



Welcome Message to the participants of the 24th International Exhibition Mir Detstva 2018

Ladies and gentlemen,

In September Expocentre Fairgrounds traditionally hosts a leading trade show of the children's industry – Mir Detstva. Expocentre organizes this event with support of the Russian Ministry of Industry and Trade, and under auspices of the Russian Chamber of Commerce and Industry.

It is no accident that Mir Detstva has been named Russia's best event in the Goods for Children category in 2016–2017 by the Russian National Exhibition Rating. It is the place where the industry's leaders demonstrate the latest products and map out development plans.

Mir Detstva 2018 will, for the first time, occupy three pavilions of the fairgrounds – No.2, No.8 and Forum. Expocentre's landmark pavilion, Forum, will accommodate goods for newborns. Other product sectors cover toys and games, children's furniture and sports equipment, supplementary education for children, arts and crafts, and licensed products.

Mir Detstva's integral part is its programme of supporting events. The central one is the Congress of the Children's Goods Industry 2018 which is organized by the Russian Ministry of Industry and Trade in cooperation with Expocentre. The congress will bring together representatives of federal and regional legislative and executive authorities, heads of manufacturing and commercial enterprises, and industry experts to discuss the most relevant issues of the children's industry.

Other important events are the Forum on Russia-China: New Opportunities for Sustainable Business Development, the 15th edition of the Russian Trade Forum for Children's Goods Suppliers with the Purchasing Centre for Retail Chains™, various conferences, workshops and sessions with participation of industry professionals and experts.

As usual, one of the highlights of Mir Detstva will be the Balloon Festival. Several respected professional competitions will help to increase competitiveness and promote goods for children in the Russian and foreign markets.

Let me wish all of you fruitful participation in Mir Detstva 2018, achievement of goals, productive networking, new ideas and contracts!

Sergey Bednov
Director General
Expocentre AO

A blue ink handwritten signature of Sergey Bednov, written in a cursive style.