

Event Schedule*

Mir Detstva 2026 and CJF – Child and Junior Fashion 2026. Autumn

- Events of the joint conference programme
- Events of Mir Detstva 2026
- Events of CJF – Child and Junior Fashion 2026. Autumn

* Draft. Subject to alteration

16 September 2026 (WEDNESDAY)

12:00-14:30 FREE	Panel on the Safe Environment and Digital Literacy in the Family: Challenges and Solutions Organised by the Public Council for Interaction with Civil Society under the High Commissioner for Human Rights in the Russian Federation, the National Project Fund, EXPOCENTRE Supported by High Commissioner for Human Rights in the Russian Federation Yana Lantratova Moderated by Elena Kalgina, Deputy Chair at the the Public Council for Interaction with Civil Society under the High Commissioner for Human Rights in the Russian Federation, founder and Executive Director at the National Project Fund for Support of Educational Initiatives	Pavilion 2, Hall 11, Skazka Conference Hall
14:00–15:00 FREE	Thematic display of A Native Toy: Aesthetics as a Lifestyle Organised by the Russian Znanie Society, EXPOCENTRE, PROFashion Media Agency	Pavilion 2, Hall 9, Children's Catwalk
14:45-17:30 FREE	Panel Discussion on A Native Toy at Mir Detstva: Priorities, Support for Manufacturers, and Proper Guidelines for Upbringing Organised by the Russian Znanie Society, EXPOCENTRE	Pavilion 2, Hall 11, Skazka Conference Hall
EXPO-Academy		
11:00–12:00 FREE	Academy of Fashion Consulting Group: Workshop on Commercial Indicators of Visual Merchandising in a Children's Store Organised by EXPOCENTRE Partner: Fashion Consulting Group Speaker: Viktor Malygin, a visual merchandising and retail design expert at Fashion Consulting Group	Pavilion 2, Hall 9, Children's Catwalk
12:00–12:25 FREE	Workshop on Legal Optimization of the Tax Burden in 2026. Current Legislative Changes Organised by EXPOCENTRE Partner: the Assembly of National and International Business Development Speaker: Olga Malkova, a founder at the Assembly of National and International Business Development, owner of a group of companies and expert in taxes and legal protection of business	Pavilion 2, Hall 9, Children's Catwalk
12:25–12:50 FREE	Workshop on Money Transfers, Blockages, and Legalization in 2026: New Rules, Risk Zones, and a Safe Action Plan Organised by EXPOCENTRE Partner: the Assembly of National and International Business Development Speaker: Olga Malkova, a founder at the Assembly of National and International Business Development, owner of a group of companies and expert in taxes and legal protection of business	Pavilion 2, Hall 9, Children's Catwalk

14:40 – 16:40 FREE	Trend Quest with Mr. X Organised by EXPOCENTRE A unique quest-based tour around Mir Detstva, featuring testing of children's products and recommendations from market professionals on how to create a dream shelf with high turnover Speaker: Alexandr Elkin , an expert with over 20 years of experience in the children's goods market	Meeting point: Pavilion 2, Hall 11, Skazka Conference Hall
15:10–17:30 FREE	Expert Session on the Dialogue Between Producers of Animated Content and Specialists from the Institute of Education: Quality, Safety, and Pedagogical Value of Animated Content Organised by EXPOCENTRE, the Russian Animated Film Association Partner: the Institute of Study of Childhood, Family and Education Moderated by Irina Mastusova , Executive Director at the Russian Animated Film Association Topics for discussion: • Figures and trends (monitoring results of the Institute of Education) • Tools of the Institute of Education (expertise, research, training, recommendations) • Discussion (public and professional discussion of research results and possible cooperation options) The event will bring together producers of Russian animation and experts to discuss pressing issues related to improving quality standards, ensuring safety, and enhancing the pedagogical value of current animated films.	Pavilion 2, Hall 9, Children's Catwalk

17 September 2026 (THURSDAY)

15:00–17:00 FREE	ROSTEST Academy. Practical Session on How to Ensure the Safety of Children's Products from Raw Materials to Finished Goods. The Responsibility of Manufacturers and Importers Organised by EXPOCENTRE, ROSTEST Talking points: • Key requirements for children's products • Review of legislative changes • New requirements for safety of raw materials • Requirements for production of children's products Speakers: Natalia Sheremetyeva , Candidate of Chemical Sciences, expert auditor for conformity assessment of chemical products and consumer goods, member of the ROSTEST Expert Council Yulia Chumanova , Deputy Head of the Product Certification Body, Deputy Head of the Certification Support Department Maxim Varnakov , legal adviser	Pavilion 2, Hall 9, Children's Catwalk
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EXPO-Academy

