



Mebel interior design

20–24.11.2023

EXPOCENTRE Fairgrounds, Moscow, Russia

34th International
Exhibition for Furniture,
Fittings and Upholstery

www.meb-expo.ru/en

12+



Supported by



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Organised by





The largest show of furniture, fittings and upholstery in Russia, and the CIS countries and Easter Europe

70,000+ sq m
total exhibition space

36,727 visitors

667 exhibitors

12 countries

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The Russian furniture market



High demand for
furniture

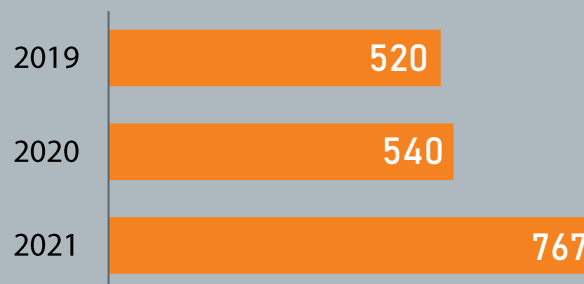
+19%

Increase in
production
over 9 months
of 2022

258
billion rubles

Furniture sales

Furniture sales, billion rubles



Furniture import

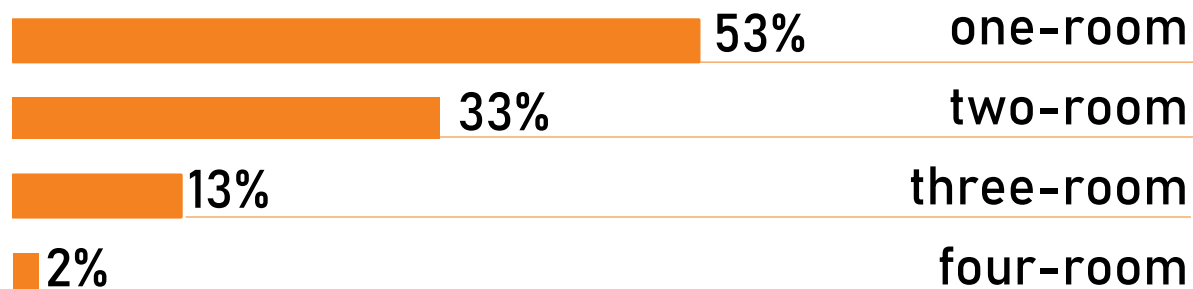
Increase in furniture
import over 9 months of
2022

> USD 1.1 billion







Demand for furniture in the housing sector

**1,958 million
apartments built
in 2022**



New occupants will need

	KITCHENS	1,958
	BEDROOMS	>2,270
	LIVING ROOMS	>2,383
	ENTRANCE HALLS	1,958

+56 million sq m
of individual housing

Product sectors

Mebel is conveniently divided into showrooms



Home

- Cabinet furniture
- Upholstered furniture and fabrics
- Furniture for children
- Small space furniture
- Walk-in wardrobes
- Transformer furniture
- Bathroom furniture
- Garden furniture
- Home office furniture



Dream

- Bedroom furniture
- Mattresses
- Pillows
- Mattress fillings



Décor

- Interior items
- Lamps, chandeliers
- Mirrors
- Interior textiles



Kitchen Space

- Kitchens
- Tables, chairs
- Benchtops, kitchen sinks
- Household appliances
- Accessories, tableware
- Furniture for bars and restaurants



Office

- Office furniture
- Metal furniture
- School furniture
- Special furniture



Components & Equipment

- Furniture fittings
- Components
- Wood boards
- Paints and coatings
- Decorative materials, films
- Equipment and tools for furniture making

International participation

Foreign companies chose Mebel to enter the Russian market

Exhibitors from 12 countries



Armenia



Austria



Belarus



China



Germany



India



Italy



Japan



Kazakhstan



Russia



South Korea



Türkiye

23% foreign exhibitors

A large Türkiye pavilion

73 Turkish companies occupied 3,000 sq m at Mebel 2022



Benefits of participation in Mebel 2023



The show attracts the entire furniture industry of Russia every year

High ROI: more than 95% of exhibitors find new customers

State-of-the-art infrastructure of EXPOCENTRE Fairgrounds and great promotional opportunities

There is a special customs regime for exhibiting at trade shows. EXPOCENTRE Fairgrounds is the Exhibition Customs Checkpoint and a customs control zone. Exhibiting 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 your stands!

