

Your powerful  
sales tool!



# Mir DetStva

September  
27–30 2016

22<sup>nd</sup> International Exhibition for  
Goods and Services for Children  
and Teenagers, New Educational and  
Personality Development Programs

12+



[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)

Expocentre Fairgrounds  
Moscow, Russia

 **EXPOCENTRE**  
INTERNATIONAL EXHIBITIONS AND CONVENTIONS  
MOSCOW

Supported by  
– Russian Ministry of Industry and Trade

Under auspices of  
– Russian Chamber of Commerce and Industry

 **MINPROMTORG  
RUSSIA**

 **Ufi**  
Approved  
Event



Mir Detstva is the largest event in Russia, neighboring countries and Eastern Europe to showcase all global trends of the market of goods and services for children and teenagers. It has a substantial support of the government, public organizations and the business. A large number of top quality exhibitors and professional visitors testify to the show's high standing.

Mir Detstva is a meeting point for manufacturers and distributors of goods for children and teenagers, wholesalers, retail chains, specialty stores, and specialized mass media.



## Our exhibitors are market leaders

Among them are globally known trade marks such as

Adamex, Brevi, Cam II, Mondo Del Bambino, Balu, Disney, Fisher Price, Gots, Gremmy, Hansa, Hauck, Lego, Maxi-Cosi, Pali, Playmobile, Schleich, Neonato, Peg-Perego, Smoby, Happy Baby, Dr Brown, Erbesi, Bebecar

Russian participants include

Bauer, Gamma, Zvezda, Znatok, Zolotoy Gus', Krasnaya Zvezda, Lyubimka, Nordplast, Russian Style, Stellar, Academia Group

## Feedback of exhibitors

*"We've been participating in Mir Detstva since its first edition. It is a part of our life."*

Marina Ushakova, General Director, Mart

*"We were happy to see many visitors despite the crisis. The decision to participate was clear cut. We have to fight for our consumers and show them that many western manufacturers are ready to sacrifice their profit to keep them."*

Ekaterina Shirokaya, Representative of Cam, Peg-Perego, Baby-Ok, Pali

*"We are extremely satisfied with the exhibition. We had many inquiries and interesting offers. We are experienced exhibitors and we know that it is not often that contracts are signed right at the stand. Here we have memorandums coming one after another. That is why I am positive: see you next autumn!"*

Aleksandr Sablukov, General Director, Oplusmedia

## Product Sectors\*



Goods for babies and infants



Children's furniture and furnishing accessories for home, kindergartens and educational institutions



Personal care products for pregnant and nursing women



Toys, games, hobbies, models, goods for outdoor activities



Everything for Christmas and New Year celebrations



Creativity and design, stationery



Sports and playground equipment



Baby food, school meals, healthy food



Licensing agencies and license owners

*"There are especially many visitors this year. The majority of our clients have come from the Southern Federal District, the Urals, Siberia, Belarus, and Saint-Petersburg."*

Olga Bako, Sales Director, Nasha Igrushka

*"We exhibit every year, and we like it more and more every year. Participation in Mir Detstva always brings results."*

Georgiy Semikhov, Director, Tsaritsynskaya Igrushka

*"Every year Mir Detstva proves to be the best event for the children's goods industry. We are always happy to take part in it. The results are always around the corner!"*

Nataly Prigaro, General Director, RT

## Mir Detstva 2015 Facts & Figures:

502 exhibitors from 30 countries  
1,000+ trade marks  
17,440 professional visitors

## CJF – Child and Junior Fashion 2015. Autumn Facts & Figures:

253 exhibitors from 19 countries  
350+ brands  
16,570 professional visitors



Our associated events are a major networking platform to discuss the most relevant problems and aims of Russian manufacturers of goods for children.

