

## Results of HOUSEHOLD EXPO spring 2019

### POST-RELEASE

The International exhibitions **HouseHold Expo**, **Stylish Home. Gifts**, **Christmas Box. Podarki** and **Dacha Outdoor** took place from February 27 to March 1, 2019. The exhibitions are organised by MOKKA Expo Group LLC and Mayer Corporate Group – a member of the Global Association of the Exhibition Industry (UFI) and the Russian Union of Industrialists and Entrepreneurs with the official support of the Chamber of Commerce and Industry of the Russian Federation.

Over 200 Russian and foreign manufacturers and distributors of housewares, goods for country life, interior objects and gifts from the Republic of Belarus, India, Kazakhstan, Kyrgyzstan, China, Poland, Russia, Turkey and Ukraine took part in the exhibitions. The visitor audience has increased by 17% as compared to the previous year. The exhibition was visited by buyers and retailers from 37 countries and 80 regions of Russia.



The core of the exposition consisted of more than 200 novelties and premieres, as well as product lines popular with the end customer that were presented to buyers and retailers at the booths of participating companies. Among participants of the exhibition were the biggest market players ARNO-WERK, BIOTAL, UDACHNAYA MEBEL, Veles, GIT Invest, Max Christmas, York RU, Antares Trade, Triumph Nord Rus, Maxitoys, Lysva Plant of Enamelled Cookware, Plast Team Russia, PLASTIC REPUBLIC, Dom Svechei, VIOLET, Tescoma, RUS-ELKA, PRIORITY and many others.




47 participating companies presented their novelties in advance on the website [www.expo-retail.ru](http://www.expo-retail.ru): Un-Business, Priority, Veles, Pilot MS, Veniksorgo, DARIIS-AKSAM, ESTET, ARNO-WERK, Niki Rezzon, Anuk-Art, Garant, Malinovka Distillers, ES, MOPEXBEL, York RU, ELLTEH, ATEX GROUP, ND Play, OptPromTorg, VioletPlast, Dekorelle Baikar, Papyrus, Dom Svechei, Gross, Signalelectronics, MAYER-BOCH, Antares trade, EFKO Cosmetics, Rosinka, USPEH, NefCo JSC, BioMicroGels, Russian Paper ALL Production, August Trade, STAMM, SIBIAR, ECO SHTEIGER RUS, Daribo, MFK-profit, StarTrade, RITEKS, Guten Morgen, Vostok, Eurocomfort, ExpertEcology and ART INTERIORS.

### Premieres and novelties of the exhibitions were presented in the following categories:

- Tableware and kitchen accessories
- Cookware and meal preparation
- Interior objects
- Goods for country life
- Household goods, cleaning suppliers, household chemistry
- Home appliances

The exhibition was attended by over 10 000 trade visitors from 80 regions of Russia, European and Asian countries. The main visitors of the exhibition were representatives of trade networks, buyers and category managers (39%), company directors and department heads (35%), product managers (15%) and manufacturers (7%). The purposes for visiting are traditionally: search of new brands (61%), search of new suppliers (50%), increase of product range (48%) and search of contract manufacturers (30%). According to the survey, 80% of trade visitors reported their intention to sign supply contracts in the coming 1.5-2 months.

The exhibition was visited by 130 largest federal and regional trade networks of Russia, the Republic of Belarus and Kazakhstan. The list of trade networks that have visited the exhibition may be found [on the website of the exhibition](#).



The exhibition of professional, household chemistry and personal care products [CHEMICOS-2019](#) took place for the second time together with HouseHold Expo. Such companies as Aromat, Vyazemsky Plant of Synthetic Products, Group of Companies "Titan", Nefco JSC, SIBIAR, Stupino Chemical Plant, Faberlic, Aminohim, BioMicroGels, Gross, Kinef, EFKO Cosmetics, Kubanbithim, Lanix M, SARNII, NORCHEM, Procter&Gamble, Rosinka, Russian Paper All Production, Saraya CIS, StarTrade (Starwax), Tereza-Inter, Tornado Dent, Telko, CHEMRUS, EXPEPTECOLOGY, the Scientific manufacturing enterprise NIIPAV, SIBUR Holding and many others took part in the exhibition.