— Visitors

36,727 visitors

from **60** countries and **88** regions of Russia

17,420 Russian regional visitors

1,795 foreign visitors

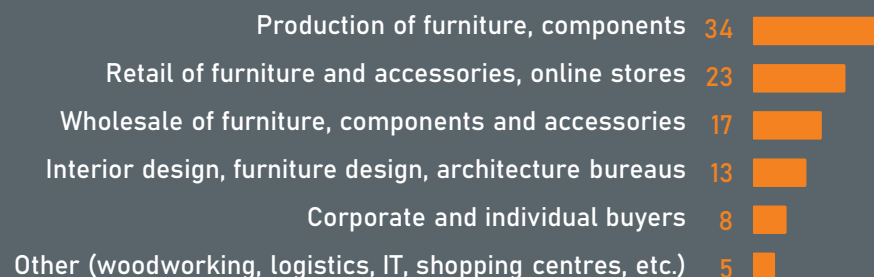
Visitor interests, %



87% influence purchasing decisions

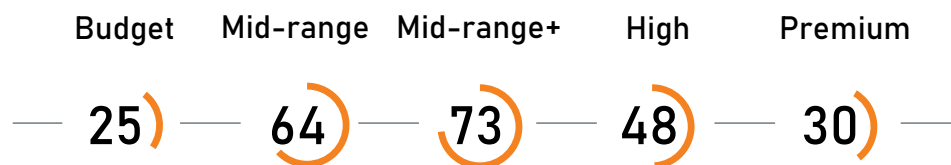


Visitor profile, %



Source: Mebel 2022 visitor registration

Preferred price segment, %





Interior designers choose Mebel

5,000+ designers attend Mebel annually



Evgeniya Zhdanova, interior designer

"Visiting Mebel gives a unique opportunity for designers to keep up with trends, stay on top of the wave, meet colleagues, network, learn something new, and find interesting alliances and collaborations."

Designer furniture



Elena Teplitskaya, interior designer

"It's an amazing show. There's a lot to see here. Designers are happy to see new technologies on display, which make it possible to make unique things. Today's furniture makers know how to do everything to change the configuration, they are customer-oriented. It all connects the designer with the manufacturer. I also noticed that the stands were well decorated. That is, people understand the meaning of colours and textures. It's very good, it's almost a European show!"



Diana Balashova, interior designer

"No online events can replace face-to-face meetings and the chance to see things for yourself. I already know the brands and the factories. It was nice to see them now and see what new things they had done. I think the show is such a practical thing, where you can complete your project – pick the manufacturers that suit you in terms of budget, design and time schedules."

Design workshops



www.meb-expo.ru/en

Conference programme

Mebel 2022 offered **45** events with **153** speakers



The RusMebel Forum
with participation of
representatives of the
Russian Ministry of
Industry and Trade, the
Association of
Furniture and
Woodworking
Enterprises of Russia,
and experts from allied
Industries

The
Furniture
Retail Fest

Workshops
on interior
and furniture
design

Conferences
on sales
development
in the
furniture
industry

Watch all events of Mebel 2022
online on Youtube



www.meb-expo.ru/en

Professional excellence



The WorldSkills
championship for the
furniture and woodworking
industry



The International
Competition for the Best
Consumer Properties and
the Successful Promotion of
High Quality Goods



