



Welcome Message to the participants of the 26th International Exhibition Mir Detstva 2020

Dear colleagues,

On behalf of the Russian-Asian Union of Industrialists and Entrepreneurs and myself, I would like to welcome the exhibitors, organisers and visitors to Mir Detstva 2020 and CJF – Child and Junior Fashion 2020. Autumn international exhibitions, which are the largest business platforms for children's goods industry not only in Russia but in the neighboring countries. The Chinese manufacturers have been eagerly participating in these projects of EXPOCENTRE AO for many years, considering the Russian market of children's goods industry one of the most promising. In its turn, China maintains a leading position in supplying goods of this segment to Russia.

I am positive that the expansion of sales geography by entering foreign markets will allow the companies in children's goods industry to overcome the crisis and to increase profitability. The children's goods industry, to which Russia and China traditionally attach great importance, has special prospects for development in this direction.

The Russian-Asian Union of Industrialists and Entrepreneurs (RAUIE) is an effective platform for the implementation of public programmes and private initiatives for Russian-Asian business and humanitarian cooperation. To assist the development of the Russian economy RAUIE is coordinating interaction between society, authorities and business, conducting monitoring and research in the field of Russian-Asian business cooperation, performing retraining courses on business cooperation with Asian countries, developing proposals to improve the regulatory framework, as well as promoting socially significant programmes and initiatives.

In order to establish direct international contacts, elaborate the measures of state support for our countries' businesses, customs and logistics issues, the 4th Forum on Russia-China: New Opportunities for Sustainable Business Development is being organised as part of the business programme of the exhibitions, which this year will be held with the support of RAUIE with the participation of leading experts from Russia and China.

Let me wish the participants and organisers of the exhibitions interesting and fruitful work, the results of which will undoubtedly be used by federal authorities and business community to give a new impetus to the development of children's goods industry in our countries.

Vitaliy Mankevich

President of the Russian-Asian Union
of Industrialists and Entrepreneurs