

# Event Schedule

## 23rd edition of CJF - Child and Junior Fashion 2019. Autumn

### September 24, 2019 (Tuesday)

- 10:00—18:00 **Congress of the Children's Goods Industry**  
**Organised by:** the Russian Ministry of Industry and Trade  
**Supported by:** EXPOCENTRE AO  
*Pavilion 8, Conference Hall*
- 10:00—18:00 **17th Russian Trade Forum for Children's Goods Suppliers**  
**Organised by:** Imperia, EXPOCENTRE AO  
*Pavilion 2, Blue Hall*
- 11:00 **Official opening ceremony of Mir Detstva 2019 and CJF - Child and Junior Fashion 2019. Autumn**  
*Gallery between Pavilions 2 and 8*
- 11:00—17:00 **Licensing Marketplace**  
**Organised by:** Imperia, EXPOCENTRE AO  
*Pavilion 2, Hall 1, Licensing Marketplace*

#### Expo-Academy

- 12:00—12:45 **Lightning session NEW! Why are we better? How to identify and develop your competitive advantage? How to create and develop a unique character for your buyers?**  
**Organised by:** Intake-Consult, EXPOCENTRE AO  
*Pavilion 2, Seminar Hall 4*
- 13:10—14:00 **Workshop on cross marketing in the children's industry: increasing profits by working together with partners**  
**Organised by:** Intake-Consult, EXPOCENTRE AO  
*Pavilion 2, Seminar Hall 4*
- 14:30—15:30 **Workshop on business processes: tidying up**  
**Organised by:** the Association of Project Manager "Project Alliance", EXPOCENTRE AO  
*Pavilion 2, Seminar Hall 4*
- 15:00—15:40 **Workshop on this season's trends: assortment for girls and boys**  
**Organised by:** Fashion Consulting Group, EXPOCENTRE AO  
*Pavilion 3, Children's Catwalk*
- 16:00—16:40 **Workshop on how to plan promotions and sales incentives for specific stores**  
**Organised by:** Fashion Consulting Group, EXPOCENTRE AO  
*Pavilion 3, Children's Catwalk*

- 17:00—18:00 **Workshop on the formula of perfect sales in a children's store**  
**Organised by:** Fashion Advisers, EXPOCENTRE AO  
*Pavilion 3, Children's Catwalk*

#### Presentation Area (Pavilion 7, Hall 6)

- 11:30—11:50 **Master class. Mothers are family managers. Principles of effective communication aimed to sell**  
**Organised by:** Business\_2\_Mommies.Group
- 12:00—12:30 **Presentation. MIRDADA: for wonderful children's clothes and against counterfeit**  
**Organised by:** Mirdadarus
- 12:40—13:00 **Presentation. Viking: footwear with the Norwegian attitude**  
**Organised by:** Super Brands
- 13:00—13:20 **Presentation. Tuc Tuc: a Spanish journey to the bright and joyful land of childhood**  
**Organised by:** Super Brands
- 13:30—13:50 **Presentation. Clothes and footwear of the future: a popular Italian brand CMP**  
**Organised by:** Super Brands
- 14:00—15:00 **Workshop on how to stay in business with new labeling regulations. Certification, labeling, import of children's goods**  
**Organised by:** AKFA
- 15:10—15:30 **Presentation. The French chic of the Kickers shoe brand**  
**Organised by:** Super Brands

### September 25, 2019 (Wednesday)

- 10:00—12:00 **17th Russian Trade Forum for Children's Goods Suppliers (continued)**  
**Organised by:** Imperia, EXPOCENTRE AO  
*Pavilion 2, Blue Hall*
- 10:00—3:00 **28th Russian Trade Forum for Retail Suppliers**  
**Organised by:** Imperia, EXPOCENTRE AO  
*Congress Centre, Press Hall*
- 10:00—13:00 **23rd Conference of Manufacturers and Retailers "Private Label Brand 2020"**  
**Organised by:** Imperia, EXPOCENTRE AO  
*Congress Centre, SkyLight Hall*
- 10:30—12:00 **Workshop for buyers of retail chains**  
**Organised by:** Imperia, EXPOCENTRE AO  
*Pavilion 2, Hall 1, Retail Chains Centre*

10:30—18:00 **Conference on Promotion of Children's Brands in the Blogosphere NEW!**

**Organised by:** Pink Communications, EXPOCENTRE AO  
*Forum Pavilion, Interactive Area*

11:00—17:00 **Licensing Marketplace**

**Organised by:** Imperia, EXPOCENTRE AO  
*Pavilion 2, Hall 1, Licensing Marketplace*

11:00—16:30 **3rd Forum on Russia-China: New Opportunities for Sustainable Business Development**

**Organised by:** Between2Countries, EXPOCENTRE AO  
*Pavilion 2, Seminar Hall 3*

13:30 **Trend tour. Trends and tendencies in the world of children's clothes. Children's capsule wardrobe. How to sell it effectively?**

**Organised by:** Practical Fashion Solution  
*Pavilion 3, Children's Catwalk*

13:00—17:00 **Purchasing Centre for Retail Chains™: Children's Goods**

**Organised by:** Imperia, EXPOCENTRE AO  
*Forum Pavilion, Southern Hall*

14:00—18:00 **Purchasing Centre for Retail Chains™: FMCG**

**Organised by:** Imperia, EXPOCENTRE AO  
*Forum Pavilion, Western Hall*

15:00—16:30 **Visiting meeting, within the Congress of the Children's Goods Industry, of the RusAccreditation Working Group about activities of accredited persons in the field of assessment of conformity of goods for children**

**Organised by:** the Russian Federal Service for Accreditation (RusAccreditation), the Russian Ministry of Industry and Trade, the Association of Children's Goods Industry Enterprises

