



Mebel

interior design

21-25.11.2022

EXPOCENTRE Fairgrounds, Moscow, Russia

33rd International
Exhibition for Furniture,
Fittings and Upholstery

www.meb-expo.ru/en



Supported by



Under auspices of



Organised by





The largest furniture, fittings and upholstery show in Russia and Eastern Europe

Over **76,000** sq m
of floorspace*

32,082 visitors

618 exhibitors

21 countries



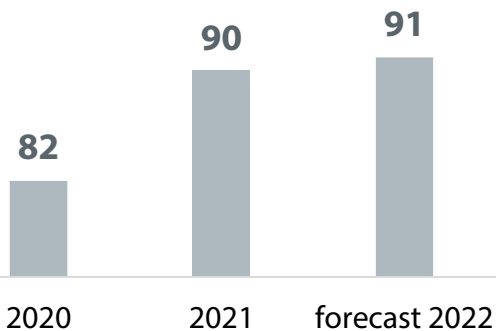
* Source: independent event audit in 2021

Russian furniture market



Growth in housing construction

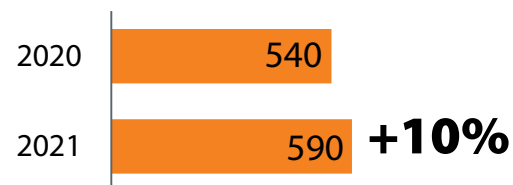
Housing commissioned, million sq. m:



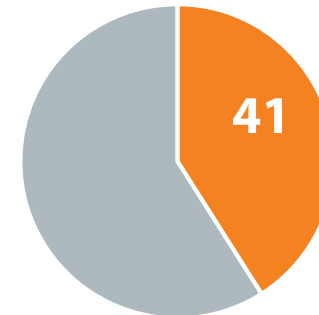
High demand for furniture

+37% of production growth

Furniture sales, RUB billion



Large proportion of imported furniture, %



Import volume:

> **1.7** billion dollars

> over **500,000** tones

EXPOCENTRE Fairgrounds is a customs control and operation zone of the Exhibition customs post. A special customs regime for exhibiting at trade shows is in effect: companies are partially or fully exempt from paying customs duties and taxes. EXPOCENTRE's general partner Expowestrans will provide a full range of services for customs clearance and delivery of exhibits to the exhibition.

Mebel unites leaders of the industry

Exhibitors include



Armenia



Belarus



China



Croatia



Estonia



Finland



Germany



India



Italy



Japan



Kazakhstan



Kyrgyzstan



Poland



Russia



South Korea



Syria



Switzerland



Turkiye



The UK



The USA



Uzbekistan



 **517**
Russian companies

Product sectors

The exhibition is conveniently divided into thematic salons



Home

- Cabinet furniture
- Upholstered furniture & fabrics
- Furniture for children
- Small furniture
- Cloakrooms
- Modular furniture
- Bathroom furniture
- Garden furniture
- Home office furniture



Kitchen Space

- Kitchen furniture
- Tables, chairs
- Counters, sinks
- Home appliances
- Accessories, cutlery and crockery
- Furniture for bars, restaurants



Dream

- Furniture for sleeping
- Mattresses
- Pillows
- Mattress padding



Office

- Office furniture
- Metal furniture
- Educational furniture
- Special-purpose furniture



Décor

- Interior items
- Lights, chandeliers
- Mirrors
- Interior textiles



Components & Equipment

- Furniture fittings
- Accessories
- Wood boards
- Paints and varnishes
- Decorative materials, films
- Equipment and tools for furniture production

— Visitors

32,082 visitors

from **54** countries and **82** Russian regions

14,785 Russian visitors

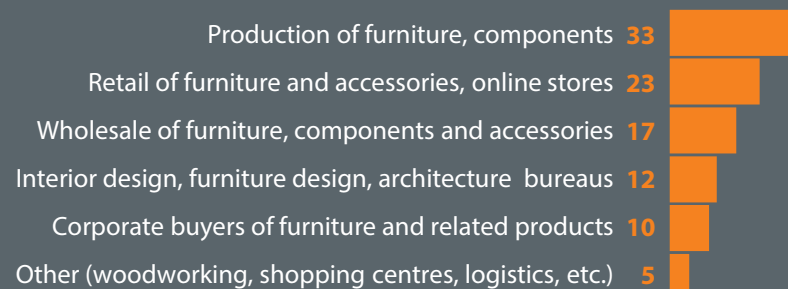
1,624 foreign visitors

Visitor interests, %

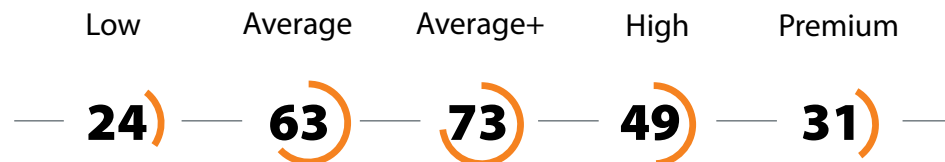


89% of visitors influence purchasing decisions

Visitor profile, %



Price segment of interest, %



Designers choose Mebel

More than **4,000** designers annually visit the show

Kirill Istomin, an interior designer

"The exhibition is an opportunity to embrace in one place such a variety of suppliers in different areas of interior design."

Diana Balashova, an interior designer

"Of course, working online is very important, but when it comes to furniture, you have to see everything in person."

Elena Teplitskaya, an interior designer

"Mebel is very important. Russian manufacturers showed their amazing capabilities here. Many companies have really taken off."

Sergey Tregubov, an interior designer

"This show is an opportunity to see products. I need to understand their quality so that in the future I could describe tactile sensations to my clients using only a picture."



- **Designer furniture**
- **Lectures by design experts**





HIGH ROI

93% of exhibitors generated new business leads

Oleg Kotlyar, an official representative of JAGO in Russia

“Participation in Mebel is a great promotion tool for both a brand and any startup. It is always a great opportunity to increase your brand awareness and generate new leads.”



91% of exhibitors expanded their sales geography and entered new markets

Sergey Zmievsky, President at Lyubimy Dom

“Mebel shows all design solutions for kitchens, bedrooms, and children’s rooms. There are a lot of visitors not only from Russia but from other countries as well.”

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

www.meb-expo.ru/en

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 Exhibition
- Sponsor of Navigation
- Sponsor of Supporting Programme

Supporting programme*



- The RusMebel Forum with representatives of the Russian Ministry of Industry and Trade, the Association of Furniture and Woodworking Enterprises of Russia, and experts from allied industries
- Purchasing Centre for Retail Chains TM
- The Festival of Furniture Retail
- The Conference on Neuromarketing
- Workshops on interior and furniture design
- Master classes on sales development in the furniture industry
- The Golden Cabriole National Award for Furniture Design
- The International Competition for the Best Consumer Properties and the Successful Promotion of High Quality Goods



* The programme may be changed

www.meb-expo.ru/en

Supporting programme

WoodworkingSkills – a championship for young professionals of the furniture and woodworking industries, held according to the **WorldSkills** standards



Participants:

- enterprise employees
- students in vocational training institutions

5 competences:

- "Carpentry"
- "Furniture production"
- "Restoration of woodwork"
- "Industrial design"
- "Furniture production site foreman"



Join us in 2022!

Mebel

interior
design



**Book
a stand**

21–25.11.2022

Assembly **16–20 November 2022**

Dismantling **26–28 November 2022**

Venue

EXPOCENTRE Fairgrounds
14, Krasnopresnenskaya nab.
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