



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

I am happy to welcome the exhibitors and visitors to the 26th Mir Detstva 2021 international exhibition and the 26th CJF - Child and Junior Fashion 2021. Autumn international exhibition at EXPOCENTRE Fairgrounds.

After a long break and forced restrictions, we are especially pleased that the autumn exhibitions of the children's goods and clothing industry will take place in their usual lively format, taking into account all the epidemiological safety requirements.

These exhibitions are designed to help saturate the Russian market with quality children's products. They are held by EXPOCENTRE AO with the support of the Russian Chamber of Commerce and Industry, with broad participation from various government agencies, industry unions, associations and businesses, and bring together industry professionals from around the world.

Today, Mir Detstva and CJF - Child and Junior Fashion are the largest projects in Russia and Eastern Europe and the CIS in the children's goods industry and children's fashion, which have received worldwide recognition. Their high international status is confirmed by certificates from the Global Association of the Exhibition Industry (UFI) and the Russian Union of Exhibitions and Fairs (RUEF).

As usual, the conference programme of the exhibitions is intensive, with events focusing on the most current trends in the industry. The following events will take place within the exhibitions: EXPO-Forum on Children's Goods Industry 2021. Revival, the Conference on Influence of Games, Toys,

and Visual Content on the Patriotic Upbringing of Children, the ROSTEST Academy: Declaration and Certification: Redefining Familiar Concepts, 3rd International Conference on the Culture of Play of Today's Children, three day marathon on Community Management & Social Media in Promotion of Children's Goods and Clothes, 22nd Russian Trade Forum for Children's Goods Suppliers, 4th Russian Conference 'A Winning Formula for a Store for Children'. Goods for newborns and multiformat, the Russian Conference on Safe Childhood, summing up the results of the "Moms in Action 2020-2021" competition and many others.

I am positive that the exhibitions will become universal marketing tools for recovering from the pandemic, helping to promote products and finding new solutions and partners.

I wish you all fruitful work and productive meetings!

Alexey Vyalkin
Director General
EXPOCENTRE AO

A handwritten signature in blue ink, appearing to read 'Vyalkin', written over a horizontal line.