

MIR DETSTVA 2016

22nd International Exhibition for Goods and Services for Children and Teenagers, New Educational and Personality Development Programs

On 27-30 September 2016, Expocentre Fairgrounds (Pavilion No.2, Halls 1-3; Pavilion No.8, Halls 1-4) hosts the 22nd edition of the Mir Detstva International Exhibition for Goods and Services for Children and Teenagers, New Educational and Personality Development Programs. The exhibition is organized by Expocentre AO with support of the Russian Ministry of Industry and Trade, the Russian Ministry of Education and Science, the Agency for Strategic Initiatives, the Federal Institute of Education Development, and under auspices of the Russian Chamber of Commerce and Industry.

Mir Detstva's partners are the Association of Children Goods Industry Enterprises, the Russian Animation Film Association, the Association of Furniture and Woodworking Enterprises of Russia, and the Association of Art Industry Market Participants.

Mir Detstva is the main trade show in the industry of goods and services for children in Russia and Eastern Europe. Today it is the most popular platform for presentations of new products and business networking. The show has gained a reputation among the exhibition community and bears the logos of UFI – the Global Association of the Exhibition Industry, and RUEF – the Russian Union of Exhibitions and Fairs.

This year Mir Detstva occupies **about 15,000 sq m** to demonstrate the best products and services for children and teenagers of **508 companies** from **26 countries: Australia, Belarus, Belgium, Canada, China, Denmark, Finland, France, Germany, Israel, Italy, Japan, Kazakhstan, the Netherlands, New Zealand, Norway, the Philippines, Poland, Portugal, Russia, South Korea, Spain, Sweden, the UK, Ukraine, and the USA.**

The well-known foreign participants include Adamex, BabyBjorn, BALU, Cam Il Mondo Del Bambino, Concord, Dr. Brown's, Graco, Hauck, LAVA, Jane, Happy Baby, MAXI-COSI, Hansa, Playmobile, Schleich, Peg-Perego, Smoby, Intex, Winx, etc.

There are **430** Russian exhibitors including such well-known companies as Bauer, Zvezda, Zolotoy Gus, Krasnaya Zvezda, Lyubimka, Nordplast, Russkiy Still, Stellar, Step Puzzle, Masha and the Bear, Selena, Rosman, Azbookvarik, 7-ya, Alt, Vesna, and many others.

It has become a tradition to arrange a stand of the Russian Ministry of Industry and Science. Manufacturers from different Russian regions showcase at stands of the Export Assisting Centres of the Kirov and Penza regions.

These year product sectors are Goods for Newborns and Babies; Games, Toys and Hobbies; Everything for New Year and Christmas Celebrations; Creativity and Design, Stationery; and Supplementary Education for Children.

In 2016 the new product sector is the **Supplementary Education for Children** devoted to products, new developments and training methods for children. Participants include Learning Games of Voskovich, Clever-Media-Group, YASAM, Montessori-Piter, Innovative Education, Kidburg, etc.

The group stand of the Russian Animation Film Association presents major Russian animation companies. They will talk about marketing opportunities of using animated images.

The traditional **Expocentre for Counterfeit-Free Exhibition Project**, aimed to minimize counterfeit products showcased at exhibitions, is continued.

Europa Uno Trade ZAO and Expocentre AO hold the **17th edition of the Moscow International Festival of Balloons**.

September 27 is the Day of Preschool Educators in Russia. On this day the Russian Ministry of Education and Science jointly with the Institute of Problems of Inclusive Education of the Moscow State University of Psychology and Education and support of Expocentre AO organize sessions and seminars on inclusive education for children.

The **Day of Supplementary Education** offers seminars, sessions and round tables from leaders of supplementary education and public agencies such as the Agency for Strategic Initiatives for Promotion of New Projects, the Federal Institute of Education Development, the Centre for Social and Economic School Development of the Institute of Education at the Higher School of Economics, the YASAM Network of Early Childhood Development Centres, and others.

Expocentre is launching the **Business Assistance: Crediting, Legal Assistance, Economic Assistance, Real Estate, Customs Clearance, Human Resources, Consulting Services**.

One of the largest events of the Russian market of goods for children is the **11th edition of the Russian Trade Forum for Children Goods Suppliers**, organized by Imperia congress and exhibition company and Expocentre AO. The forum welcomes more than 300 leading market participants such as top executives of manufacturers and distributors of goods for children and teenagers, representatives of federal and regional specialty and general retail chains, and 25 speakers including leaders of the Russian market of goods for children.

The **Purchasing Centre for Retail Chains™ of Children's Goods** offers opportunities to hold face-to-face meetings with buyers from 35 retail chains from all over Russia and other countries of the Customs Union. The participants include **O'Key, Lenta, Bookvoed, Ozon.ru, Sela, IQ Toy**, and many others.

Expocentre AO and the Russian Federal Research Centre of Nutrition and Biotechnology arrange the **4th Annual Conference on Childhood Nutrition in the Current Environment**.

The exhibition also features

- **Seminar on Furniture and Equipment for Russian Kindergartens. Main Trends, Problems and Solutions** organized by the Department of Furniture Design of the Moscow State Stroganov Academy of Industrial and Applied Arts, Expocentre AO,
- **Conference on How to Increase Online Sales of Children Goods** organized by eLama.ru, Expocentre AO,
- **Animation Panel on Russian Animation Brands. Licensing Opportunities** organized by the Russian Animation Film Association, supported by Expocentre AO,
- **10th Anniversary Russian Forum of Model Makers** organized by ICM OOO, supported by Expocentre AO.

The 15th edition of the Practical Business Forum includes the **EXPO-ACADEMY Project**, which features

- the Strategy Session on **Effective Retail Store; Secrets of Success 2017**,
- the Strategic Workshop on **Effective Brand Building: from Business to Brand Strategy**,
- the Strategic Workshop on **Effective Brand Building: from Brand Strategy to Design**,
- the analytical review on **Understanding Modern Mothers: Psychographic Segmentation and Trends**.

The program also includes the **International Competition of Goods for Children and Teenagers**, and the **Competitions for the Best Online Store for a Customer and the Best Website for a Buyer**.

The official opening ceremony will take place on September 27 at 12.00 in the Gallery between Pavilions No.2 and No.8.