

INTERNATIONAL INDUSTRIAL
EXHIBITIONS
NON-FOOD PRODUCTS

September 10 – 12, 2019

MOSCOW, IEC «CROCUS EXPO»



The biggest B2B exhibitions of homewares, country life and gifts in Russia

24th international industrial exhibition of non-food products **HOUSEHOLD EXPO** – the biggest specialized exhibition of kitchenware, gifts, household goods, homewares and household chemistry on the Russian market | www.hhexpo.ru

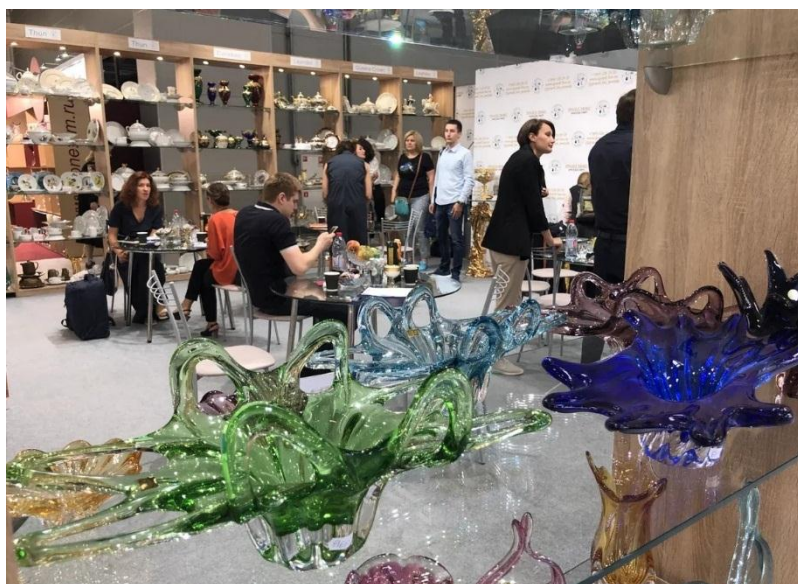
14th international B2B exhibition **STYLISH HOME. GIFTS** – exhibition of middle and premium-class interior objects and furniture, tableware and table decorations, gifts, lighting, textiles and accessories | www.styhome.ru

12th international B2B exhibition **CHRISTMAS BOX. PODARKI** – exhibition of gifts, souvenirs, New Year, Christmas and festive products | www.christmasbox.ru

POST RELEASE

The key Russian exhibitions for wholesale and retail buyers on the market of kitchenware, homewares and furnishings took place from September 10 to 12, 2019, at Crocus Expo IEC. The exposition of **HouseHold Expo**, **Stylish Home. Gifts** and **Christmas Box. Podarki** covered 26 000 sq.m. of exhibition space and comprised such products sectors as tableware and table decorations, household products and chemistry, country life, interior objects, furniture, lighting, New Year and Christmas, gifts and souvenirs.

The exhibitions are organised by MOKKA Expo Group LLC and Mayer Corporate Group, member of the Global Association of the Exhibition Industry (UFI), the Russian Chemists Union and the Russian Union of Industrialists and Entrepreneurs, with the official support of the Chamber of Commerce and Industry of the Russian Federation.



Over 580 exhibitors and 10000 trade visitors took part in the exhibitions. Participating companies presented their products manufactured in such countries as Armenia, Austria, Azerbaijan, the Republic of Belarus, Bulgaria, China, the Czech Republic, Denmark, France, Germany, Greece, India, Indonesia, Iran, Italy, Japan, Kazakhstan, Poland, Russia, Turkey, Ukraine and Vietnam.

New participants included Cetin Plastik (Turkey), GREEN COUNTRY, GidGlass, Isfahan Glass (Iran), LIBRA-PLAST, Roller (Greece), Snips SRL (Italy), Termosan (Turkey), White Glove (Vietnam), ALTAIR, AMALIT, Brig, VL Trast, DIOLEX, ELKITORG, IE Mankiev, KontinentPack, KORSAR-SERVICE, Polygran,

WasserKRAFT, Verbilki Handicrafts, Roxor Consumer, Fedoskino Factory of Miniature Painting, REMILING, RENAISSANCE, SUVENIR35, Elbet, ASR Trading House, Uralhoztorg Trading House, TERMOPULS, ZETA (Kazakhstan) and other companies.

