



32nd International  
Exhibition for Furniture,  
Fittings and Upholstery

# MEBEL

INTERIOR DESIGN

22-26

NOVEMBER 2021

EXPOCENTRE  
Fairgrounds,  
Moscow, Russia

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

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12+



# MEBEL

THE LARGEST FURNITURE, FITTINGS AND UPHOLSTERY SHOW  
IN RUSSIA AND EASTERN EUROPE



**80,028**  
sq m of floorspace\*



**842**  
exhibitors



**28**  
countries



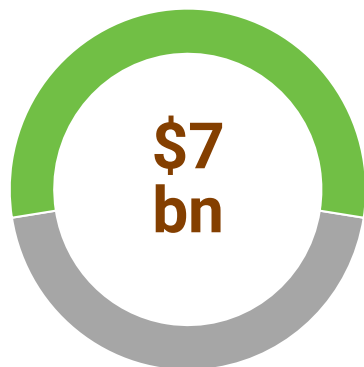
**43,248**  
visitors

\* The Mebel 2019 results

# RUSSIAN FURNITURE MARKET



## MARKET VOLUME



**55%** Russian made furniture

**45%** Imported furniture

## ADVANTAGES OF IMPORTING FURNITURE INTO RUSSIA

More than  
**56** million  
of households

**Enormous  
market**



Import customs duties  
reduced after Russia had  
entered WTO



No sanctions or restrictions  
on the import of furniture,  
components, and interior  
accessories

More than  
**1,000,000**  
new flats per year

**Housing  
development  
and mortgage  
loan reduction**



**EXPOCENTRE**  
Fairgrounds is an area  
of customs control and  
the Exhibition customs  
checkpoint

Special customs regime for exhibiting at  
trade shows: companies are partially or  
fully exempt from customs duties and  
taxes

**EXPOCENTRE's General  
Partner – Expowestrans –  
will provide a full range  
of services on customs  
clearance and delivery of  
exhibits at the trade show**

**EWT Expowestrans**

# MEBEL IS CHOSEN BY



## MARKET LEADERS FROM 28 COUNTRIES



## NATIONAL PAVILIONS



**585** RUSSIAN  
COMPANIES

**14** REGIONAL  
SHOWCASES

# PRODUCT SECTORS OF MEBEL



## 12 THEMATIC SALONS UNITE ALL SEGMENTS OF THE FURNITURE INDUSTRY

- **Style** / Russian-made furniture
- **InterStyle** / Furniture from different countries
- **Comfort** / Upholstered home furniture, upholstery materials
- **Decor** / Interior furnishings and decor
- **Furnished Apartments Salon**
- **Furniture Retail Fest** NEW
- **Kitchen Space** / Kitchen furniture. Tables, chairs. Appliances and accessories
- **Components** / Components and fittings for furniture manufacturing
- **Equipment** / Equipment and tools
- **Dream** / Bedroom mattresses and furniture
- **Office** / Office furniture
- **Future Stars** / Designer furniture. Modern design

Within the Mebel 2021 show WoodworkingSkills, the industry championship for furniture and woodworking professionals, will be held

# FURNITURE RETAIL FEST

## THE FUTURE OF FURNITURE RETAIL STARTS HERE!

NEW



The Festival's goal is to demonstrate the most effective and innovative retail business models that global retailers are now addressing

The Festival's task is to show how global technological advances in retail directly or indirectly affect the development of furniture retail in Russia

### FRF EXHIBITORS AND VISITORS:

- federal and regional retail chains of Russia;
- international and Russian furniture market experts;
- furniture and interior design suppliers;
- digital agencies and retail consultants;
- real estate companies;
- shopping mall managing companies;
- banking and telecommunication companies.

