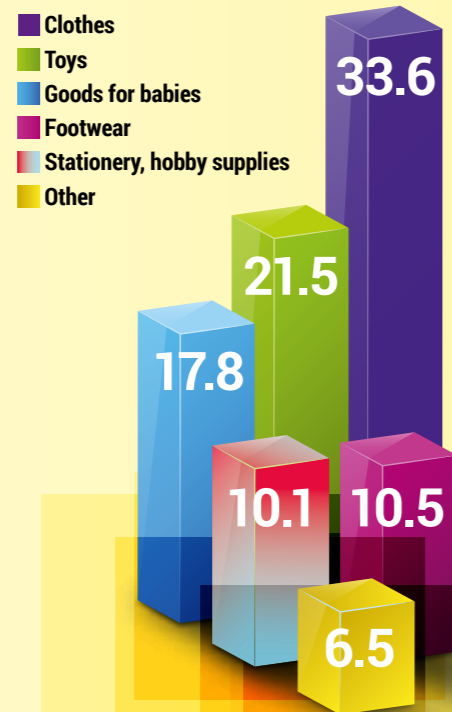


Mir Detstva

The largest B2B exhibition and congress in the children's goods industry in Russia, Eastern Europe and the CIS, bringing together professionals who produce and purchase quality products

Structure of the children's industry of Russia, %



40+

activities in the conference programme

- Conferences
- Master classes
- Discussions
- Competitions
- Learning workshops
- Presentations of exhibitors
- Purchasing Centre of Retail Chains™
- Russian Trade Forum for Children's Goods Suppliers

Total toy sales in Russia, EUR million



568 exhibitors

from 9 countries

14,200+ sq m of floor space

14,900+ visits

from 36 countries

and 87 regions of Russia

Job title / function, %



- Business owner
- Self-employed
- Other
- Head of purchasing department / purchasing manager
- Business development director / manager
- Project head / manager
- Head of sales department
- Head / manager of marketing / advertising department
- Designer
- Individual intending to set up a business
- Merchandiser
- Public servant
- Preschool director / methodologist / educator / teacher

85%+

40%+

Purchasing power, %



- Decision-making
- Influence decision-making
- None
- Recommendations

Statistics of 2023



Product sectors



Exhibitor feedback



Evgeniy Antonov,
Head at the Myakishi Factory

"I recommend everyone to take part in the wonderful Mir Detstva exhibition not only this year, but also next year. I recommend that you book a stand in a favourable spot right now."

Vyacheslav Gnutov,
Director at Polesie

"We regularly take part in Mir Detstva. Polesie has been participating in the exhibition almost from the very beginning, for more

than 20 years. We have never missed a single season.

This year's show was a great success for us. We had enough interesting negotiations. We have new developments with old clients, and there are new clients with whom we will now have more specific negotiations."

Alla Medvedeva,
Deputy Development Director at SIMA LAND

"This is a unique opportunity for us to meet and negotiate with our regular customers, as

well as to meet new customers and conclude contracts with them.

During the two days of the exhibition alone, we collected more than 500 contacts. We presented a range of our own design."

Anastasia Bezrukikh,
Head of Marketing at Firma Gamma

"Mir Detstva is a great opportunity to meet partners. It is a convenient platform. People from different regions from the Far East to Kaliningrad come to us for negotiations."

Marina Lekanova,
Lead Account Manager at Volshebniy Mir (Magic World)

"Participation in exhibitions is a great tool for promoting a product and a new category of goods. There is nothing better when a customer comes up and not only looks at the packaging, but also tries, touches, evaluates, for example, flavours.

Mir Detstva is a competent, large, and well-organised platform. Everything is very convenient and, most importantly, the exhibition brings excellent results as these are our contacts and our clients."

Yuri Ezhov,
Head at Inventive Toys

"We held talks with the main federal players and showed all our new products. As a result, we have been confirmed to expand our range, and our products will soon be on shop shelves."

Your marketing opportunities



Your logo on the brand page



Your news on the website and social accounts of the exhibition



Sponsorship



Direct mail to our visitor and exhibitor database



Special projects



Contacts

Irina Varfolomeeva
Lead Manager

Phone: +7 (499) 795-25-74
E-mail: via@expocentr.ru



Mir Detstva



29th International Exhibition for the Children's Industry

24-27
SEPTEMBER
2024

EXPOCENTRE Fairgrounds, Moscow, Russia

www.mirdetstva-expo.ru/en



12+



Advertising