### BUSINESS PROGRAMME OF THE EXHIBITIONS

The business programme of the 2019 spring exhibitions included 10 conference sessions. 73 speakers offered the professional community over 10 topics for discussion. The events of the business programme which have been attended by over 1 200 people were held on 4 discussion platforms. The key topics of the business programme were tendencies in retail, trends in interior design, new directions in the production of New Year products and festive décor, Internet sales and the future of online retail, as well as peculiarities of seasonal sales (New Year products and goods for country life):



- **DAY OF REGIONAL RETAIL**
- **DAY OF INTERNET SALES**
- **DAY OF DESIGN**
- **KALEIDOSCOPE OF COUNTRY LIFE**
- **DAY OF NEW YEAR DESIGN AND GIFTS** <sup>NEW</sup>
- Cycle of workshops and seminars “**GOODS, EFFECTIVE SALES, LOYAL CUSTOMER**”
- 5th contest “The best design and layout in a home goods store”
- 7th International forum HORECA. JUST HORECA
  - Business session “What to teach and how to teach? Innovative technologies of staff education and development in today’s environment”
  - Business session “Hotel design. Innovative technologies of creating hotel space”
  - Business session “Hotel marketing”

**The following research was presented:**

- The market of New Year products, tendencies and forecasts <sup>NEW</sup>
- The Russian household market, tendencies of 2018. Forecast till 2020 <sup>NEW</sup>

**Partners of the business programme:** the Retail Companies Association, the Association of perfumery, cosmetics, household chemicals and hygienic goods manufacturers, ArchDialog, the Union of Designers and Architects, Retail.ru, GfK and Step-by-Step research companies, InSales, INFOLine, the Russian Hotel Association and the Moscow Stroganov Artistic-Industrial Academy.

The round table for manufacturers and trade networks “**DEVELOPMENT PATHS OF RETAIL SALES IN THE NEW REALITY**” took place at the booth of the **MINISTRY OF INDUSTRY AND TRADE OF THE RUSSIAN FEDERATION** within the framework of the 2nd International scientific and expert forum “**RESOURCES FOR GROWTH. CHEMISTRY FOR LIFE: STATE AND BUSINESS**”. The topics for discussion were: the development of green product range in retail, private label production and product labelling.

15 stores (including trade networks) from Russia and the Republic of Belarus representing the cities of Voronezh, Domodedovo (Moscow region), Lysva (Perm krai), Stroitel (Belgorod region), Ekaterinburg, Izhevsk, Kaliningrad, Minsk, Mogilev, Moscow, Tver, Kazan and Saint Petersburg took part in the 5th contest “[The best design and layout in a home goods store](#)”. The results of the contest were announced on March 1, 2019. Laureates of the contest:



**In the nomination CONCEPTUAL APPROACH TO THE SHOP WINDOW DESIGN**

**1st prize**

O.Yu.Kalashnikova (private entrepreneur), HOMMY store (Kaliningrad)

**2nd prize**

Home Collection LLC, Home Collection store (Kazan)

Studio luxor store (Ekaterinburg)

**3rd prize**

Zavolzhsky trading house JSC, “Zavolzhsky trading house” (Tver)

In the nomination **THE BEST ARRANGEMENT OF GOODS ON THE SALES FLOOR**

**1st prize**

LEROY MERLIN VOSTOK,  
Leroy Merlin store  
(Domodedovo, Moscow region)

**2nd prize**

Zavolzhsy trading house JSC,  
"Zavolzhsy trading house"  
(Tver)

**3rd prize**

O.Yu.Kalashnikova (private  
entrepreneur), HOMMY store  
(Kaliningrad)

Tsentralny Univermag JSC,  
"TSUM. Homewares" store  
(Mogilev, Republic of Belarus)

In the nomination **THE BEST LAYOUT ON THE SHELF**

**1st prize**

Santonit company, Maxidom  
store (Saint Petersburg)

**2nd prize**

Santonit company, Everything  
for Renovation store (Moscow)

**3rd prize**

I.A.Galyuga (private  
entrepreneur), Atmosfera store  
(Stroitel)

DesignBoom store (Kuntsevo  
Plaza, Moscow)

In the special nomination **FOR ACTIVE PRODUCT PROMOTION THROUGH TRADE NETWORKS**

Perspektiva LLC, Seldom store (Izhevsk)  
Lysva Plant of Enamelled Cookware JSC (Lysva)  
Santonit company (Saint Petersburg)

**The 24th exhibition HouseHold Expo, the 14th exhibition  
Stylish Home. Gifts and the 12th exhibition Christmas Box. Podarki  
will be held on September 10-12, 2019  
at "Crocus Expo" IEC (pavilion 2)**

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**The international B2B exhibition HOUSEHOLD EXPO is biggest Russian specialised exhibition of kitchenware, gifts, household goods and housewares. The Association of the German Trade Fair Industry (AUMA) characterizes HouseHold Expo as the most efficient exposition of household goods on the territory of Russia.**

**About the company:** Mayer Corporate Group is a member of the Global Association of the Exhibition Industry (UFI), the Russian Union of Industrialists and Entrepreneurs and the Russian Chemists Union. For more than 20 years the company organises professional B2B exhibitions and congress events. Nowadays the company holds 8 international exhibition projects, business forums and conferences every year. Mayer Corporate Group exhibitions are held with the official support of the Ministry of Industry and Trade of the Russian Federation and the Chamber of Commerce and Industry of the Russian Federation. The corporate group also specialises in the production of in-store furniture, POS-materials and premium wide-format printing with its own productive capacity, engages in planning and design of exhibition booths.