

## Post Show Report

### Mir Detstva 2015

On 22-25 September 2015 Expocentre Fairgrounds hosted the 21<sup>st</sup> edition of the **Mir Detstva** International Exhibition for Goods and Services for Children and Teenagers, New Educational and Personality Development Programs.

Mir Detstva is a leading trade show for goods and services for children in Russia and the Commonwealth of Independent States. Today it has no rivals in terms of the quality and number of exhibitors and professional visitors.

The exhibition is organized by Expocentre with support from the Russian Ministry of Industry and Trade, the Association of Children Goods Industry Enterprises, the Association of Art Industry Market Participants, the Department of Science, Industrial Policy and Entrepreneurship of the Moscow City Government; and under auspices of the Russian Chamber of Commerce and Industry.

This year **502** companies from **30 countries** occupied **13,920 net sq m** to showcase their best products, which made Mir Detstva an undisputed leader of the Russian industry of goods and services for children. The event was attended by 18,420 professional visitors.

**Product sectors** included **Goods for Newborns and Infants; Health and Comfort; Education and Development; and Games and Toys.**

World known foreign companies showcased their products; among them were Adamex, Appica, BabyBjorn, Balu, Bebecar, Brevi, Cam Il Mondo Del Bambino, Concord, Dr. Brown's, Philips Avent, Jetem, Hauck, Lava, Jane, Happy Baby, Maxi-Cosi, Hansa, Pali, Playmobile, Schleich, Peg-Perego, Smoby, Intex, Winx, and others.

**425** leading Russian companies demonstrated their goods and services.

The special exposition **Territory of Russian Startups, Small and Micro Businesses** was arranged for the first time at Mir Detstva 2015. Its participants – newcomers in the manufacture of goods for children – included MULTiKUBIK, Artifakt, Shusha, Rubtsovsk Hosiery Enterprise, Projector, Matis, Robotreck, Didakticheskiye Sistemy, Delphy Gate, and AlliancePrint.

Expocentre continued its **Expocentre for Counterfeit-Free Exhibitions** project aimed to reduce the number of counterfeit products displayed at exhibitions.

Europa Uno Trade and Expocentre organized the **16<sup>th</sup> Moscow International Festival of Balloons**. It included competitions, interesting workshops from professional designers, contests, trivia games, etc.

The Mir Detstva organizers in association with Destino and Co. (manufacturer of AVToys), the Moscow State University of Railway Engineering, and Consulting Centre in the Innovation Sector arranged the **Museum of Children Construction Sets**. Visitors learned a lot of interesting facts about creation and development of construction sets for children and saw unique exhibits such as samples of construction sets made in the early 20<sup>th</sup> century, evolution of the famous Lego construction toys, and many more. Presentations were held daily in the Presentation Zone.

A **rich event program of Mir Detstva 2015** included business forums, conferences, workshops, seminars, and round tables for suppliers and sellers of goods for children and teenagers, prestigious competitions, presentations of new goods, and other events.

In 2015, one of the main business events of the Russian market of goods for children was the **10th Russian Trade Forum for Children Goods Suppliers**. It was organized by KVK Imperia in association with Expocentre ZAO.

**More than 200** delegates came to this event to learn about the latest market trends. The **Purchasing Centre for Retail Chains™** welcomed **120** manufacturers and suppliers, who held **2,300** meetings with **80** buyers from **35** federal and regional specialty and general retail chains such as **Dochki & Synochki, O'Key, Bukvoed, Familia, Hamleys, Korall, Kenguru, SelGros C&C, Yulmark, Yarky**, and many others.

The 6 sessions presented 20 reports of industry experts.

Mir Detstva 2015 also featured the first **educational project “Expo-Academy”**, organized by Expocentre, the High School of Branding, and the Association of Russian Branding Companies (ABKR). Branding and marketing experts shared their experience in working on the market of goods for children.

The events included

- Investment Forum “Investments in the Childhood are Investments in the Future of Russia”,
- Seminar on Technical Regulation of the Single Market of Goods for Children of the Eurasian Economic Union: New Opportunities and Prospects of Technical Regulation,
- Round Table on Business for Healthy Childhood,
- 11th Annual Professional Conference on Modern Parents and Children: Understanding Consumers of the Children Goods Market,
- Round Table on Developing Family Business,

- Round Table on the Role of Public-Private Partnership in the Development of Education; Partnership and Dialogue: Government, Business, Society,
- 13<sup>th</sup> Session on Licensing and Franchising: Competitive Advantages,
- Conference on Childhood Nutrition in the Current Environment,
- Day of Internet Advertising: New Technology, the Best Practices and Solutions for Online Business,
- Seminar of the Role of Model Making for Development of Spatial Perception and Imagination of Children. The Past, the Present, the Future,
- 9th Russian Forum of Model Makers,
- Competitions for the Best Online Store for Customers and the Best Website for Buyers,
- International Competition of Goods for Children and Teenagers.

The **Business Contacts Exchange** and **Persons' Contacts Exchange (Labor Exchange)** as well as **Customs Clearance Advisory Centre** were available for both exhibitors and visitors to Mir Detstva 2015.

The next edition of Mir Detstva International Exhibition will run on 27-30 September 2016 at Expocentre Fairgrounds.