Manufacturing companies of household chemistry, personal care products: toothbrushes, toilet paper and napkins – ARKHBUM, AROMIKA (Kazakhstan), LENPLASTPOLIMER, Poisk, CHEMRUS, STARTRADE, Fita, Dr.NanoTo, Kliven Plus, G-SHOPPING, BEST PAPIER, PhotoDesign and Expertecology were first-time participants of the specialised sector **“PROFESSIONAL AND HOUSEHOLD CHEMISTRY, PERSONAL CARE PRODUCTS”^{NEW}**, taking place within the framework of



HouseHold Expo autumn exhibition.

Among regular participants of the exhibition were Neva Metall Posuda, Starexpo, Polimerbyt, Posuda-Land, Biostal, Kukmorsky Metalware Factory, Scovo, Pavlovsky Art Metal Goods Plant, Bytplast, Crystal BOHEMIA Rus, Gipfel, Wilmax, Tescoma, Gala-Centre, ARC, Dogrular (Turkey), Plastic Republic, York, Shahintex, Kerch Metallurgical Plant, Farformarket, Anna Lafarg, Triumph Nord, Plastindustry, Dom Svechei, ENS Group, Russkiye Podarky, Svetlitsa, Finedesign, Glasstar Gus-Khrustalny, Grand Lux, O.M.S. Collection, Lysva Plant of Enamelled Cookware, Gzhel Porcelain Factory and others.



PREMIERES AND NOVELTIES

Before the start of the exhibitions the participants uploaded their novelties to the website www.expo-retail.ru, including 453 novelties and 29 premieres. During the running of the exhibitions visitors had a chance to learn about over 800 Russian and foreign brands.



Novelties were presented in the following product sectors:

[Kitchenware for meal preparation](#)

[Cookware fittings](#)

[Kitchen utensils](#)

[Tableware from crystal, porcelain, glass](#)

[Ceramic tableware](#)

[Plastic tableware](#)

[Children's products](#)

[Country life and outdoor leisure](#)

[Interior and décor](#)

[Home fragrances](#)

[Storage systems](#)

[Household products](#)

[Cleaning supplies](#)

[Household chemistry](#)

[Bathroom](#)

[Personal care and hygienic products](#)

[Household appliances](#)

[New Year and symbol of the year](#)

[Gifts](#)

[Thermal tableware](#)

[Table decorations](#)

[Home and kitchen textiles](#)



AUTUMN 2019 BUSINESS PROGRAMME

35 events of the business programme took place during the three days of the running of HouseHold Expo, Stylish Home. Gifts and Christmas Box. Podarki autumn 2019 exhibitions. This autumn the programme included new topics and experts, the terms of participation in HouseHold Russia Award-2019 contest were also updated. The programme comprised the traditional parts – the **DAY OF REGIONAL RETAIL**, the **DAY OF DESIGN** and the cycle of workshops and seminars “**GOODS, EFFECTIVE SALES, LOYAL CUSTOMER**”.

For the first time this autumn a new event - **PURCHASING CENTRE FOR RETAIL CHAINS™: HOMEWARES - PRIVATE LABEL** took place within the framework of the business programme of HouseHold Expo. The event was organised by Imperia Forum and Mayer Corporate Group and consisted of two parts.

The first part included a seminar (case session): **10 STEPS TO SUCCESSFUL NEGOTIATIONS WITH THE PRIVATE LABEL DIVISION OF A RETAIL CHAIN**. How to avoid mistakes and conduct the right dialogue with representatives of private label divisions of retail chains. The second part was entirely dedicated to **DIRECT NEGOTIATIONS WITH RETAIL CHAIN BUYERS** represented by Galamart, Globus, Domingo, Kenguru, Leroy Merlin, Maxi, Raduga Market, Tvoy Dom, Familia, SPAR Russia BV, Krem and Class-Market, Yabloko, Rost-Active, Woss, Trading House “Chelny Khleb” and others.