11:00–14:00 FREE	Forum on How to Maintain Growth and Profitability on Marketplaces in the Current Environment Organised by EXPOCENTRE Partner: XWAY The event for sellers who want to get up-to-date information about trends and prospects in the marketplace market, the specifics of selling children's clothing and goods on leading platforms, tools for promoting products, and working with AI Programme: 11:00–11:20 The underside of FBS: the difficulties you will learn about in practice Elena Popova, expert on promotion on XWAY marketplaces 11:20– 11:40 Growth without profit: where manufacturers lose money on marketplaces and how to bring back the business economy Shamkhal Ildarov, President at the Association of Textile Workers of Russia, Chair at the Committee on Textile Industry at the CIS Business Centre 11:40–12:00 How to use external traffic so as not to depend solely on the algorithms and commissions of a marketplace Sergey Radygin, founder of Podelu.su, expert and speaker at Sber, retailCRM, etc.	Pavilion 2, Hall 11, Skazka Conference Hall
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	12:00–12:20 XWAY firmware: pumping the team up and building the sales system Anton Baranov, Commercial Director at XWAY 12:20–12:40 Promotion strategies on OZON and WB and their differences Ksenia Kubyshina, Head of Advertising Management at Marketplaces at XWAY 12:40–13:00 Relevance of analytics tools in current environment Nikolay Smernitskiy, founder of the MPfact analytics service, seller with a turnover of more than 30 million rubles, Skillbox expert, Delovaya Sreda 13:00–13:20 The buyout percentage is everything: how to grow in the clothing business in 2026, when reverse logistics eats up all margins Artem Yantsov, expert and head of the OZON department at the marketplace promotion agency; 13:20–13:40 From dependence to balance: marketplaces and your own e-commerce Ivan Budnik, Head of AI Development at M.Video, Solo Founder +AI, ex.Director of e-Commerce and Digital Transformation at Gulliver Group, expert of the Russian Chamber of Commerce and Industry on the development of e-commerce, information technology and digital economy 13:40–14:00 Alexey Smyslov, Head of the Detsky Mir Marketplace Development Department	Pavilion 2, Hall 11, Skazka Conference Hall
11:00–11:30 FREE	Masterclass on How Small and Medium-Sized Businesses Can Carry Out Direct Purchases in China Using B2B Platforms Organised by EXPOCENTRE Speaker: Alexandr Elkin, an expert in the children's industry with over 10 years of experience working with B2B China platforms, participated in bringing such well-known franchises as Frozen (Mattel), Maleficent (Jakks), Alice Through the Looking Glass (Jakks), and others to the Russian market	Pavilion 2, Hall 9, Children's Catwalk
11:30–12:00 FREE	Workshop on Specifics of Working with the Public Sector (Government Procurement): Challenges and Prospects Organised by EXPOCENTRE Partner: Kids Fashion Retail Speaker: Elena Pismenskaya, founder of Kids Fashion Retail, expert, lecturer at the Creative Industries Center of Lomonosov Moscow State University, the Russian School of Style, the Academy of Fashion and Style, and the Russian Fund of Educational Programmes on Economy and Management	Pavilion 2, Hall 9, Children's Catwalk
13:15–14:00 FREE	Review of trends for Autumn/Winter 2026–2027: the fashion industry's top trends, colours, prints and shapes Organised by EXPOCENTRE Partner: Carlin Creative Trend Bureau Russia Speaker: Anastasia Kotova, a trend expert, representative of the Carlin Creative Trend Bureau (France) in Russia since 2006	Pavilion 2, Hall 9, Children's Catwalk
14:00–16:00 FREE	Trend tour of new products of children's clothing manufacturers: trends and hits of collections Organised by EXPOCENTRE Partner: Carlin Creative Trend Bureau Russia Speaker: Anastasia Kotova, a trend expert, representative of the Carlin Creative Trend Bureau (France) in Russia since 2006	Meeting point: Pavilion 2, Hall 9, Children's Catwalk
14:10–17:30 FREE	5th Forum on How to Create a Perfect Children's Dream Fashion Boutique. Tips from Seasoned Veterans: Design, Window Dressing, Merchandising, Team Organised by EXPOCENTRE Moderated by Elena Danilevskaya, Federal Curator of the Russian Children's Goods Testing Project 'Moms in Action', a representative of the Parental Platform under the Commissioner for Children's Rights under the President of the Russian Federation Programme 14:10–14:20 Address of the moderator 14:20–15:00 Session on adapting the business model of children's retail in the face of changing challenges Talking points: • How to respond quickly and effectively to a changing external environment: banks, fuel, and other force majeure conditions • How to maintain business sustainability Speaker: Maria Gerasimenko, founder of Fashion Advisers School	Pavilion 2, Hall 11, Skazka Conference Hall

