

Who will you meet?

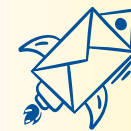
- Buyers and category managers from major retail chains
- Representatives of leading marketplaces and online platforms
- Wholesalers and distributors specialising in children's products
- Professional visitors from various regions and countries

Here you will experience:

- **Energy of the leaders:** you will meet people who create trends and change the market
- **Ideas for inspiration:** more than 40 events with experts who share the secrets of success
- **An atmosphere of discovery:** you will see products and technologies that the entire industry will soon be talking about
- **Thrill of new opportunities:** sign contracts, find partners, and receive business boosting offers

It is a point of growth, a place of strength, and a space where each participant becomes a part of a big story that creates a happy future for children.

Promotion campaign

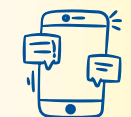


Direct marketing

Targeted mailing: emails and postal mailings, telemarketing campaigns

Promotion activities

Distribution of innovations, promotional materials and information about the show



Internet

Websites, portals, banners, contextual advertising, social media, blogs



Mass media

Brands of the exhibition

Boost your brand visibility on the exhibition website and in organiser emails designed to connect you with key decision-makers



Conference programme

Mir Detstva is a place where ideas are born, deals are made, and new opportunities open up. More than **40 events** of a rich conference programme await you for business growth and exchange of experience.

Crocus Expo



Pavilion 2, Halls 10, 11
Mezhdunarodnaya str.,
Krasnogorsk,
Moscow region

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www.mirdetstva-expo.ru/en/



Mir Detstva



**31st International Exhibition
for the Children's Industry**

**16–18
SEPTEMBER
2026**

www.mirdetstva-expo.ru/en

Crocus Expo, Moscow



12+

Organised by
EXPOCENTRE



Mir Detstva is a territory of great opportunities for children's business

Mir Detstva is the main platform for B2B meetings of manufacturers, suppliers, and wholesale buyers of children's goods.

Mir Detstva is not just a show

Participation in Mir Detstva means being in the right place at the right time and getting information and business development opportunities that many people spend years searching for.

Mir Detstva is your strategic gateway to the Russian and CIS market, which is full of growth, cooperation and success opportunities.

Why participate?

- **Direct access to the Russian and CIS markets:** meetings with purchasing decision makers
- **Only targeted professional audience:** industry professionals who are ready for dialogue
- **Effective networking:** face-to-face meetings, instant feedback, quick deals
- **High business potential:** expanding the brand's presence and creating new sales channels

In just a few days you will be able to

- **find new partners** and sign profitable contracts
- **present your products** to key market players
- **enter international markets:** both exhibitors and visitors come from dozens of countries
- **find out current trends** and strengthen your position in the industry

Statistics

10,000+

sq.m. of the exhibition space

Since **1994**

This is the brand with over 30 years of history

About 400

exhibitors

10,000+

professional visitors

from 4

countries

from 30

countries

and 89

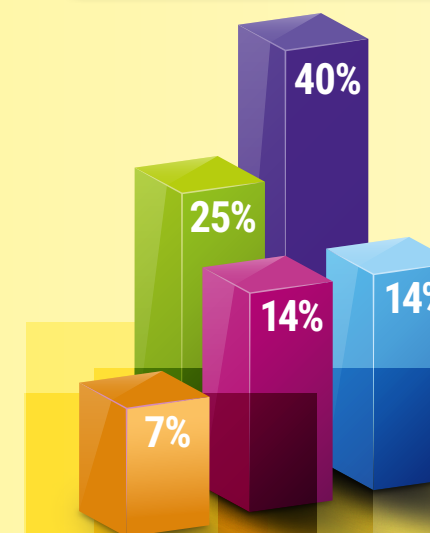
regions of Russia

Imagine a place where dreams come to life, where every new product inspires, and every acquaintance opens up new horizons.

This is **Mir Detstva**, the largest trade show for the industry of goods and services for children, where the future is being born right before your eyes.

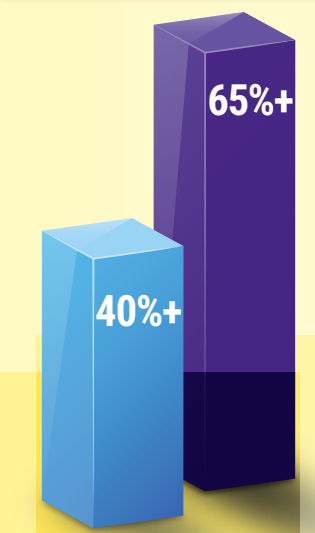


Visitors by job title



Business owners, self-employed
Top/middle-level managers
Purchasing managers/buyers
Government, pre-school educational institutions and company employees
Other (business services, design)

Purchasing power



Visitors are purchasing decision makers
New professional visitors

Statistics of 2025

