



Welcome Message to the participants of the 26th International Exhibition Mir Detstva 2021

Dear colleagues,

On behalf of the Association of the Children's Goods Industry, I would like to welcome the organisers and participants in the Mir Detstva and CJF - Child and Junior Fashion international exhibitions.

For 26 years now, the exhibitions have been a special event in the industry, setting new trends and tendencies for the coming year. They help to bring exhibitors to a new level, find new partners, present new modern and high-quality products, and generally contribute to the development of the industry as a whole.

I am sure that this year's exhibitions will once again surprise visitors with new, interesting, bright and high-quality products for the most important consumers - children and families with children.

Today, the Russian government pays great attention to the problems of childhood and support for families with children. The development of the industry that works in the interests of children's infrastructure and meets the needs of the social sphere is becoming one of the priorities of the industrial policy of the relevant departments and our industry association.

Together, we have to catch up on lost opportunities and the consequences of the constraints posed by the coronavirus infection, take care of the health of the workforce and stabilise businesses, deal with rising raw material and logistics costs and build business processes in compliance with the major changes in legislation.

To implement the changes in tax and technical regulation set out in the action plan (road map) for the development of the children's goods industry for 2020-2024 approved

by the Russian Government Resolution No.1813-r of 11 July 2020, to create a classification system for the children's goods industry, open the state procurement market to manufacturers, update state support measures, and engage seriously in staffing and updating industry standards. And also to increase our competitiveness on the Russian and international markets, to raise, I dare say it, international champions. And I am glad that our professional community is taking part in this process as an industry development institution and as a representative of the industry.

I am confident that the exhibitions will become an effective platform for a lively dialogue between manufacturers, suppliers and buyers. And it will also make a practical contribution to the further development of the children's goods industry and ensure the commercial success of its exhibitors.

To all exhibitors I wish professional success, reliable partners, highly qualified specialists, responsible parents, healthy and happy children, and love for our common mission!

After all, we work for children and for the sake of children!

Antonina Tsitsulina

President

of the Russian Association
of Children's Goods Industry
Member of the Council for the
Implementation of State Policy
in the Sphere of Protecting
Family and Children

A stylized, handwritten signature in blue ink, appearing to read 'A. Tsitsulina', positioned to the right of the printed name and title.