RESULTS OF THE CONTEST

6th contest for shops and merchandisers
**“THE BEST DESIGN AND LAYOUT
IN A HOME GOODS STORE”**

CONCEPTUAL APPROACH TO THE SHOP WINDOW DESIGN

1st place – Tandem shopping and entertainment centre (Kazan),
“Home Collection Salon”

2nd place – Dana Mall (Minsk), York shop

3rd place – Omega shopping and entertainment centre
(Naberezhnye Chelny),
“Home Collection Salon”

THE BEST ARRANGEMENT OF GOODS ON THE SALES FLOOR

1st place – Dana Mall (Minsk), York shop

2nd place – BS Design (Ekaterinburg), BS Design shop

3rd place – Villa shopping centre (Saint Petersburg), Oboykin shop

THE BEST LAYOUT ON THE SHELF

1st place – TSUM. Everything for your home (Mogilev), “TSUM.
Everything for your home”

2nd place – Zavolzhskiy shopping centre (Tver),
TSUM. Zavolzhskiy shopping centre

3rd place – City Mall shopping and entertainment centre (Nizhnekamsk)
“Home Collection Salon”



1 “TSUM. Everything for your home”. Mogilev





14 companies took part in the 3rd International contest in the sphere of household goods [HouseHold Russia Award-2019](#) and presented 29 novelties to the members of the jury and professional visitors. Among the participants of the contest were such companies as Master House, Prior Group, York, Arkhbum Tissue Group, Bytplast, Valiant, Guffman, Domostroy, Lion Trade, Nadoba, Sima Land, Polymerbyt, WasserKRAFT and CHEF.

For the first time this year a **new nomination “SUPPLIER’S CHOICE”^{NEW}** was added. The winner in this nomination was chosen by professional visitors who took part in the voting in the presentation zone of the contest. The promo-zone of novelties also changed its location for the first time. The platform for demonstration of novelties by participants of the contest was placed in one of the most visited locations of the exhibitions – right at the entrance of the exhibition hall.

Winners of the contest HouseHold Russia Award-2019

NOMINATION **KITCHENWARE FOR MEAL PREPARATION**

- 1st place – [MARSHALL collection](#), Domostroy
- 2nd place – [Miracle saucepan](#), Guffman
- 3rd place – [Frying pan with non-stick coating](#), [DARA collection](#), Nadoba

NOMINATION **TABLEWARE AND KITCHEN ACCESSORIES**

- 1st place – [ECO collection](#), Domostroy
- 2nd place – [BASIC colander spoon](#), Bytplast
- 3rd place – [Glass tableware set “Three cats. Fruit explosion”](#), PRIOR Group

NOMINATION **TABLE DECORATIONS AND TEXTILES**

- 1st place – [Dining placemats](#), CHEF
- 2nd place – [Tableware set Etel “Palace coups”](#), Sima Land
- 3rd place – [Bed linen Etel “Night in heaven”](#), Sima Land

NOMINATION **HOUSEHOLD PRODUCTS**

- 1st place – [Set of microfiber cloths MagnitSistema](#), York
- 2nd place – [PEPITA lint roller for clothes](#), York
- 3rd place – [ECO Natural mop](#), York

NOMINATION **STORAGE SYSTEMS**

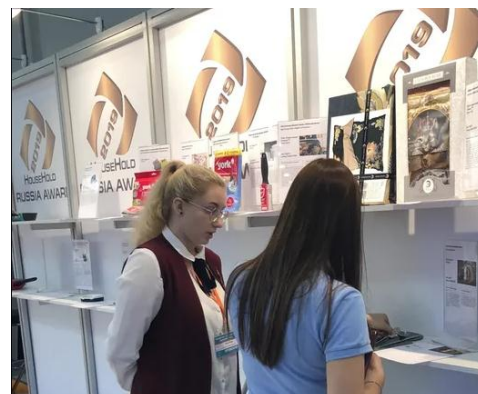
- 1st place – [Deluxe Box](#), Bytplast
- 2nd place – [UFO FORMA bread basket](#), Polymerbyt
- 3rd place – [Dill woven laundry basket](#), WasserKRAFT

NOMINATION **SUPPLIER’S CHOICE**

[KRONOS collection](#), Domstroy

GRAND PRIX OF THE CONTEST

[Dining placemats](#), CHEF



[All participants of the contest and description of their novelties](#)

International B2B exhibition HOUSEHOLD EXPO is the only Russian specialised exhibition of kitchenware, gifts, household goods and homewares. The Association of the German Trade Fair Industry (AUMA) characterises HouseHold Expo as the most efficient exposition of homewares on the territory of Russia.

**The post release is subject to change.*

Contact information: +7 (495) 363-50-32/33, info@hhexpo.ru, www.hhexpo.ru