	15:00–15:30 Session on transformation of a children's store Talking points: • Changes in consumer habits (shifting from offline to online) • Consumers' expectations of children's offline stores: why buyers go offline • Key changes in organisation of shop floors in children's stores • Service as the foundation of sales of children's products Speaker: Viktor Malygin, Head of Educational Programmes at Fashion Consulting Group 15:30–16:10 Session on anti-crisis merchandising: how to increase sales without increasing the budget Talking points: • What is anti-crisis merchandising? • Five tools of anti-crisis merchandising • Who is responsible for merchandising in a retail store Speaker: Oksana Skvortsova, VM GROUP consulting on merchandising and retail design, a practicing designer of retail spaces with 16 years of experience in different product categories: fashion/home/decor 16:10–16:50 Session on whether to stand firm or close down Talking points: • How a leader and their team can cope with difficult times • Mental health mechanisms in stressful situations • Manifestations and protection of the team and the leader • Possible ways to prevent and deal with mental conditions in order to withstand challenges and move forward Speaker: Yana Oroby, a business psychologist, psychodynamic coach, organizational consultant working with business owners and teams 16:50–17:20 Session on a salesperson as a key link in the first line of increasing sales in a retail store selling children's footwear Speaker: Svetlana Dolzhenko, an expert in sales of children's and teenagers' shoes, and staff training, founder of the Shoes by the Rules retail project 17:20–17:30 Conclusion of the forum. Summing up the results	Pavilion 2, Hall 11, Skazka Conference Hall
17:00–17:45 FREE	Session on an In-Store Loyalty System Organised by EXPOCENTRE Talking points: • The difference in approaches • What is more important for the client right now • A system for grading customers based on purchase frequency Speaker: Ekaterina Eliseeva, CEO at the Practical Fashion Solution agency, author of the self-teaching book called The Salesman's Handbook. A Fascinating Path to Improvement	Pavilion 2, Hall 9, Children's Catwalk

18 September 2026 (FRIDAY)

EXPO-Academy

11:00–13:30 FREE	Forum on A Non-Childish Conversation about Children's Franchises Organised by EXPOCENTRE Partners: the Russian Franchising Association, the Franchising Association of the Northwestern Federal District, TopFranchise.ru Moderated by Vasil Gazulin, a founder and managing partner of TopFranchise, international franchising expert, author of the book 'Grow with a Franchise', Forbes columnist, Chair of the Franchising Development Committee at the Opora Rossii Moscow City Branch, member of the Russian Franchising Association All session participants will receive not only useful knowledge and experience from companies that have long been engaged in development through franchising, but also useful gifts such as a chapter from the book 'Grow with a Franchise' and checklists for selecting and creating a franchise. All speakers will be ready to provide a personal consultation and will tell you in more detail about the first steps in franchising.	Pavilion 2, Hall 11, Skazka Conference Hall
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11:00–12:00 FREE	Workshop on Three Strategies for Growing Revenue and Profits in the Children's Fashion Market Amid Competition from Marketplaces Organised by EXPOCENTRE Partner: Wconsulting Talking points: • What strategies will allow a business to continue to exist in the next two to three years • How to avoid competition with marketplaces and work in your own niche • How to take control of visitor traffic in stores Speaker: Evgeniy Danchev, an expert on increasing sales in the fashion market, author of the Practical Guide to Increasing Sales of Shoes and Accessories, creator of an online school for fashion market managers	Pavilion 2, Hall 9, Children's Catwalk
13:00–13:30 FREE	Workshop on Rebranding as the Foundation of Strategic Development Organised by EXPOCENTRE Partner: BrandExpert 'Liberty Island' A discussion of real cases of corporate and product rebranding. A detailed look at whether rebranding is necessary or whether there is no need to 'ruin anything'. A discussion of the stages of implementing changes that help avoid losing existing customers and demonstrate growth through the acquisition of new customers. Speaker: Alexey Larin, a managing partner at BrandExpert 'Liberty Island', expert in marketing, strategic branding, packaging design, expert of the Industrial Development Monitoring Centre, expert on the work of the Far Easter Federal District in the Council for Foreign Trade Development, expert of the Information Systems Council of the Russian Ministry of Industry and Trade	Pavilion 2, Hall 9, Children's Catwalk
13:30–14:00 FREE	Workshop on Search for a Contractor and Tenders in the Creative Industry Organised by EXPOCENTRE Partner: BrandExpert 'Liberty Island' A discussion of examples of mistakes that clients make when looking for contractors. A detailed look at the criteria that truly need to be taken into account when selecting a contractor, and how costs can be optimised during rebranding, the development of a new brand or packaging design. Speaker: Alexey Larin, a managing partner at BrandExpert 'Liberty Island', expert in marketing, strategic branding, packaging design, expert of the Industrial Development Monitoring Centre, expert on the work of the Far Easter Federal District in the Council for Foreign Trade Development, expert of the Information Systems Council of the Russian Ministry of Industry and Trade	Pavilion 2, Hall 9, Children's Catwalk
13:30–14:30 FREE	Workshop on the Roadmap for Labeling Children's Goods, Clothing and Shoes Organised by EXPOCENTRE Partner: the Centre for Advanced Technology Development – an operator at the Chestny ZNAK National Track & Trace Digital System Speakers: Alexey Rodin, Head of the Children's Goods Department in the Consumer Goods Management Division at the Centre for Advanced Technology Development Olga Nikiforova, Project Manager of the Textile and Garments Product Group	Pavilion 2, Hall 11, Skazka Conference Hall
14:35–16:00 FREE	Forum on Business with Asia. How Russian Companies Can Work with the Asian Region: Prospects and Trends for the Children's Goods Market Organised by EXPOCENTRE Partner: Sinoruss Moderated by Anastasia Valova, Managing Partner at Sinoruss Consulting Programme: 14:35–14:45 Forum opening. Business with Asia 2026: new rules of the game for the children's goods market What niches in the segment of children's goods and children's fashion in Asia are currently the most promising for Russian companies? 14:45–14:55 Finance and payments: how to securely accept and process payments between Russia and Asia in 2026 Updated settlement tools: national currencies, partner banks, payment gateways, restrictions, and practical solutions	Pavilion 2, Hall 11, Skazka Conference Hall

