



Mir DetStva



24-27
SEPTEMBER
2024

29th International Exhibition
for the Children's Industry
EXPOCENTRE Fairgrounds, Moscow, Russia

www.mirdetstva-expo.ru/en



MINISTRY OF INDUSTRY
AND TRADE OF RUSSIA



CCI of RF



Ufi
Approved
International
Event



EURASIAN UNION OF
EXHIBITIONS



12+



Advertising



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Time-tested success



1994

Mir Detstva was launched. The next edition took place two years later. In 1996 the decision was taken to hold the show annually.

1998

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

1999

Winner of the Golden Bear National Award for Goods and Services for Children

2004

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

2016–
2017

According to the results of the Russian National Exhibition Rating in 2016-2017, Mir Detstva was recognised as the Russia's best exhibition in the Goods for Children category.

2020–
2023

Strengthening the conference programme with more than 40 major events: conferences, masterclasses, workshops, competitions, discussions, the Russian Trade Forum, the Purchasing Centre for Retail Chains™ and much more

According to the majority of Russian and foreign exhibitors, Mir Detstva is the most popular platform for the presentation of new products and effective business dialogue in the children's industry

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Goods for newborns and babies



Games, toys, hobby supplies



Creativity and design, stationery



Licensed goods for children



Licensors/right holders, trade mark and brand owners



School supplies



Supplementary education for children



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



Sports products and multifunctional equipment for playgrounds



Christmas and New Year supplies

Results of Mir Detstva 2023



14,900+

visits* from 36 countries and 87 Russian regions

14,200 sq m

floor space

568

exhibitors



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

Mir Detstva 2023 was a great success, as evidenced by both exhibitors and visitors, who came from more than 36 countries and 87 regions of Russia.



5

*Total number of visits to Mir Detstva 2023 and CJF – Child and Junior Fashion 2023. Autumn





Welcome addresses



Ekaterina Priezzheva

Deputy Minister of Industry and Trade
of the Russian Federation

“The children's goods industry has successfully undergone a serious transformation in a record time, largely thanks to the professionalism of our manufacturers. For my part, I would like to express my sincere gratitude to the companies that successfully respond to market changes, retain their teams, find new markets and ultimately work for our future for the sake of our children.

“There is no doubt that such major shows of the children's goods and clothing industry as Mir Detstva and CJF – Child and Junior Fashion play a huge role in this situation, allowing the leading market players to promptly exchange experience, build development strategies, and look for new partners.”



Sergey Katyrin

President of the Chamber of Industry and
Trade of the Russian Federation

“For many years, exhibitions for the children's goods industry at EXPOCENTRE Fairgrounds have retained the status of the largest industry events, effective platforms for the display of new products and effective networking between leading manufacturers and suppliers of various products for children. Trade shows allow industry representatives to find new business partners, gain important information on the main trends in the children's market, and discuss relevant issues of supporting and stimulating their production with government representatives and leading industry experts. They also have a positive impact on the harmonisation of supply and demand and on the process of saturating the domestic market with quality products for children and teenagers.”



Welcome addresses



**Tatiana
Butskaya**

First Deputy Chair at the Russian State Duma Committee on Issues of Family, Women and Children, Chair at the Board of the Council of Mothers, Expert at the All-Russia People's Front

"I am happy to welcome you at EXPOCENTRE Fairgrounds. Mir Detstva and CJF – Child and Junior Fashion. Autumn have become a tradition and provide excellent opportunities to present high quality, safe, modern and beautiful products for children. More and more of them are becoming Russian made."



**Alexey
Fursin**

Acting Head at the Department of Entrepreneurship and Innovative Development of the City of Moscow

"Over the years, these events have rightfully earned wide recognition of manufacturers from Russia, the CIS countries and other friendly states. I am glad that this year more than 200 Moscow companies will take part in the exhibitions. Almost half of them are participants of our programme to support local brands called Made in Moscow. I am positive that the exhibitions will allow the business community not only to discuss relevant issues of the industry development, but also to conclude new mutually beneficial contracts, increasing the competitive advantages of Russian manufacturers."





Conference programme



40+
major events

were held within a rich joint conference programme of Mir Detstva 2023 and CJF – Child and Junior Fashion 2023. Autumn with participation of the industry's leading experts

The conference programme was organised in offline and hybrid formats to ensure a wide coverage of foreign and regional professional audiences



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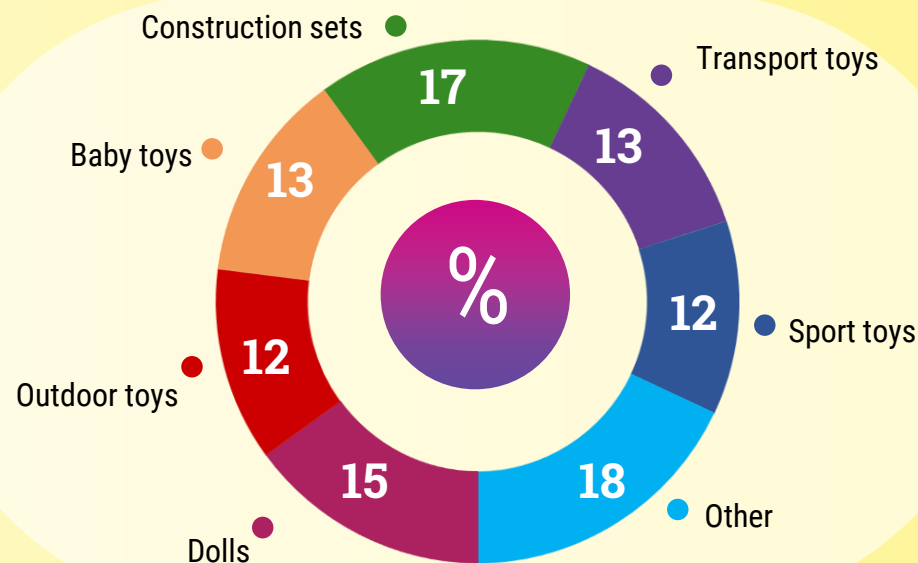
Children's industry in Russia



