



# Mir Detstva



**27–30  
SEPTEMBER  
2022**

**27<sup>th</sup> International Exhibition  
for the Children's Industry**

[www.mirdetstva-expo.ru/en](http://www.mirdetstva-expo.ru/en)  
**EXPOCENTRE Fairgrounds, Moscow, Russia**



**12+**



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# Time-tested success



**In 1994**

The first edition of the Mir Detstva exhibition was held. The next one took place two years later. In 1996 it was decided to hold the exhibition annually

**In 1998**

The Russian Union of Exhibitions and Fairs (RUEF) awarded the Mir Detstva exhibition its label for a high professional level of organisation, a significant contribution to the expansion of foreign economic relations

**In 1999**

Mir Detstva won the national Golden Bear Award for Children's Goods and Services

**In 2004**

The Global Association of the Exhibition Industry (UFI) awarded Mir Detstva its label

**In  
2016–  
2017**

According to the results of the Russian National Exhibition Rating Mir Detstva was recognised as the best exhibition in Russia in the category "Children's World. Goods for Children".

According to the vast majority of Russian and foreign exhibitors, the most popular platform for presenting new products and productive business networking in the children's industry



# Product sectors



Games, toys, hobby supplies, models



Goods for newborns and babies



Creativity and design, stationery



Licensed goods for children



Licensors / right holders,  
trade mark and brand owners



Supplementary  
education for children



School supplies



Children's furniture, furniture  
and equipment for pre-schools



Christmas and New Year supplies



Sports products  
and multifunctional  
equipment for playgrounds



# Mir Detstva 2021 results



**11,970** visitors

**369** exhibitors from **17** countries

**12,464** sq. m of floor space

Mir Detstva is the largest B2B exhibition and congress event in the children's goods industry in Russia, Eastern Europe and the CIS, bringing together professionals producing and purchasing quality products.

Mir Detstva 2021 was a great success as evidenced by both exhibitors and visitors who came from more than 22 countries and 83 regions of Russia.







# Event programme



**40+  
major  
activities**

were held within the joint extensive event programme of Mir Detstva 2021 and CJF – Child and Junior Fashion 2021. Autumn with participation of leading industry experts.

To ensure wide coverage of foreign and regional professional audiences, the event programme was organised in offline and hybrid formats.



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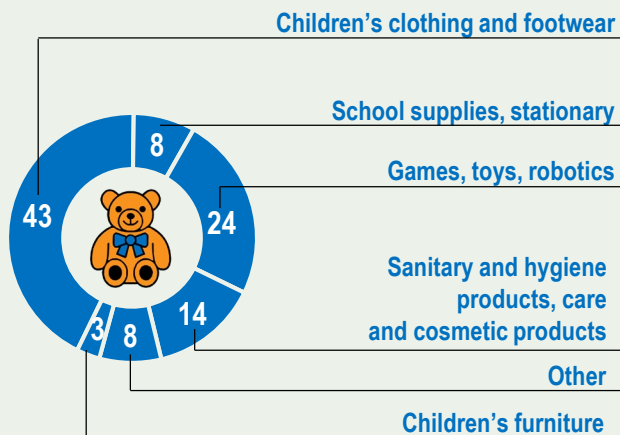




# Russian children's market



## Children's goods market, %



## Number of children in Russia by age group, thousand people

	0-4 y/o	5-9 y/o	10-14 y/o	15-19 y/o	Population of Russia
2017	9 582	8 558	7 408	6 690	146 804
2018	9 347	8 873	7 598	6 816	146 880
2019	9 032	9 085	7 825	6 947	146 781
2020	8 579	9 309	8 049	7 161	146 749
2021	8 080	9 551	8 257	7 272	146 171

## Forecast of fertility rate in Russia, million children



**+82%**

increase in 2020  
in number of orders  
for children's products.

30 million orders worth 823\$ million  
were placed at online children's shops  
in the TOP 1 000 in 2020

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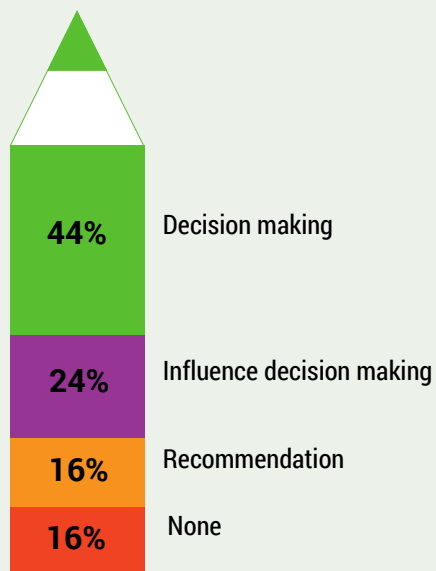




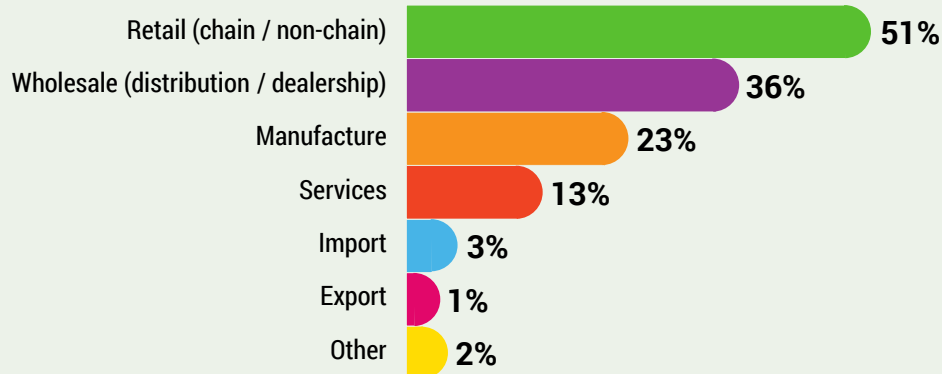
# Visitors



## Purchasing power, %



## Visitor profile, %



**High ROI:**

**89%** of exhibitors are satisfied with number of business leads

**92%** of exhibitors are satisfied with quality of business leads





# Exhibition for professionals



*Professional  
approach*

*Industry  
projects  
attracting  
only target  
professionals*

*Effective direct  
communication  
and product  
sales solutions*

*High  
quality  
of visitor  
audience*

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*EXPOCENTRE's  
finest pavilions  
with advanced  
infrastructure*

*Getting up-to-date  
market information:  
the best brands,  
latest trends  
and new  
technologies*

*Optimal timing.  
Solutions to major  
business challenges  
in just 4 days  
of the exhibition*

*Event  
programme  
for professional  
development*

**Book a stand**

**See us in media:**







# Marketing opportunities for exhibitors



Mailings to visitor  
and exhibitor databases

Sponsorship

Logos on  
the brand page

Presentations  
at the presentation zone

News on the website and social  
media of the exhibition

And much  
more

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# Promotion campaign



## Mass media



## Internet

(websites, portals, banners, contextual advertising, social media, blogs)



## Direct marketing

(targeted mailing: email and postal mailings, telemarketing campaigns)



## Promoting activity

(distribution of information about the event and invitations, distribution of promotional materials)



# Mir Detstva in detail:







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Book a stand

See us in social media:







# Mir Detstva



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## Contacts



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**Book a stand**

**See you in 2022!**

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