



## Welcome Message to the participants of the 26th International Exhibition CJF 2021. Autumn

**D**ear organisers, exhibitors and visitors, I am happy to welcome you at Expocentre Fairgrounds! The family and the well-being of children are now identified as the top priorities of state national policy in the Russian Federation. The strength of our country is directly related to the size of its population. That is why a large, prosperous family with two, three, four or more children is one of the most reliable pillars of our state and guarantees of maintaining our independence. The strengthening of the family institution, the preservation of traditional family values, and the succession of generations of Russians depend on the strengthening of financial well-being. The state is currently doing a lot to support an increase in the birth rate. In 2021, completely new measures of state support were introduced and the categories of recipients of existing support were expanded. To help parents-to-be and actual parents, volunteers from the Council of Mothers created a demographic roadmap of the regions of Russia back in 2019, which contains all the information about benefits in all 85 regions of the Russian Federation. This year we have a "Help Button", where any parent can go and ask their questions about benefits. Every day volunteers from the Council of Mothers answer the questions they receive and give appropriate explanations on how to receive support measures. We regularly voice all the problems of the parents' community at the highest level and engage in dialogue with the heads of federal and regional ministries and departments. We initiate amendments to the current legislation on support for families with children and make sure that every parent is able to exercise their rights. There are quite a few producers of children's goods in Russia, but even in the region of production not many potential customers know about the products. At roundtables supported by the Russian Ministry of Industry and Trade, ANO "Parents' Choice" brings together regional producers of children's products and representatives of the authorities. There the parties can discuss the challenges and opportunities of the industry. Parents-to-be and young parents also attend the events, having the opportunity to see the products and talk to the manufacturers in person.

International exhibitions Mir Detstva 2021 and CJF - Child and Junior Fashion 2021, held for the 26th time, are a unique platform in Russia for the promotion of quality, safe and modern products for children. After all, such goods should surround a child from the very birth. And, of course, it is impossible to overestimate the contribution the exhibitions make to the development of relations between manufacturers, the authorities, teachers, doctors and parents.

I wish all the participants in Mir Detstva 2021 and CJF - Child and Junior Fashion 2021 good luck, successful mutually beneficial contracts and implementation of the most daring ideas and plans, and we invite you to participate in the work of the Russian Conference on Safe Childhood, summing up the results of the 7th International Children's Goods Prize "Parents' Choice 2021" and "Moms in Action 2020-2021" competition to be held on 23 September at Expocentre Fairgrounds.

### **Tatiana Butskaya,**

Coordinator at the Project  
"Time to Give Birth"  
Chair of the Board of the Council  
of Mothers Russian Public Organisation  
President of the Association  
of Manufacturers and Consumers  
of Goods and Services for Children  
"Parents' Choice"  
Director General of  
ANO "Parents' Choice"