



Welcome Message to the participants of the 25th Anniversary International Exhibition Mir Detstva 2019

I would like to welcome the participants and visitors to the 25th international exhibition for the children's industry – Mir Detstva 2019.

This edition of the Mir Detstva exhibition is flagship and anniversary; it celebrates its 25th jubilee year. Over 25 years the trade show has come a long and glorious way. Today, Mir Detstva is the largest project in the children's industry in Russia, Eastern Europe, and the CIS that is known throughout the world. Its high international standing is confirmed by the certificates of UFI, the Global Association of the Exhibition Industry, and RUEF, the Russian Union of Exhibitions and Fairs. The Mir Detstva exhibition has also won the Golden Teddy National Award for the best goods and services for children.

Mir Detstva is organised by Expocentre AO and supported by the Russian Ministry of Industry and Trade. The trade show runs under the auspices of the Russian Chamber of Commerce and Industry, with the broad participation of government representatives, industry professionals, and businessmen.

Russia's largest trade show of the children's goods annually brings together leading Russian and foreign manufacturers and suppliers of children's products showing global trends in the development of the market of goods and services for children.

The Mir Detstva product sectors differ greatly. They include goods for newborns and infants, games, toys, books and manuals for education and development, educational programs, everything necessary for children's creativity, high tech toys and robotics, children's furniture, sports equipment and facilities, gifts, goods for event planning, licensed goods, and many others.

The supporting program of Mir Detstva 2019 will be traditionally full of events devoted to the most relevant industry issues. The Day of Supplementary Education will be held within Mir Detstva. The Business Assistance Expert and Consultation Centre will be available for visitors. The Expo-Academy Educational Project and the Expocentre for Counterfeit-Free Exhibitions Project will be carried out at the trade show. The supporting program features the Russian Trade Forum for Children Goods Suppliers, the Purchasing Centre for Retail Chains™ of Goods for Children, the Moscow International Balloon Festival, the Russian Forum of Model Makers, the Licensing Marketplace, the Forum on Russia-China: New Opportunities for Sustainable Business Development, and many other events.

I am positive the 25th anniversary edition of the Mir Detstva exhibition will be interesting and useful for its participants and visitors. Let me wish everybody effective cooperation, constructive discussions and productive negotiations, wide-ranging contacts and new contracts, and achievement of the set goals!

Sergey Bednov
Director General
Expocentre AO

A stylized, handwritten signature in blue ink, consisting of a large, flowing 'S' followed by 'Bednov' in a cursive script.