

Mir DetStVa

Associated Events

www.mirdetstva-expo.ru/en





MIR DETSTVA ASSOCIATED EVENTS



Sharing experience we increase success!

- up-to-date information from recognized experts and leaders in the industry of goods for children for sustainable development of your business
- new business leads
- negotiations
- loyalty of customers and partners

Mir Detstva annually features an industry event held by the Russian Ministry of Industry and Trade, where participants discuss key issues devoted to the development of the children's goods industry in Russia.





MIR DETSTVA ASSOCIATED EVENTS



Expo-Academy project

- seminars and workshops on marketing, branding, business strategies, advertising, and analytical review of consumer preferences

Audience:

- brand managers
- CEOs of stores and heads of sales departments
- merchandisers
- marketing and advertising specialists
- business analysts

Partners:

- High School of Branding
- Ipsos Comcon
- Arno Business School
- Trendsquire Trend Bureau

Project uniqueness:

- created with due regard to the demands of the Mir Detstva participants
- useful and can be implemented
- based on survey and proposals of businessmen



Participation in Expo-Academy will be useful

for both representatives of already successful companies and those who only plan to start their own business. The knowledge and skills, which will be acquired during networking with recognized industry experts, will enable the project participants to develop their own brands, introduce new techniques and models of business process, increase sales, and do effective marketing thus improving profitability of their business.





MIR DETSTVA ASSOCIATED EVENTS



Day of Supplementary Education

- topical events from leaders of supplementary education and government agencies
- seminars and workshops devoted to interdepartmental cooperation, public and private partnership, and networking between different institutions and organizations aimed at development of supplementary education of children

Audience:

- specialists in supplementary education
- specialists and heads of preschool centres, children's centres for creativity, early childhood development centres, and family recreation centres

Partners:

- Russian Ministry of Education and Science
- Federal Education Development Institute
- Agency for Strategic Initiatives





MIR DETSTVA ASSOCIATED EVENTS



Conference on Creation and Promotion of Business on the Internet

Presentations from the industry experts:

- cases from e-commerce of children's goods and goods of related sectors
- applications of promotion tools of Internet projects taking into account the sector-specific issues
- relevant methods and tools for promotion and implementation of already existing business and use in preparation for the project launch

Audience:

- CEOs and specialists in online stores of goods for children

Partners:

- eLama.ru, Google, TRINET.Group, InSales, Yandex.Market

Conference uniqueness:

- developed using questionnaires of Mir Detstva visitors and exhibitors
- experts consider cases using the examples of websites selling goods for children
- the event features the competitions for the Best Website for a Buyer and the Best Online Store



Best practices of the industry experts will enable the participants to effectively develop online business and increase its income taking into account the latest market trends in the industry of goods for children





MIR DETSTVA ASSOCIATED EVENTS



Business Assistance Competence Centre

An opportunity to have free expert consultations on

- **Crediting** (consultations on crediting of small and medium businesses)
- **Legal assistance** (consultations on bankruptcy proceedings, debt collection, etc.)
- **Economic assistance** (attracting grants, participation in tenders, bulk purchases, etc.)
- **Human resources** (labour exchange)
- **Business premises rent** (offices, warehouses, commercial real estate)
- **Customs clearance** in the EAEC customs union (certification and insurance of goods)
- **Consulting services** (special programs for business leaders, preschool and school teachers)

Audience:

- specialists in the industry of goods for children

Partners:

- Uralsib Bank, Andrey Malov and Partners Law Office, Kadry Malogo I Srednego Biznesa Agency, BORGER OOO, Tender Business Center, S.A.Ricci, Antitrening Consulting Company





MIR DETSTVA ASSOCIATED EVENTS



12th Russian Trade Forum for Children Goods Suppliers

Key event for suppliers of goods for children for 12 years:

- Sessions and workshops from experts and key market players
- Purchasing Centre for Retail Chains™ of Children Goods (format of business talks enables suppliers to greatly cut time and costs for entrance to retail chains, and retail chains – to effectively expand a range of products)

Audience:

- suppliers of goods for children and teenagers, representatives of federal and regional retail chains, thought leaders and, representatives of relevant associations

Partners:

- Retail Companies Association (ACORT), Union of Independent Retail Chains of Russia, National Association of Chain Retailing, Industry Resource of the Market of Goods for Children (RDT-IFO)



Participation in the forum will enable the attendees to

- visit Mir Detstva and receive important information on the market
- get ready-made sales strategies from efficiently-run companies
- hold talks on supplies with buyers
- find partners and customers among delegates

Regular participants:

- Detsky Mir Group, Ulmart Group, Dochki-Synochki, Magnit, Sela, Lenta, Bookvoed, etc.



300
delegates
in 2016







2,500+
talks
150+
suppliers
90+
purchasers
from **44**
retail chains of Russia



MIR DETSTVA ASSOCIATED EVENTS



Other Associated Events

-  **The Expocentre for Counterfeit-Free Exhibitions Project**
aimed at minimizing counterfeit products showcased at exhibitions through providing consultations and clarifications regarding intellectual property, and rendering assistance in solving conflicts connected with violations of exclusive rights
Organized by Expocentre AO
-  **Russian Forum of Model Makers**
Key event in the market of prefabricated plastic models, where CEOs of manufacturing and distributing companies share their best practices and present development plans, show accomplishments and new products
-  **International Festival of Balloons**
Fascinating and unique!
Competitions among the most creative professional teams, creation of balloon compositions using unique technologies
-  **Licensing and Franchising Session**
Speeches of leading specialists in Russian and global markets of licensing and franchising of goods for children
-  **International Competition of Goods for Children and Teenagers**
Organized by Soyuzexpertiza ANO
-  **Presentations and workshops from participating companies**





Mir Detstva



23rd International Exhibition
for Goods and Services for Children and Teenagers,
New Educational and Personality Development Programmes

26–29 September 2017

We put the interests of the industry first!

Venue:

Expocentre Fairgrounds
Pavilions No.2, 3, 8
Krasnopresnenskaya nab., 14
Moscow, 123100, Russia
Phone: +7 (499) 795-37-99

Participation in associated events:

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