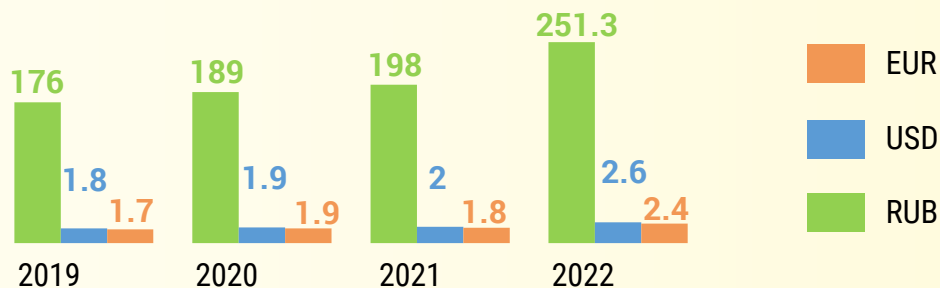
Children's goods industry in Russia by product types, %



Toy sales, %



Total toy sales in Russia, billion





Job title/function, %



Purchasing power, %



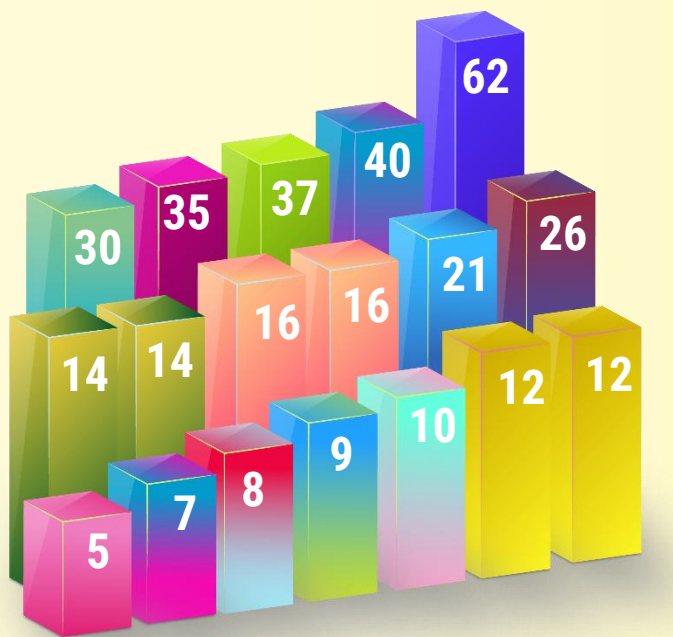
You visit this exhibition at EXPOCENTRE Fairgrounds



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Interest in product sectors*, %



- Toys and games
- Board and learning games, puzzles
- Hobby supplies, construction sets, meccano
- DIY supplies, science kits
- Stationery, school supplies, backpacks
- New Year and Christmas, party supplies, balloons, gifts
- Books, book products
- Sports goods, equipment and goods for children's physical development
- Baby and child care products, products for nursing mothers
- Education: textbooks, school books, manuals, learning materials, learning and education technology
- Textile products for newborns
- Electric cars, pedal karts
- Prams, strollers, child car seats
- Furniture for newborns
- Licensors / right holders, trade mark and brand owners / licensed goods for children
- Other
- Furniture and equipment for home and educational facilities
- Professional associations (unions, societies, etc.)

Company profile, %



- Manufacturer
- Retailer of goods for children
- Wholesaler
- Store with diverse range of goods / brand store
- E-commerce / mail-order business
- Other
- Retail chain
- Individual customer
- Distributor
- Educational / training services / private and public kindergarten / municipal institution
- Logistics / transport / financial services
- Licensing agency / franchising



Trade show for professionals



Watch our video reports



Professional approach to organising the event

High quality of visitors

Conference programme for professional development

Industry projects, attracting only target professionals

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EXPOCENTRE's finest pavilions with advanced infrastructure

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

Optimal timing. Solutions for major business challenges in just four days of the show

Effective face-to-face networking and sales solutions

Book a stand
2024

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Marketing opportunities



Mailings to visitor and exhibitor databases

Participation in the conference programme

Sponsorship

Logos on the web brand page

News on the exhibition website and social media



And much more...



Promotion campaign of the show



Mass media



Internet

Websites, portals, banners, contextual advertising, social media, blogs



Direct marketing

Targeted mailing: email and postal mailings, telemarketing campaigns



Promotion activity

Distribution of invitations, promotional materials and information about the show



Mir Detstva in detail





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We are looking forward to seeing you in 2024!



Contact details

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