



Mir Detstva



Associated Events

Expocentre Fairgrounds, Moscow

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 children's industry for sustainable development of your business
- networking
- 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 on development of the children's industry in Russia.

*Source: statistics 2017.





MIR DETSTVA ASSOCIATED EVENTS



Expo-Academy project

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

Participants:

- 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
- of practical and applicable nature
- based on questionnaire results and proposals of businessmen



Participation in Expo-Academy will be useful

for both representatives of successful companies and those who only plan to start their business. The expertise and skills, which will be acquired during networking with recognized industry experts, will enable the 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

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

Participants:

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

Partners:

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





MIR DETSTVA ASSOCIATED EVENTS



Conference on Creation and Promotion of Online Business

Presentations from industry experts:

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

Participants:

- CEOs and specialists in online stores of goods for children

Partners:

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

Conference uniqueness:

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



Expertise and best practices of the industry experts will enable the participants

to effectively develop online business and increase income taking into account the latest market trends in the children's industry





MIR DETSTVA ASSOCIATED EVENTS



Business Assistance Expert and Consultation Centre

An opportunity to get free expert consultations on

- **Crediting** (consultations on SME crediting)
- **Legal assistance** (consultations on bankruptcy proceedings, debt collection, etc.)
- **Economic assistance** (attracting grants, participation in tenders, public procurements, 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)

Participants:

- specialists in the children's industry

Partners:

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





MIR DETSTVA ASSOCIATED EVENTS



Russian Trade Forum for Children Goods Suppliers

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

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

Participants:

- suppliers of goods for children and teenagers, representatives of federal and regional retail chains, respected experts 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)

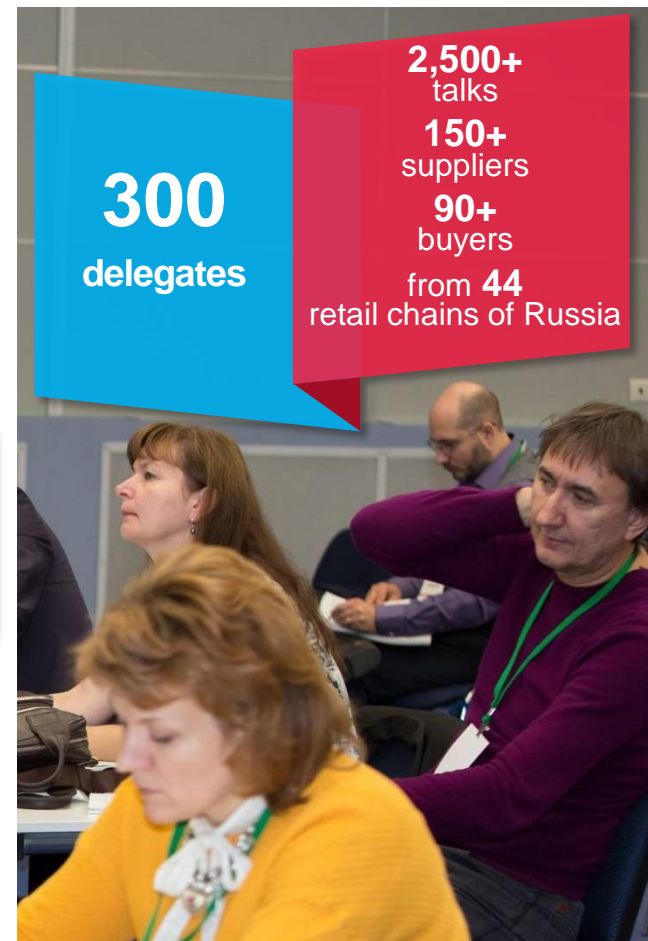


Participation in the forum will enable the attendees to

- visit Mir Detstva and receive useful information on the market
- get ready-made sales strategies from successful 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.





MIR DETSTVA ASSOCIATED EVENTS



Forum on Russia – China: New Opportunities for Sustainable Business Development

The aim of the forum is to provide Russian and Chinese companies with an opportunity

- to generate sales leads;
- to study mechanisms of direct purchases in China;
- to organize imports / exports by company efforts
- to find optimal supply routes

Participants:

- specialists in the children's industry, business owners, marketing experts, brand managers, category managers, foreign trade managers

Partners:

- Between2countries, V.I.G. Trans

Foreign uniqueness:

- Business Consultant and Managing Partner Between2countries will make a tour around the stands of Chinese manufacturers where representatives of Russian companies can ask questions related to the field










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 propose development plans, showing their 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**





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Expocentre Fairgrounds
Moscow, Russia

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