	14:55–15:05 Production and procurement in Asia: quality, supply chain resilience, and brand control How to build a quality control, inspection, and certification system in the context of changing requirements for children's products 15:05–15:15 Marketplaces and digital exports: how to sell children's goods from Russia to Asia online Digital marketing and brand promotion: working with bloggers, social media, and children's content in China and other Asian countries, taking local restrictions into account 15:15–15:30 Partnerships, franchises, and joint brands: how to build long-term relationships with Asian companies Cultural and legal specifics of negotiations, due diligence on counterparties, and intellectual property protection in the children's segment 15:30–15:45 Practical Q&A panel and mini case studies from the participants Recommendations for the first steps for companies that are just planning to enter the Asian market for children's goods 15:45–16:00 Closing ceremony and networking announcement The outcomes of the discussions, key conclusions, and an action checklist for Russian companies for 2026–2027	Pavilion 2, Hall 1, Skazka Conference Hall
15:00–16:00 FREE	Workshop on the Difference Between 'Produced in Russia' and 'Made in Russia' Organised by EXPOCENTRE Partner: Soyuzexpertiza ANO of the Russian Chamber of Commerce and Industry Talking points: • The practice of confirming the production of Russian children's goods in accordance with the Decree of the Government of the Russian Federation dated 17 July 2015 No. 719 on Confirming the Production of Russian Industrial Products • The practice of obtaining the 'Made in Russia' label from the Russian Export Center, which is used for the export of Russian goods • The differences between the processes of confirming the 'Produced in Russia' and 'Made in Russia' statuses: application, advantages, interchangeability Speaker: Oxana Polyanskaya, Head of the Single Window Center at Soyuzexpertiza ANO of the Russian Chamber of Commerce and Industry	Pavilion 2, Hall 9, Children's Catwalk
Events at the exhibitors' stands		
12:00–15:00 FREE	Award ceremonies of the International Competition of Goods for Children and Teenagers of Soyuzexpertiza ANO Organised by Soyuzexpertiza ANO of the Russian Chamber of Commerce and Industry Partner: EXPOCENTRE	Award ceremonies at the stands of winners

16–18 September 2026

16 September 14:00 17, 18 September 12:00, 14:00 FREE	Shows of CJF. Children's Catwalk 2026. Autumn Organised by PROfashion Media Agency Partner: EXPOCENTRE	Pavilion 2, Hall 9, Children's Catwalk
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