

Exhibitor feedback



Artyom Rogachev,
Head of Sales Department,
TD Sima-land

"The exhibition is running great. Over two days I have given out more than 150 business cards. Of course, there were many more contacts than that. We are not just suppliers, but also manufacturers. We have our own perfumery, textiles, and plastic production. We present our own trademarks here. We have about 33 of them. Our company always prepares for the show, it is always a joy."

Yuri Ezhov, CEO,
Inventive Toys

"It is the second year in a row that our company takes part in Mir Detstva. This time we welcomed a large number of existing and new partners at our stand. Both visitors and participants took note of our assortment, exhibited at the show. We were happy to present new products with which the company is entering the New Year season."

Anastasia Levchenko,
Executive Director,
PAREMO

"It is the sixth time that we participate in Mir Detstva. This show is the most commercial and presentational event of the year. As soon as we had the task of presenting a new brand to the market, we took part in Mir Detstva. Now every year we continue these presentations, show a new line, introduce a new brand to our customers."

Tatiana Simonova,
Manager of the Product Department,
Eksmo

"Our company is a regular exhibitor at Mir Detstva. This is our beautiful stand, which we designed especially for this show. The stand is not simple. It is interactive. This way, we want to make our collections and our characters as close to our customers as possible. It is great to be able to communicate with customers from other

regions. After all, an exhibition is a way of interacting with customers who are very far away from us."

Tatiana Simonova,
Head of the Trade Marketing
Department, MOSAIKA

"Participation in trade shows is a great tool for promoting a new product category. There is nothing better when a client comes up and not only looks at the packaging, but also tastes, touches and evaluates, for example, flavours. Mir Detstva is a competent, large and well-organised platform. Everything is very convenient. And, most importantly, the show brings excellent results which are our contacts and our clients."

Svetlana Konoreva,
General Director,
Sweet Dreams

"This is the second time that we take part in Mir Detstva. Last year's exhibition was very productive for us. Thanks to it, we entered the export market. We now have new partners. Negotiations have already taken place at the show. We have received orders. All that remains is to come and process them. We have signed partnership agreements with new regions. The show was very productive. We are satisfied. All the tasks have been fulfilled."