**Supported by:** EXPOCENTRE AO  
*Pavilion 8, Conference Hall*

## Expo-Academy

15:00—15:40 **Workshop on specifics of prices for children's clothes: how to calculate prices**

**Organised by:** Kids Fashion Retail, EXPOCENTRE AO  
*Pavilion 3, Children's Catwalk*

16:00—16:40 **Workshop on a step-by-step marketing plan: selling a new collection without Sale**

**Organised by:** Kids Fashion Retail, EXPOCENTRE AO  
*Pavilion 3, Children's Catwalk*

17:00—17:40 **Workshop on the current marketing: 10 instruments you can't do without**

**Organised by:** Kids Fashion Retail, EXPOCENTRE AO  
*Pavilion 3, Children's Catwalk*

## Presentation Area (Pavilion 7, Hall 6)

11:30—12:20 **Press Conference and Presentation of Mimimishki**

**Organised by:** Lucky Child

12:30—13:30 **Workshop on BRAND. PARENTS. CHILDREN. How to make everyone happy?**

**Organised by:** the High School of Branding

14:00—14:40 **Presentation of the first series of workshops for the We Are Your Future student community**

**Organised by:** the Committee of Medical Technology of the Moscow Association of Entrepreneurs

15:30—16:30 **Workshop on incentives for retail sales staff**

**Organised by:** Practical Fashion Solution

## September 26, 2019 (Thursday)

11:00—18:00 **Conference on Secrets of Increasing Online Sales of Children's Goods. Summing up results of the competitions for The Best Online Store for Customers and The Best Instagram Account**

**Organised by:** Multichannel Fashion Platform  
"Modniy magazin", EXPOCENTRE AO  
*Pavilion 8, Buffet Hall*

11:00—18:00 **Russian Conference of Retailers "A Winning Formula for a Store for Children"**

**Organised by:** Imperia, EXPOCENTRE AO  
*Pavilion 2, Hall 1, Retail Chains Centre*

11:00—17:00 **Licensing Marketplace. Master class of Ekaterina Bogacheva on a perfect store for children: four pillars of sales**

**Organised by:** Imperia, EXPOCENTRE AO  
*Pavilion 2, Hall 1, Licensing Marketplace*

12:00—14:00 **Visiting meeting, within the Congress of the Children's Goods Industry, of the Working Group of the Russian Federal Customs Service about improvement of administration by the customs authorities of the movement of children's goods across the customs border of the Customs Union 'Foreign Economic Activities in the Children's Industry: New Priorities and Opportunities'**

**Organised by:** the Russian Federal Customs Service, the Russian Ministry of Industry and Trade, the Association of Children's Goods Industry Enterprises

**Supported by:** EXPOCENTRE AO  
*Pavilion 8, Conference Hall*

## Expo-Academy

- 15:30—16:30 **Workshop on the current technologies of visual merchandising: how to increase sales in a store for children and create a magnet store for buyers**  
**Organised by:** VM Guru, EXPOCENTRE AO  
*Pavilion 3, Children's Catwalk*

## Presentation Area (Pavilion 7, Hall 6)

- 12:00—12:30 **Case review. Research and prediction of preferences of Russian buyers in clothes designs using licensed characters**  
**Organised by:** Trendsquire, Mattel
- 13:00—13:30 **Master class on new profit points for a company driven by a healthy corporate culture**  
**Organised by:** POWER of People
- 13:30 **Trend tour of clothing and footwear for children, Spring-Summer 2020**  
**Organised by:** Trendsquire, EXPOCENTRE AO
- 14:00—17:00 **Conference on Specifics of Certification and Labeling of Goods and Garments for Children**  
**Organised by:** the International Association "Anti-Counterfeit", the Association of Technical Regulations  
**Supported by:** EXPOCENTRE AO

## September 27, 2019 (Friday)

- 9:00—15:00 **Workshop for students of secondary and specialised secondary schools, colleges, universities, graduate students and young professionals 'We are Your Future!'**  
**Organised by:** the Moscow Entrepreneurs' Association, the REACTOR Design Movement  
*Congress Centre, Marble Hall*

## Presentation Area (Pavilion 7, Hall 6)

- 12:00 **Award ceremony of the International Competition of Goods for Children and Teenagers, Soyuzexpertiza ANO**  
**Organised by:** Soyuzexpertiza ANO of the Russian Chamber of Commerce and Industry, EXPOCENTRE AO

## September 24–26, 2019

- 12:00, 14:00 **Fashion shows of CJF. Children's Catwalk 2019. Autumn**  
**Organised by:** PROfashion Media Agency  
*Pavilion 3, Children's Catwalk*

## September 24–27, 2019

**The Expocentre for Counterfeit-Free Exhibitions**  
**Project:** minimising counterfeit products showcased at exhibitions through providing consultations and clarifications regarding intellectual property, and rendering assistance in solving conflicts connected with violations of exclusive rights  
**Organised by:** EXPOCENTRE AO  
*Pavilion 8, Hall 1, Stand 81A90*

**A series of workshops for retailers within the Retail Chains Centre**  
**Organised by:** Imperia, EXPOCENTRE AO  
*Pavilion 2, Hall 1, Retail Chains Centre*

## Competitions

**The International Competition of Goods for Children and Teenagers, Soyuzexpertiza ANO**  
**Organised by:** Soyuzexpertiza ANO of the Russian Chamber of Commerce and Industry, EXPOCENTRE AO

**Competitions: The Best Online Store for Customers, The Best Instagram Account**  
**Organised by:** Multichannel Fashion Platform "Modniy magazin"  
**Supported by:** EXPOCENTRE AO

**Magnet Store Award**  
**Organised by:** VM Guru  
**Supported by:** EXPOCENTRE AO

\* Subject to alteration