

Press Release

**17<sup>th</sup> International Exhibition  
CJF – Child and Junior Fashion 2016. Autumn**

On 26-29 September 2016, Expocentre Fairgrounds (Pavilion No.7, Halls 1-6; Pavilion No.4) hosts the 17<sup>th</sup> edition of the **CJF – Child and Junior Fashion 2016. Autumn International Exhibition for Child and Junior Fashion, Maternity Wear**. The exhibition is organized by Expocentre AO with support of the Russian Ministry of Industry and Trade, and under auspices of the Russian Chamber of Commerce and Industry.

CJF bears the logos of UFI – the Global Association of the Exhibition Industry, and RUEF – the Russian Union of Exhibitions and Fairs. It is one of the most relevant and acknowledged event in Russia for manufacturers, suppliers and designers of children's clothing, footwear and accessories.

This autumn, CJF features **333 companies** from **20 countries: Austria, Belarus, Canada, China, Denmark, Estonia, Finland, Germany, Italy, Kazakhstan, Kyrgyzstan, Norway, Poland, Portugal, Russia, Spain, Thailand, Turkey, Ukraine, and the USA**.

They occupy **over 6,000 sq m** to showcase clothing, footwear and accessories for children, clothing for expectant mothers, fashion and design trends.

Among participants there are such well-known companies as Acoola, Bearichi, Bimbavera Showroom, Button Blue, Cleverly, CROCKID, DAN&DANI, DeSalitto, Germiona, Ginga Showroom, Gusti International, HUPPA, Luhta, Noble People, ORBY, Reima, JACOTE, Vitacci, Sweet Berry, BL, Gallery Kidswear, Karamelli, Kidssmile, Mayoral, Malenkaya Ledi, etc.

The **CJF Shoes Salon** features such companies as Abbika, Analpa, Bartek, CrossWay, Garvalin, Pablosky, Superfit, Ricosta, Tapiboo, Parizhskaya Komunna, etc.

**The exhibition includes a showcase Russian Startups, Small and Micro Business with 16 companies participating. They include Dushechka, Irm, Zukka for Kids, Moonky, Anastasia, Evariantuel, La Mia Perla, Handy-Wear, Vodoley, Bibigonia, Zimnyaya Princessa, Tforma, Bombers, Kolibri, and 1<sup>st</sup> Belyevaya Kompaniya. After having a joint show space and getting good results, these companies will have their own stands in the next edition of the exhibition.**

**On 27-28 September 2016, CJF features the International Outsourcing Business Platform**, where representatives of manufacturing companies will meet Russian and foreign owners of brands of children's clothing, footwear, accessories, and various textile products. The event is organized by the Russian Association of Fashion Industry (RAFI) with support of Expocentre AO.

The business platform helps to optimize business processes, search partners for joint use of manufacturing facilities, network with foreign colleagues, and generate business sales. Both visitors and exhibitors of CJF looking for factories can carry out a custom search.

The associated program of CJF 2016. Autumn includes the **15<sup>th</sup> edition of the Practical Business Forum**, which covers the most relevant topics and events for the children fashion industry.

One of the most spectacular events is the **fashion show CJF. Children's Catwalk 2016. Autumn** organized by PROfashion Media Agency. New fashion collections will be presented by both well-known companies and newcomers: Reima, Acoola, Fantazeri, Sweetberry, Arctiline, Chadolini, OLMI, Elegami, GAKKARD, Luce della Vita, TRUVOR Junior, Breeze Girls, Superfit, and DeSalitto.

*The fashion show will take place in Pavilion No.4, Hall 1, on 26, 27 and 28 September 2016 at 12.00 and 14.00.*

An addition to the CJF program are **workshops on shop windows and merchandising of children's clothing stores.**

One more premier is the **Workshop on PR with Zero Budgeting: How to Promote Children's Retail Store on Your Own and Working with Mass media, Bloggers and Celebrities** organized by Pink Communications and Expocentre AO.

Expocentre is launching the **Business Assistance: Crediting, Legal Assistance, Economic Assistance, Real Estate, Customs Clearance, Human Resources, Consulting Services.**

The traditional **Expocentre for Counterfeit-Free Exhibition Project**, aimed to minimize counterfeit products showcased at exhibitions, is continued.

One of the largest events of the Russian market of goods for children is the **11<sup>th</sup> edition of the Russian Trade Forum for Children Goods Suppliers**, organized by Imperia congress and exhibition company and Expocentre AO. The forum welcomes more than 300 leading market participants such as top executives of manufacturers and distributors of goods for children and teenagers, representatives of federal and regional specialty and general retail chains, and 25 speakers including leaders of the Russian market of goods for children.

The **Purchasing Centre for Retail Chains<sup>TM</sup> of Children's Goods** offers opportunities to hold face-to-face meetings with buyers from 35 retail chains from all over Russia and other countries of the Customs Union. The participants include **O'Key, OLANT, Lenta, Mamsy, Ozon.ru, Sela, Wikimart**, and many others.

The 15<sup>th</sup> edition of the Practical Business Forum includes the **EXPO-ACADEMY Project**, which features

- the Strategy Session on **Effective Retail Store; Secrets of Success 2017**,
- the Strategic Workshop on **Effective Brand Building: from Business to Brand Strategy**,
- the Strategic Workshop on **Effective Brand Building: from Brand Strategy to Design**,
- the analytical review on **Understanding Modern Mothers: Psychographic Segmentation and Trends.**

The program also includes the **Workshop on Effective Buying: How to Recognize and Use Fashionable Trend; the Conference on How to Increase Online Sales of Children Goods; the International Competition of Goods for Children and Teenagers; the Competitions for the Best Online Store for a Customer and the Best Website for a Buyer.**

*The official opening ceremony will take place on September 27 at 12.00 in the Gallery between Pavilions No.2 and No.8.*