Your marketing opportunities



Your logo on the brand page



Your news on the website and social accounts of the exhibition



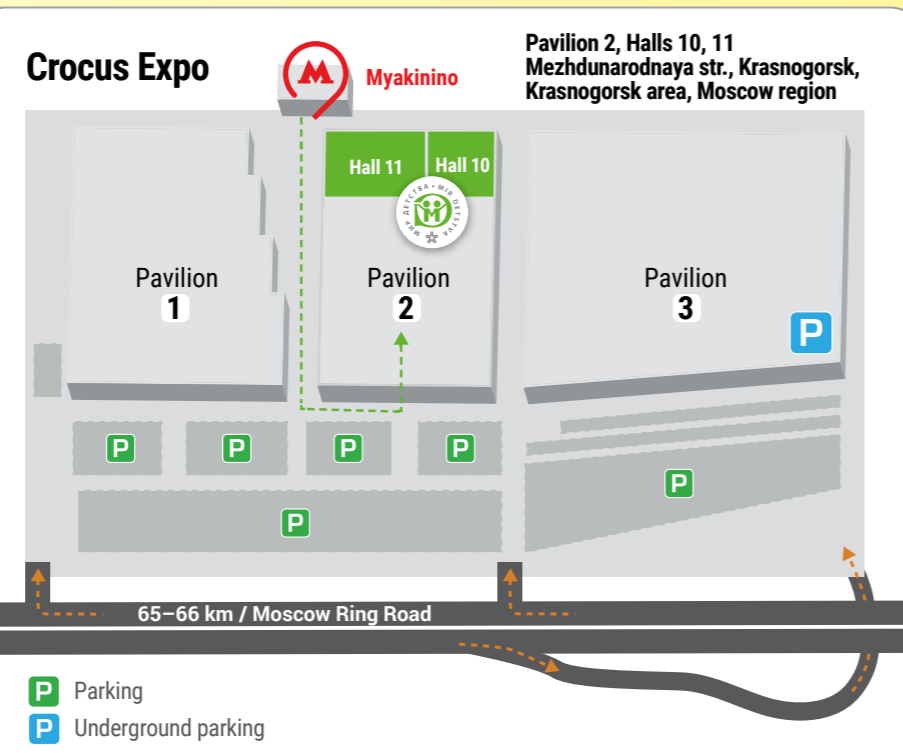
Sponsorship



Direct mail to our visitor and exhibitor database



Special projects



Contacts

Irina Varfolomeeva
Lead Manager

Phone: +7 (499) 795-25-74
E-mail: via@expocentr.ru



Mir Detstva



30th Anniversary International Exhibition for the Children's Industry

Crocus Expo, Moscow, Russia

www.mirdetstva-expo.ru/en

17-19
SEPTEMBER
2025



Organised by



MINISTRY OF INDUSTRY
AND TRADE OF RUSSIA



М И Р Д Е Т С Т В А



М И Р Д Е Т С Т В А



М И Р Д Е Т С Т В А

EXPOCENTRE



Mir Detstva

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

598
exhibitors

14,000+
sq m of floor space

from **6**
countries

15,000+
visits

from **25**
countries

Job title/function

Purchasing power

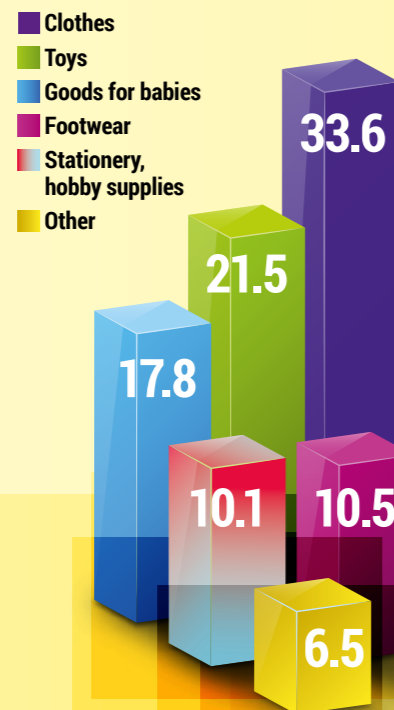


Structure of the children's industry of Russia, %

40+

activities in the conference programme

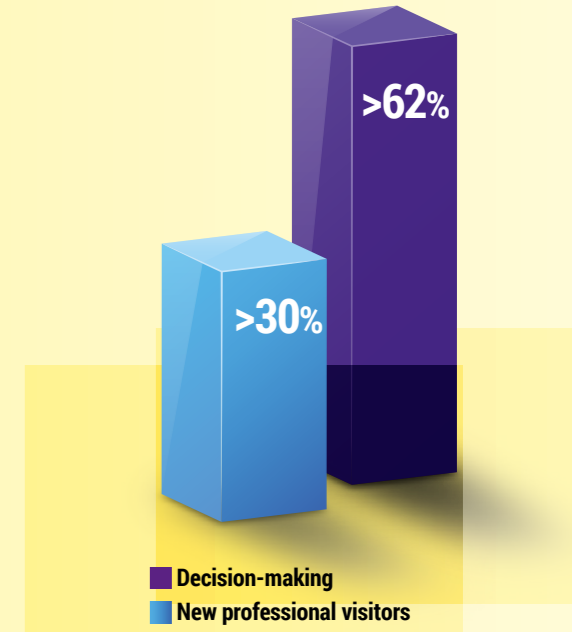
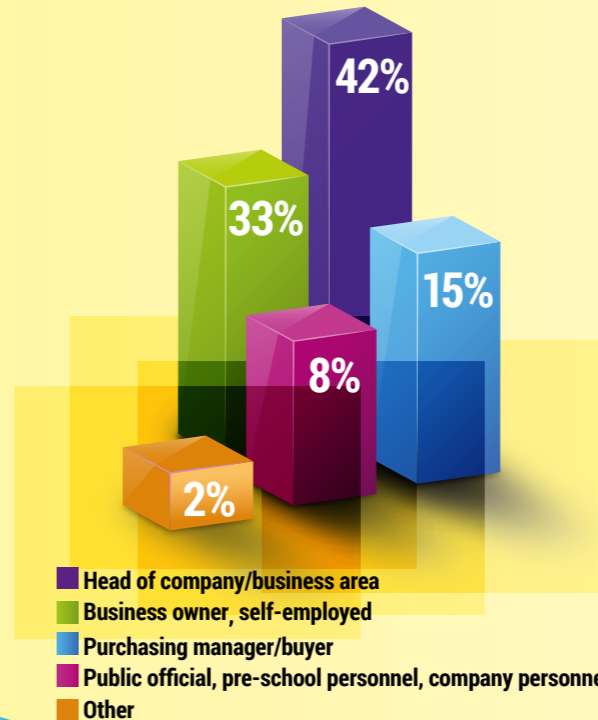
- Conferences
- Master classes
- Discussions
- Competitions
- Learning workshops
- Presentations of exhibitors
- Purchasing Centre of Retail Chains™
- Russian Trade Forum for Children's Goods Suppliers



Total toy sales in Russia, EUR million



and **89**
regions of Russia



Statistics of 2024

