

INTERNATIONAL EXHIBITION FOR SHOES AND LEATHER PRODUCTS

12+

OBUV'



MIR KOZHI



20–23
APRIL
2021



18–21
OCTOBER
2021

Organised by



Participation of Italian
companies officially supported by



Supported by

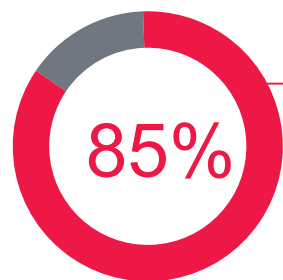


ОБУВ. МИР КОЖИ: FASHION MEETS BUSINESS



The major b2b trade show of shoes and leather goods
in Russia and the Commonwealth of Independent States

- ✓ **Twice** a year
- ✓ **400+ brands:** both industry leaders and new names
- ✓ **5** exhibition halls, **about 12,000 sq m** of total exhibition space



Foreign exhibitors



Austria



Belarus



Croatia



France



Germany



Italy



Netherlands



Portugal



Russia



San Marino



Spain



Switzerland



Turkey



USA



UK



ITALIAN SHOWCASE



Italian manufacturers are positive that Obuv. Mir Kozhi is their main promotion tool and gateway to the Russian market.



PRODUCT SECTORS



Shoes

- Ladies' footwear
- Men's footwear
- Children's footwear
- Home and leisure shoes
- Sports shoes
- Shoe and leather care products, leather materials



Leather Products

- Bags, briefcases, folders
- Wallets, purses
- Suitcases
- Gloves, belts, umbrellas
- Outdoor clothes

VISITORS*

Only professionals:

More than **12,000** professional visitors come to Obuv. Mir Kozhi every year.
They represent **79** Russian regions and **33** countries.



7%

Visitors from other countries

33%

Visitors from Russian regions

Retail chains



*Source: survey at Obuv. Mir Kozhi 2019. Autumn

www.obuv-expo.ru/en

VISITORS*



Profile, %



Industry sector, %



86% of the visitors sign contracts at the show floor

75% of the professional visitors attend Obuv. Mir Kozhi exclusively

*Source: official survey at Obuv. Mir Kozhi 2019. Autumn
Multiple replies possible

SUPPORTING EVENTS



- Workshops on footwear labelling
- Master classes on sales development and effective promotion
- The SHOES DESIGN Festival of Young Designers (organised by the Kosygin Moscow State University of Design and Technology and EXPOCENTRE AO)
- Workshops on trends of the coming season
- Market reviews and forecasts from recognised industry experts
- Business training: digital technologies and online sales
- Leather Fashion Trends Area



IF YOUR TARGET IS TO



- ☒ enter the Russian market
- ☒ occupy a new niche
- ☒ expand your network of contacts
- ☒ get high ROI
- ☒ meet new clients
- ☒ exhibit alongside major companies
- ☒ grow your business

▶ **OBUV. MIR KOZHI
IS THE PLACE TO BE**



STAND CONSTRUCTION INFORMATION

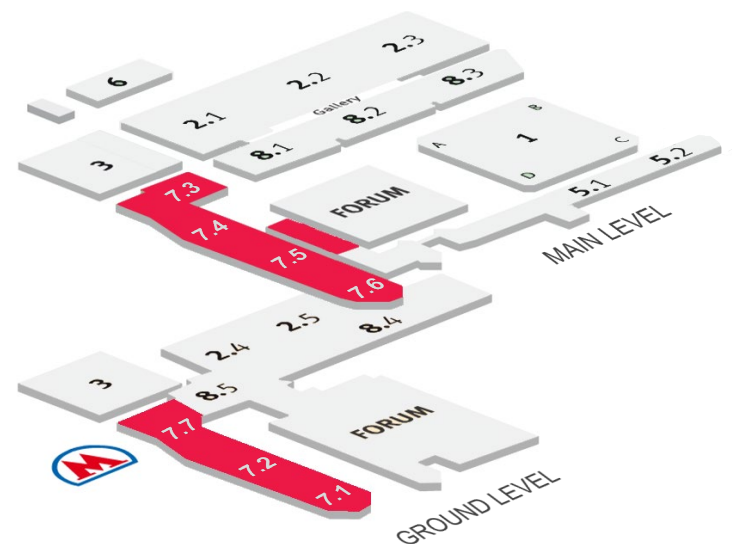


Exhibits grouped by category

Shoes: Pavilion No.7 (Halls 3, 4, 5, 6)

Leather products and accessories: Pavilion No.7 (Hall 2)

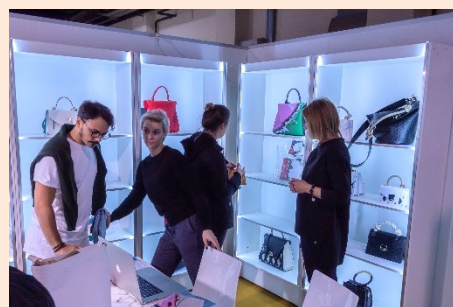
Shell-scheme stand		4-11	12-17	18-24	25-31	32-45
Entrance door		no	1	1	1	1
Storage room with folding door	sq m	no	1	1	1	1
Stand lighting: 1 spot per each 2 sq m	pcs	3-5	6-8	9-12	13-15	16-22
Triple plug socket 2 kW	pcs	1	1	1	1	2
Cupboard	pcs	1	1	1	1	1
Table: d 0.7 m; 0.7 x 0.7 m; 1.2 x 0.7 m (optional)	pcs	1	1	1	1	2
Soft chair	pcs	3	4	6	6	8
Waste basket	pcs	1	1	1	2	2
Coat rack	pcs	1	1	1	2	2



Single style stands:

- Height 2.5 m
- False arch
- Wall panels: Ice Chips plexiglas
- Grey carpet
- Oracle film

PHOTO REPORT



JOIN US AT OBUV. MIR KOZHI 2021 AT EXPOCENTRE FAIRGROUNDS!



EXPOCENTRE AO

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