### FRF THREE SEGMENTS:

- **Shop of the Future immersive platform**  
will present three retail concepts, which are actively developing in the world and are being adopted by the Russian furniture companies:
  - **Smart Home concept**  
(a digital store, engaging suppliers of digital stores equipment – terminals, AR/VR)
  - **Pop-Up Store concept**  
(a small "tasty" store that sells emotions)
  - **One-Stop Store concept**  
(a large format re-conceptualizing in the digital age)
- **Interior Cinema** –  
presentation of the new digital service for shopping centers
- **Communication Area**  
will feature the programme of supporting events where topical issues of the industry will be discussed: digitalisation, business models and concepts



Furniture Retail Fest Partner –  
Furniture Communication Project Agency

коммуникации без границ

\* The programme of supporting events is being drawn up and to be presented later

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# MEBEL VISITORS



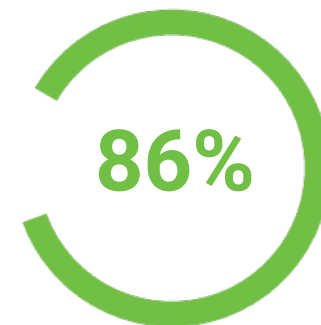
**43,248** visitors

**22,922** visitors from all over Russia

**67** countries

**3,000+** foreign visitors

## PROFILE, %



Buying influencers

# HIGH ROI



**90%** of exhibitors expanded sales territory and opened new markets\*

**94%** of exhibitors generated sales leads at the exhibition \*

## **Anna Manoshkina, Commercial Director of BTS Furniture Company**

“Since we are one of the biggest domestic manufacturers of cabinet furniture, we deem it our duty to take part in the main, landmark event of the year, the Mebel international exhibition, that takes place at EXPOCENTRE Fairgrounds every November. Over the first two days our stand had over 500 visitors.”



## **Roberta Datteri, Vice President of the Italian Confederation of Crafts and Small-Medium Enterprises (CNA)**

“We decided to participate this year considering that our products are popular and successful in the Russian market and, especially, that Mebel is a significant show for both Moscow and the entire Russia. We are visited by regional representatives here.

I am satisfied with the results of the exhibition. I think many Italian companies could come back to Mebel next year for a broader representation of Italy. This is important.”



## **Vladimir Bazhenov, Founder of Furniture of Bazhenov Brothers**

“This is our debut. We have never been a participant in the trade show like this one before. According to our preliminary estimates, we have been quite successful. The exhibition has a broad geography of visitors who come from all over Russia and even from abroad. We had many interested visitors from the Baltic states, Kazakhstan, and Belarus. Those in the furniture business come here from all over the country to see new products and new market participants, to make new decisions, and to lay a foundation of one’s business for next year. Thanks to this exhibition, we expect to reach a new level in the development of our business.”



# ADVERTISING & PROMOTION



Our advertising opportunities ensure effective promotion of your company long before the exhibition begins



## Internet promotion

Contextual ads, SEO, media ads



## Outdoor advertising



## Industry media

30+ media partners



## Social networks

20,000+ subscribers



## TV advertising

Advertising on federal TV channels



## Direct e-mails

150,000+ e-mail accounts



## Exhibition website

255,000+ unique visitors to the website over six months



95%  
of exhibitors consider  
the Mebel advertising  
campaign effective



Exclusive placement of your company profile in the Mebel advertising and information materials will surely improve effectiveness of your company promotion

## THE MOST EFFECTIVE SPONSORSHIP FORMATS

- General Sponsor
- Sponsor of Navigation
- Sponsor of Exhibition
- Sponsor of Supporting Programme
- Sponsor of Section

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# CONFERENCE PROGRAMME\*



- RusMebel Forum  
Efficiency in the modern conditions  
**Among speakers are:**
  - Russian Ministry of Industry and Trade
  - Association of Furniture and Woodworking Enterprises of Russia
  - Experts of related branches
- Retail Chains Centre™
- Panel Industry Development Conference
- Seminars on Management and Development of Furniture Retail
- Design Excursions
- National Award for Industrial Furniture Design "Golden Cabriole"
- Seminars on Interior and Furniture Design
- **WoodworkingSkills** – the industry championship for furniture and woodworking professionals of WorldSkills standard
- International Competition on Product Quality in the categories "For High Consumer Properties of Goods", "For Successful Promotion of Quality Goods"

# PHOTO REPORT





# JOIN US AT MEBEL 2021!

## VENUE

EXPOCENTRE Fairgrounds  
14, Krasnopresnenskaya nab.  
Moscow, Russia

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Book  
a stand



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