



Mir Detstva



**26–29
SEPTEMBER
2023**

**28th International Exhibition
for the Children's Industry**

www.mirdetstva-expo.ru/en
EXPOCENTRE Fairgrounds, Moscow, Russia



12+



Organised by



Supported by



Under auspices of





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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'.

**In 2020–
2022**

Expansion of the conference programme with more than 40 major events: conferences, workshops, training seminars, competitions, discussions, Russian Trade Forum, Retail Chains Centre and much more

According to the vast majority of Russian and foreign exhibitors, Mir Detstva is 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 2022 results



15,000+ visitors* from 38 countries and 83 regions of Russia

10,500 sq. m of exhibition space

350 exhibitors

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 2022 was a great success as evidenced by both exhibitors and visitors who came from 38 countries and 83 regions of Russia.



Welcome addresses



Alexey Vyalkin
Director General of EXPOCENTRE
AO

“Children's goods industry exhibitions organised by EXPOCENTRE AO with the support of the Russian Ministry of Industry and Trade and under the auspices of the Russian Chamber of Commerce and Industry have for many years remained flagship industry projects, reflecting the main trends in this area of production. They showcase the latest product innovations from companies and help saturate the market with high-quality children's products. The commercial efficiency of the largest exhibition projects for exhibitors and professional visitors remains very high and allows systematic improvement of the display, enriching it with new sectors and expanding the conference programme, following the requests of participants”.



Antonina Tsitsulina
President of the Russian Association of
Children's Goods Industry, Member of the
Council under the President of the Russian
Federation for the Implementation of State
Policy in the Sphere of Protecting Family
and Children

“The exhibitions are a special event for the children's goods industry, showcasing new developments and setting the course for the coming years. They contribute to the growth and development of the participants themselves, help to find new partners, and showcase their products and services”.



Event programme



40+
major activities

were held within the joint extensive event programme of Mir Detstva 2022 and CJF – Child and Junior Fashion 2022. 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.



www.mirdetstva-expo.ru/en



Russian children's market



Visitor profile, %

Retail (chain/non-chain)

Wholesale (distribution/dealership)

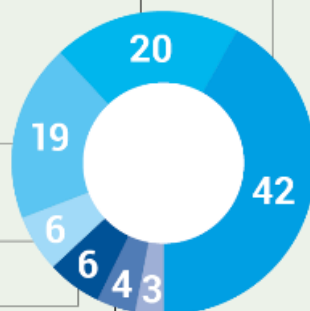
Manufacture

Other

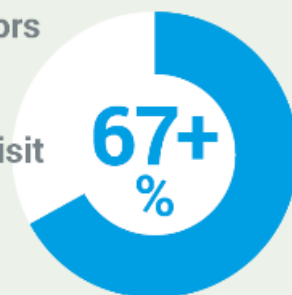
Individuals intending
to set up a business

Business services

Educational/training services/
private and public kindergartens



67%+ of the visitors
intend to make
purchases as
a result to their visit



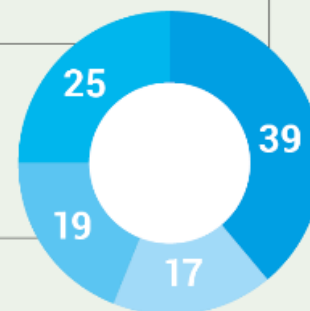
Purchasing power, %

Decision making

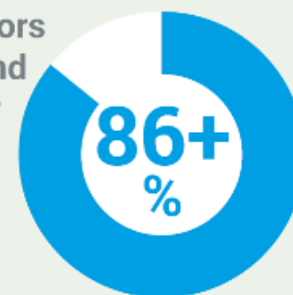
Influence
decision-making

None

Recommendations



86%+ of the visitors
would recommend
the show to their
peers



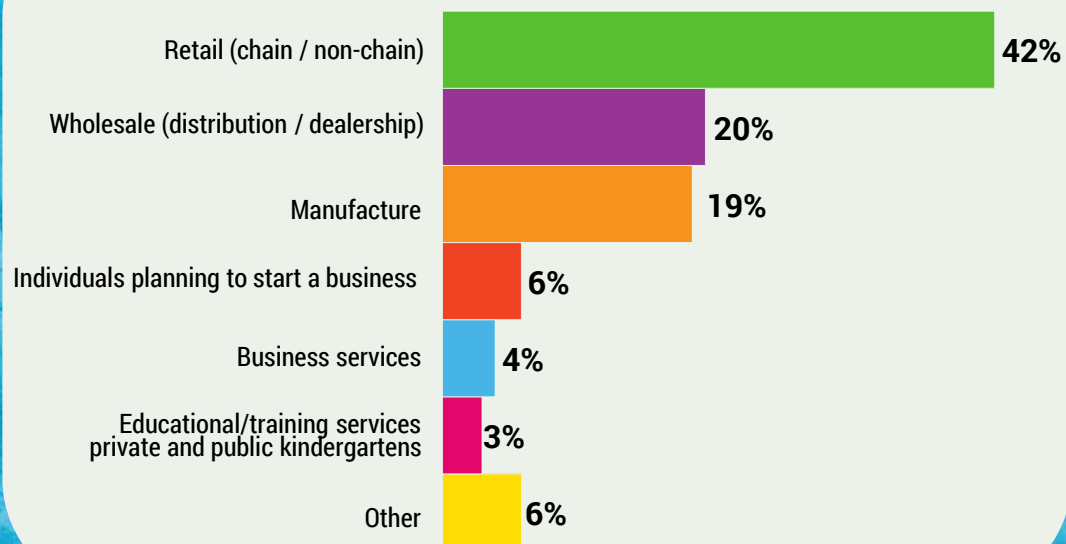
Statistics of 2022

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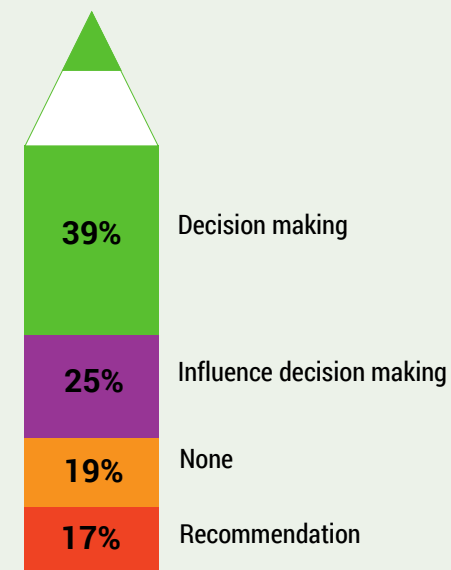
Visitors



Visitor profile



Purchasing power





Exhibition for professionals



Book a stand in 2023

Watch our videos





Marketing opportunities



Mailings to visitor
and exhibitor databases

Sponsorship

Logos on the brands page

Presentations
at the exhibition

News on the website and social
media of the exhibition

And many
other

www.mirdetstva-expo.ru/en





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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Contacts



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Book a stand

See you in 2023!

www.mirdetstva-expo.ru/en