- 11th Russian Trade Forum for Children Goods Suppliers
- Purchasing Centre for Retail Chains™ of Goods for Children
- Expo-Academy New Educational Project

*The Investment Forum “Investments in the Childhood are Investments in the Future of Russia” was one of associated events organized by the Russian Ministry of Industry and Trade*

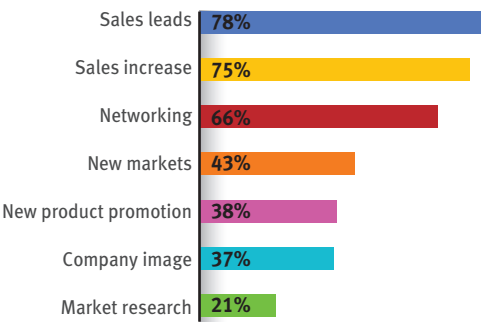
 **MINPROMTORG  
RUSSIA**

- Mir Detstva features the 17th International Balloon Festival



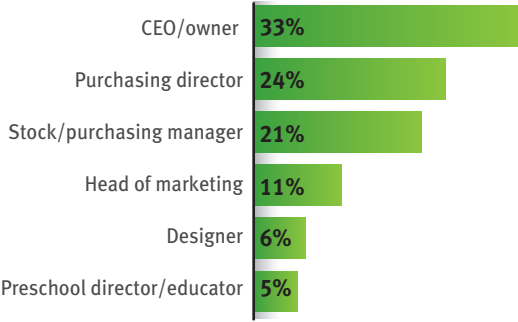
# Mir Detstva and CJF are Russia's largest trade shows for children's goods in terms of number of both exhibitors and visitors.

