



# Mir Detstva



27th International Exhibition  
for the Children's Industry

27–30  
SEPTEMBER  
2022

EXPOCENTRE Fairgrounds, Moscow, Russia  
[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)



MINPROMTORG  
RUSSIA



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

EXPOCENTRE

BOOK A STAND



12+



# Mir Detstva

The largest B2B exhibition and congress event in the children's goods industry in Russia, Eastern Europe and the CIS, bringing together professionals who produce and purchase quality products

## Product sectors



Games, toys,  
hobby supplies,  
models



Creativity and  
design, stationery



Supplementary  
education for  
children



School supplies



Christmas and  
New Year supplies



Sports  
products and  
multifunctional  
equipment for  
playgrounds



Goods for  
newborns and  
babies



Children's  
furniture, furniture  
and equipment for  
pre-schools



Licensed goods  
for children



Licensors/right  
holders, trade  
mark and brand  
owners



## Your marketing opportunities



Your news on the website  
and social accounts of  
the exhibition



Your logo on the brand  
page



Speaking at the  
presentation platform,  
taking part in the event  
programme



Direct mail to our visitor  
and exhibitor database



Sponsorship



LEARN MORE



# 12,464

sq.m of floor space

# 369

exhibitors from

# 17

countries: Belarus, Bulgaria, Canada, China, Denmark, France, Germany, Israel, Italy, Kazakhstan, South Korea, Kyrgyzstan, the Netherlands, Poland, Russia, the UK, the USA

# 11,970+

visitors

# 40+

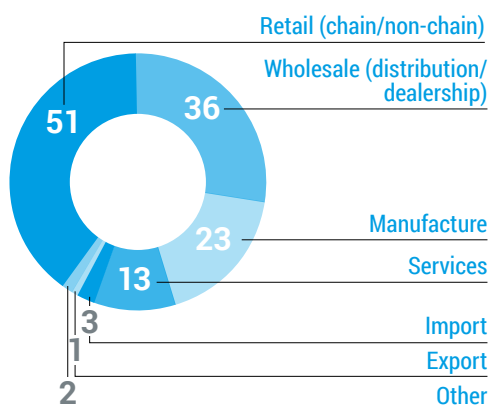
activities in the event programme

- Conferences
- Master classes
- Discussions
- Competitions
- Learning workshops
- Presentations of exhibitors
- Retail Chains Centre™
- The Russian Trade Forum for Children's Goods Suppliers

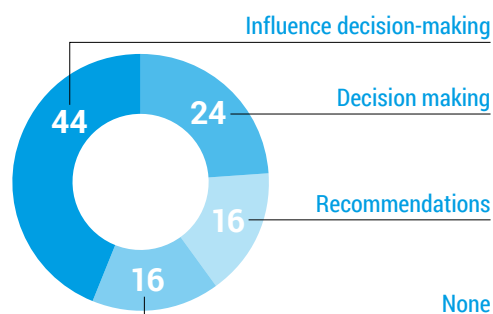


**Concurrently with  
CJF – Child and  
Junior Fashion**

## Visitor profile, %

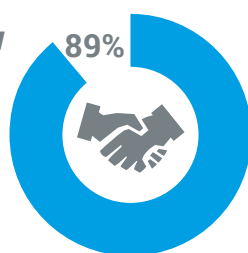


## Purchasing power, %

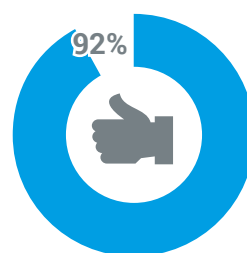


## High ROI

Generated new business leads



Satisfied with the quality of leads



## Russian children's market

The Russian market for children's toys is considered to be one of the most promising.

# 1.37

million children will be born in Russia in 2022. The birth rate is expected to reach

# 1.38

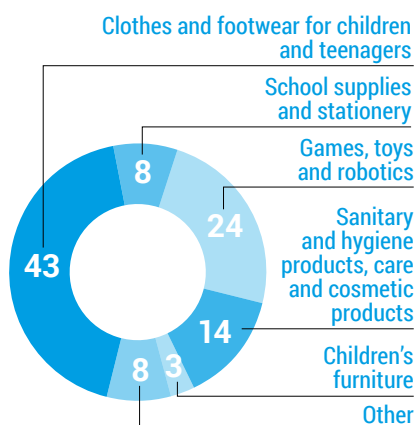
million in 2023 and

# 1.39

million in 2024.

