



# Mir Detstva



26th International Exhibition for the Children's Industry

21-24.09.2021

12+



 **EXPOCENTRE**

 **MINPROMTORG  
RUSSIA**



[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)

Supported by Russian Ministry of Industry and Trade  
Under auspices of Russian Chamber of Commerce and Industry

# EXHIBITORS



**734**  
exhibitors

**536** from Russia  
**198** from other countries

**30**  
countries



Goods for newborns and infants



Supplementary education for children



Toys, games, hobby supplies, models



School products



Creativity and design, stationery



Children's furniture, furniture and equipment for pre-schools, kindergartens and day centers



Licensed products for children



Everything for Christmas and New Year celebrations



Licensors / rightsholders, owners of trade marks and brands



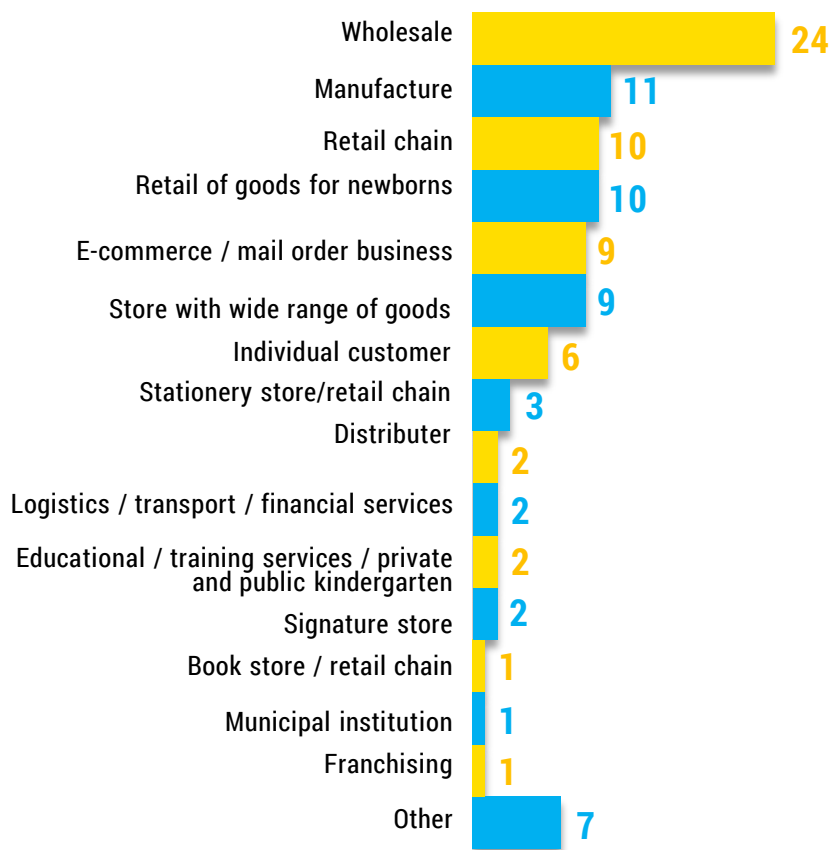
Sports and multifunctional equipment for playgrounds



# VISITORS

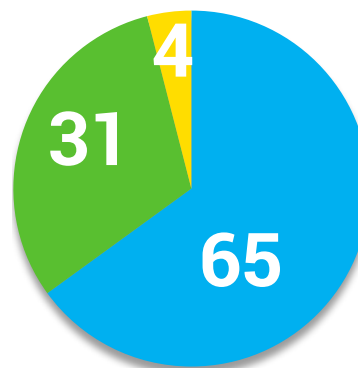


## Industry sector, %



**23,000** visitors

from **49** countries



## Profile, %



Representative of a commercial company (not self-employed)

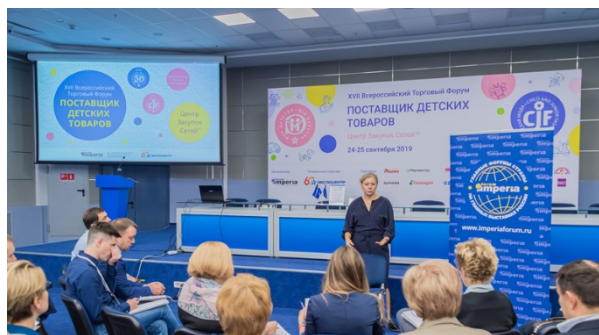
Self-employed

Representative of a state-run company

# SUPPORTING EVENTS



**Congress of the Children's Goods Industry**



**Russian Trade Forum for Children's Goods Suppliers**



**Visiting meeting of the RusAccreditation Working Group**



**Licensing Marketplace**



**Purchasing Centre for Retail Chains™: Children's Goods**



**Balloon Festival**



# NEW EVENTS AT THE 25<sup>TH</sup> ANNIVERSARY EDITION OF MIR DETSTVA



Purchasing Centre for Retail Chains™ FMCG



Conference on Promotion of Children's  
Brands in the Blogosphere



Interactive area for presentations  
and business related events

# ADVERTISING CAMPAIGN OF MIR DETSTVA



**Mass media**  
(press)



**Internet**  
(websites, portals,  
banners, context ads,  
social media, blogs)



**Direct  
marketing**  
(email marketing,  
direct mail,  
telemarketing  
campaigns)



**Social media  
pages of  
exhibitions**  
Facebook,  
Instagram)



**Promo  
activities**  
(distribution of information  
about the event, invitations  
to attend it and promotional  
materials)

# YOUR MARKETING OPPORTUNITIES

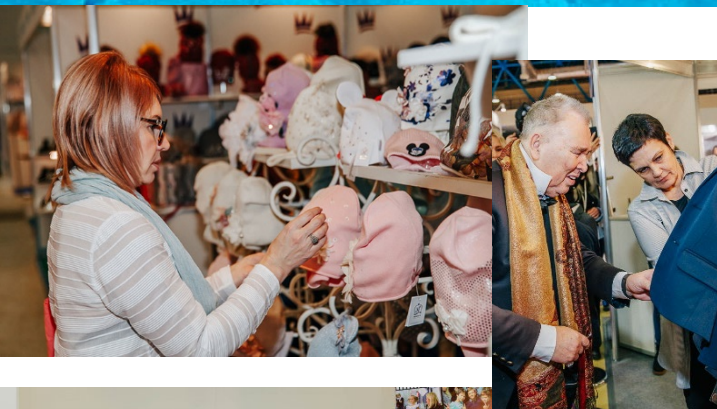








# CONCURRENTLY WITH CJF – CHILD AND JUNIOR FASHION 2021. AUTUMN



**361** exhibitors  
from **27** countries



**Children's clothes**



**Children's footwear**



**Maternity wear**



**Accessories  
for children**



**Fashion  
and Design**





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## Venue

Pavilions Nos.2, 8, Forum, EXPOCENTRE Fairgrounds  
Krasnopresnenskaya nab., 14, Moscow, Russia, 123100  
Phone: + 7 (499) 795-37-99

## Mir Detstva Management

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[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)