## Exhibit goals

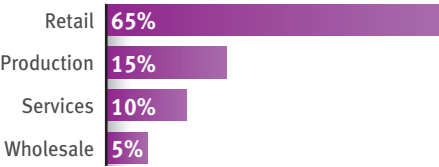


The majority of exhibitors reach their goals

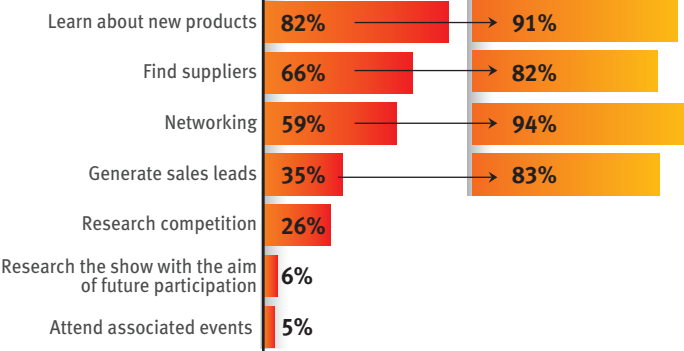
## Visitor job title



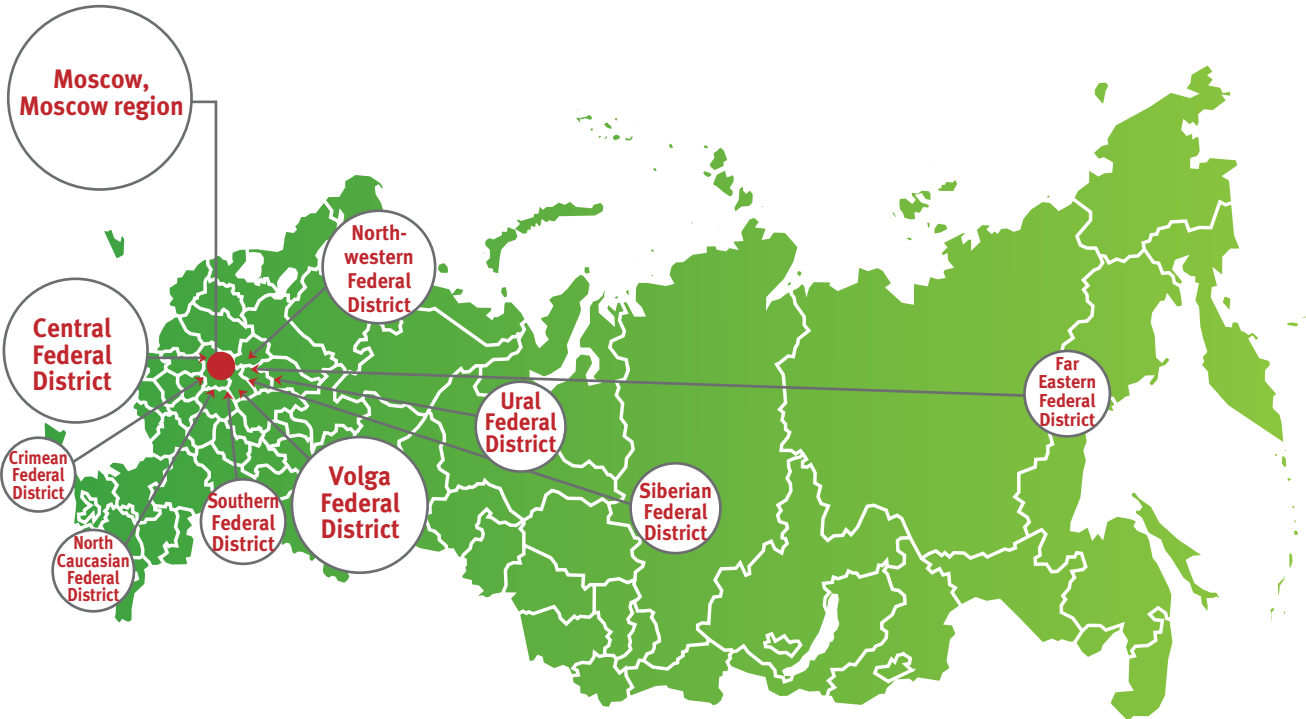
## Visitor profile



## Visitor goals



## Mapping the visitors





# CJF – CHILD AND JUNIOR FASHION

## 2016

 **EXPOCENTRE**

**International  
Exhibition for Child  
and Junior Fashion,  
Maternity Wear**

**26–29.09**

Organized by Expocentre ZAO

Supported by the Russian Ministry  
of Industry and Trade

Under auspices of the Russian  
Chamber of Commerce and Industry

**[www.cjf-expo.ru/en](http://www.cjf-expo.ru/en)**



12+

 **EXPOCENTRE**  
INTERNATIONAL EXHIBITIONS AND CONVENTIONS  
MOSCOW

**Organized by**  
Expocentre ZAO  
Krasnopresnenskaya nab., 14, Moscow, Russia, 123100  
Tel.: + 7 (499) 795 3943, 795 3760, 795 2672, 795 3910  
Fax: + 7 (495) 609 4168



## FASHION STARTS WITH CHILDHOOD. BUSINESS STARTS WITH FASHION!

CJF – Child and Junior Fashion is a socially important project conducted by Expocentre to help bring to the Russian market safe goods and services of high quality for children. The exhibition helps to keep up with industry trends. It promotes business ties and business development all over the world.



**Children's Catwalk  
Creative Project  
organized by  
PROfashion Media  
Agency,  
Expocentre ZAO**



### CJF Product Sectors

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

### Our exhibitors are market leaders

Our exhibitors present well-known brands such as De Salitto, Acoola, Gusti, Nels, Mayoral, Reima, Didiriksons, 1913, Noble People,

Smena, Malenkaya Ledy, Salut, Desty, Peremena, Little People, Taif, Artel, Nevsky Alliance, Malenky Prince, Luhta, Crockid, Showroom

Bimbavera, Moda per Bambini, Modnye Deti, and Slavyanka Garment Factory

### Why CJF – Child and Junior Fashion?

**2009**

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

**2011**

The CJF – Child and Junior Fashion Exhibition receives a UFI logo of approval

**2012**

The show gains support of the Russian Ministry of Industry and Trade

**2013**

The Children's Catwalk has a record number of participants

**2014**

The School Uniform Salon is launched

**2015**

The CJF. Shoes Salon is launched



#### Logo of CHILDREN'S CATWALK PARTICIPANT means

- professional acknowledgement of high quality of the participating collection
- confirmation of the manufacturer's professional status
- additional promotional opportunity
- consumer guide to quality clothes for children

Expocentre Fairgrounds, Consumer Goods and Medicine Exhibitions Division  
Krasnopresnenskaya nab., 14  
Moscow, Russia, 123100  
Fax: + 7 (495) 609-41-68

**Mir Detstva**

Phones: +7 (499) 795-26-79, 795-37-60, 795-26-72  
E-mail: [ivanovanv@expocentr.ru](mailto:ivanovanv@expocentr.ru),  
[morozova@expocentr.ru](mailto:morozova@expocentr.ru),  
[korotkova@expocentr.ru](mailto:korotkova@expocentr.ru)  
[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)

**CJF – Child and Junior Fashion**

Phones: +7 (499) 795-39-10, 795-29-01  
E-mail: [lem@expocentr.ru](mailto:lem@expocentr.ru),  
[sedova@expocentr.ru](mailto:sedova@expocentr.ru)  
[www.cjf-expo.ru/en](http://www.cjf-expo.ru/en)