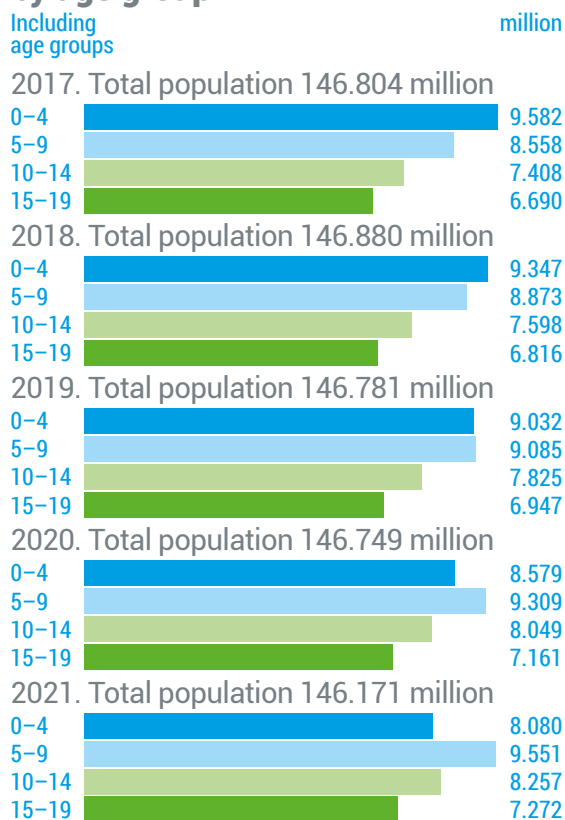
Source: Rostat

## Russian children's market, %



Source: the Russian Ministry of Industry and Trade

## Number of children in Russia by age group



In 2020, 30 million orders worth 823 million USD were placed at online children's shops in the Top 1000.

The number of orders for children's products increased by 82% in 2020.





## Advertising campaign



Mass media



SMM



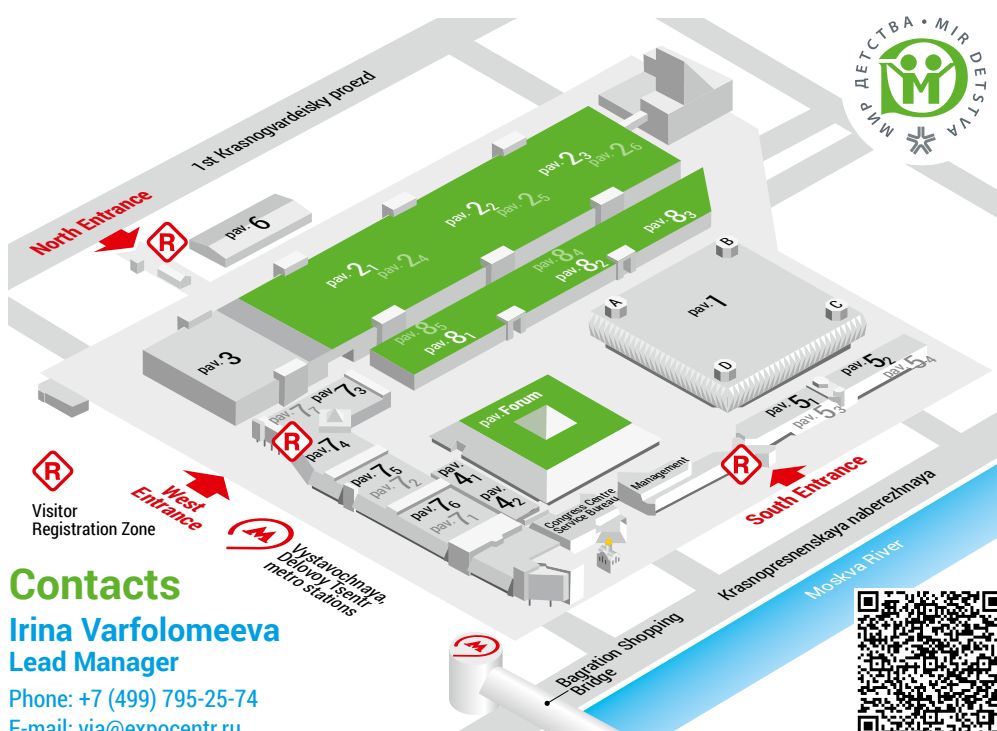
Internet (websites, portals, banners, context ads, social media, blogs)



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



Promo activities (distribution of information about the exhibition, invitations for industry professionals to attend the exhibition)



## Contacts

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