjf-expo.ru

28.02–02.03
25.09–28.09 **2012**

International Exhibition CJF – CHILD AND JUNIOR FASHION

Venue:
Expocentre Fairgrounds
Moscow, Russia

NEW! School Uniform Salon

NEW! Children's Style Competition
Supported by the Russian Ministry of Industry and Trade

EXPOCENTRE
INTERNATIONAL EXHIBITIONS AND CONVENTIONS
MOSCOW

Organized by
Expocentre ZAO
Krasnopresnenskaya nab., 14
Moscow, Russia, 123100
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Fax: + 7 (495) 609 4168

Supported by
Russian Ministry of Industry and Trade

EXPOCENTRE
INTERNATIONAL EXHIBITIONS AND CONVENTIONS
MOSCOW

The event is held under the auspices of
- Russian Chamber of Commerce and Industry
- Moscow City Government

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www.mirdetstva-expo.ru

Mir Detstva

September 25–28 2012

18th International Exhibition for Goods and Services for Children and Teenagers, New Educational and Personality Developing Programmes

Pavilions No. 2 and 8
Expocentre Fairgrounds
Moscow, Russia

MIR DETSTVA: WE CREATE THE FURURE TODAY!

Mir Detstva is Russia's largest brand and a major guideline for everyone involved in the children's industry. This event has no rivals in quality and quantity of exhibitors and professional visitors.

Profile of the Leader

- 17 years of heading positive changes on the Russian market of goods and services for children
- Logos of UFI – the Global Association of the Exhibition Indsutry, and RUEF – the Russian Union of Exhibitions and Fairs
- Auspices of the Chamber of Commerce and Industry of the Russian Federation, the Moscow City Government
- Support from the Public Chamber of the Russian Federation
- Independent audit data provided by RussComIT Systems; the audit carried out according to international regulations and standards of UFI – the Global Association of the Exhibition Industry, and FKM – the Society for Voluntary Control of Trade Fair and Exhibition Statistics (Germany), and under control of the Executive Board of the Russian Union of Exhibitions and Fairs

Topics

- Goods for babies and infants
  - Personal care products for pregnant and nursing women
  - Children's furniture and furnishing accessories for home
- Toys, games, hobbies, models, goods for outdoor activities
  - Multi-functional equipment for playgrounds
  - Children's furniture for kindergartens and educational institutions
- Everything for New Year celebration
- Creativity and design, stationery
- Baby food, school meals, healthy food

The exhibition includes:

2012

XIII международный фестиваль воздушных шаров

13th International Festival of Balloons

Mir Detstva

CJF child fashion

MIR DETSTVA and CJF are

- Professional approach to events
- Credible statistical data
- Effective face-to-face communication and sales solutions
- Representative business audience
- The best facilities of Expocentre Fairgrounds
- A rich programme of business related events
- The latest information on market conditions: best brands, latest trends and new technologies
- Ideal schedule; finding solutions to your business needs and challenges in just four exhibition days
- Targeted advertising campaign in Russia and abroad
- Assistance in logistics and customs formalities

Mir Detstva'2011: Facts & Figures

Space: **14 485** / **33 757** (net/gross)
Number of participants: **506**
Participating countries: **31**

CJF – Child and Junior Fashion'2011. Autumn: Facts & Figures

Space: **3 923** / **9 681** (net/gross)
Number of participants: **222**
Participating countries: **17**

VISITORS

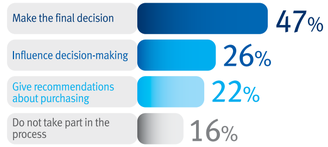
Unique visitors: **16 340**

Total number of visits: **21 090**

UNIQUE TARGET AUDIENCE

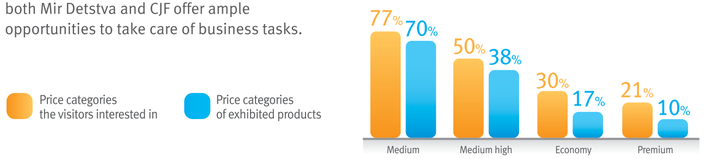
The exhibition registration showed that every second visitor was authorized by his/her company to make a final decision regarding purchasing.

Participation of the visitors in decision-making about purchasing



According to survey data, interests of the visitors and participants in the exhibitions in price categories of products coincide. It shows that both Mir Detstva and CJF offer ample opportunities to take care of business tasks.

Price categories



BUSINESS RELATED PROGRAMME

Results of the 6th Trade Specialized Forum on the Russian Market for Goods for Children: Supplier and Retail, with the Retail Chains Purchasing Centre™

The Retail Chains Purchasing Centre™ was working six hours with no breaks. During this time every supplier held 15-20 talks with retails chains. Results of questionnaires of manufacturers and distributors announced by the RDT-info portal show that 60% of those talks at average will lead to supply contracts in the near future. It was also confirmed by buyers. It is one of the highest figures of all Retail Chains Purchasing Centres™ in 2010–2011.

Forum's statistics:
- **400 Forum participants**
- **240 suppliers**
- **74 buyers from 36 retail chains**
- **30 industry experts**

A Round Table on Government Policy in Promotion of Domestic Fashion Goods for Children and Other Measures to Support the Light Industry
Organized by the Russian Ministry of Industry and Trade, Expocentre ZAO

The Internet Retail Forum
- Eight most important questions!
- Detailed guidance on opening your own e-business!
- Only for exhibitors and visitors to Mir Detstva and CJF!