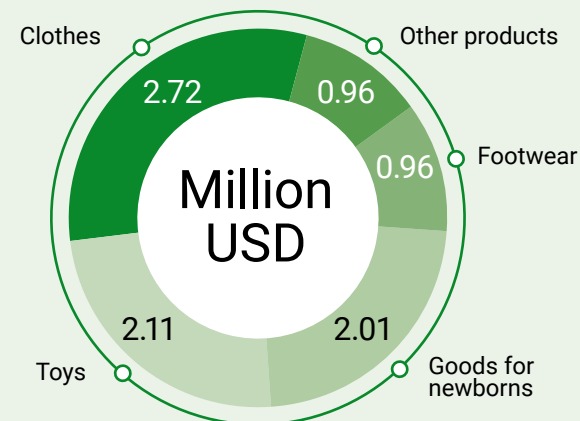


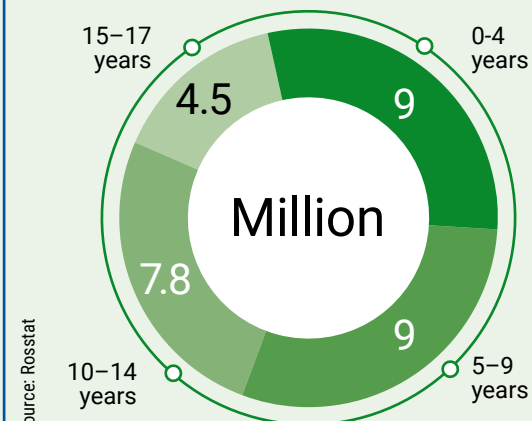
Russian market of goods for children

Source: Russian Ministry of Industry and Trade

Market volume in 2018



Number of children in Russia



Source: Rosstat

USD 95.38 million were spent by Russians for children's products in online stores

Advertising campaign



Mass media (press)



Internet (websites, portals, banners, context ads, social networks, blogs)



Direct marketing (email marketing, direct mail, telemarketing campaigns)



Social networks pages



Promo activities (distribution of information about the event, invitations to attend it, promotional materials)

Your marketing opportunities



Mir Detstva and CJF newsletters



News on the Mir Detstva website



Social networks pages of the exhibitions



Page of brands



Website banner



Speaking at the interactive platform



Events at your stand



Exhibition management:

Irina Varfolomeeva, Senior Manager
Phone: +7 (499) 795-25-74
E-mail: varfolomeeva@expocentr.ru



Mir Detstva



26th International Exhibition for the Children's Industry

www.mirdetstva-expo.ru/en
EXPOCENTRE Fairgrounds, Moscow, Russia

**21-24
SEPTEMBER
2021**



Supported by Russian Ministry of Industry and Trade
Under auspices of Russian Chamber of Commerce and Industry

**MINPROMTORG
RUSSIA**



EXPOCENTRE

12+



MIR DETSTVA

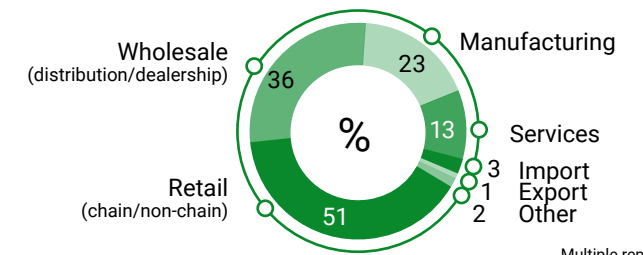


-  **Goods for newborns and infants**
(Forum Pavilion)
-  **Games, toys, models, hobby supplies**
-  **Creativity and design, stationery**
-  **Licensed products for children**
-  **Licensors/right holders, trade mark and brand owners**
-  **Supplementary education for children**
-  **Children's furniture, furniture and equipment for pre-schools, kindergartens and day centers**
-  **School products**
-  **Everything for Christmas and New Year celebrations**
-  **Sports and multifunctional equipment for playgrounds**

734 exhibitors from
30 countries

More than
23,000 visitors from*
49 countries

Visitor profile

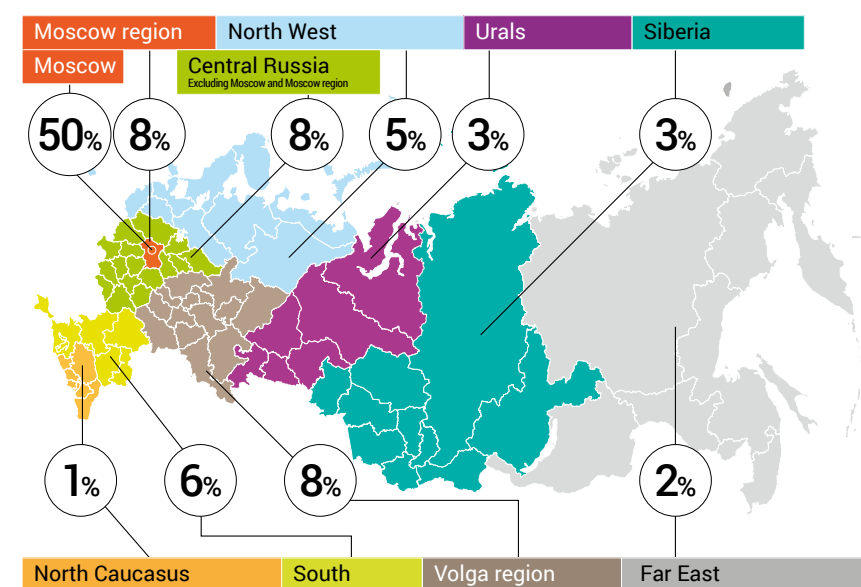


Visitor job title



Origin of visitors

Other countries: 2%
CIS: 4%
Belarus: 2%
Kazakhstan: 1%
Ukraine: 1%



Concurrently
with

CJF CHILD AND JUNIOR
FASHION. AUTUMN

- Clothes for children
- Footwear for children
- Accessories for children

- Clothes for pregnant women
- Goods for newborns
- Fashion and Design

416 exhibitors

27 countries

*Number of visitors to Mir Detstva and CJF – Child and Junior Fashion in 2019

Source: Romir survey, 2019.