The Golden Cabriole
National Award for
Industrial Furniture Design



Advertising & promotion

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



Internet promotion

Contextual ads, SEO, media ads



Outdoor advertising



Social media

20,000+ subscribers



Industry media

30+ media partners



TV

Advertising of Mebel on federal TV channels



Direct emails

150,000 contacts

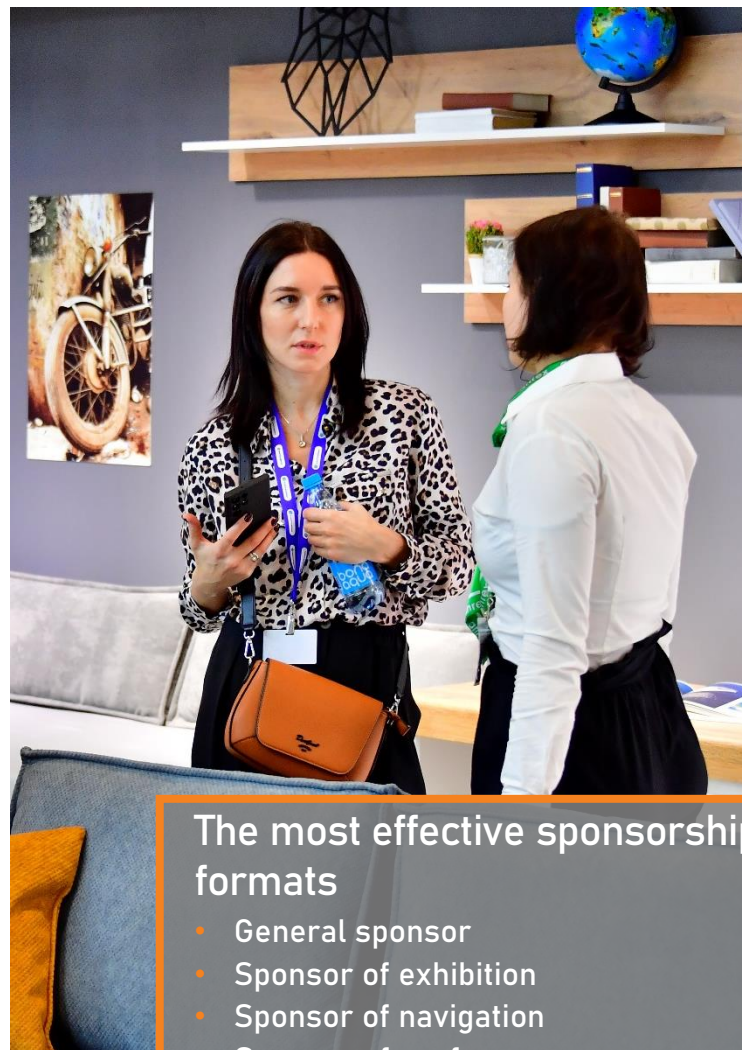


Exhibition website

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's promotion



The most effective sponsorship formats

- General sponsor
- Sponsor of exhibition
- Sponsor of navigation
- Sponsor of conference programme

Feedback



Vladimir Pozdyakov

CEO at Leader

"We have been working for Ikea, supplying them with our products for eight years. We have never taken part in a trade show like this. It is our first experience. I can say that this experience was positive, because there was a lot of interesting things. We generated leads both at the show and during the conferences held here."

Farid Alizade

Foreign Trade Manager at Modis interiors (Turkiye)

"There were very many visitors from different regions of Russia. Our aim for exhibiting at Mebel 2022 is, first of all, to show ourselves what we are capable of. Secondly, to find suitable partners for us, who will appreciate and understand our goods. And also to get to the top of the Russian market, which we are doing quite well."



Daulet Abdushukurov

Purchasing Manager at LIDER CLASSIC (Kazakhstan)

"One can find all designs on display at Mebel: these are kitchens, bedrooms, living rooms and children's furniture. There are a lot of visitors at the show not only from our country, but also from other countries."



Svetlana Osipova

President at SLOTEX

"This show is, above all, a platform for dialogue with our customers, our partners, and our new friends. It is a place where people come to find new impetus for development. It is also a platform where we discuss the strategy of our joint work for 2023."



Video report of Mebel 2022



20–24.11.2023

Mebel

interior
design

Join us at
Mebel 2023!



BOOK A STAND



Our Team



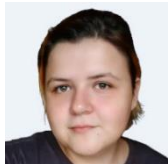
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Venue

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