

МЕЖДУНАРОДНЫЕ СПЕЦИАЛИЗИРОВАННЫЕ ВЫСТАВКИ

HOUSEHOLD EXPO
ПОСУДА • ТОВАРЫ ДЛЯ ДОМА • ПОДАРКИ

STYLISH HOME
ТОВАРЫ ДЛЯ ДОМА ПРЕМИУМ-КЛАССА

CHRISTMAS BOX. PODARKI
ПОДАРКИ • СУВЕНИРЫ • НОВОГОДНЯЯ ПРОДУКЦИЯ

DACHA OUTDOOR
ТОВАРЫ ДЛЯ ДОМА И ДАЧИ



POST RELEASE

March 22-24, 2022 International industrial exhibitions of non-food goods **HOUSEHOLD EXPO, STYLISH HOME. GIFTS, OUTDOOR DACHA** and **CHRISTMAS BOX. PODARKI** took place. Organizers of the exhibitions: MOKKA Expo Group LLC, Mayer Group of Companies – Member of UFI and Russian Union of Industrialists and Entrepreneurs; exhibitions were held with the official support of the Ministry of Trade and Industry of the Russian Federation and the Chamber Of Commerce And Industry Of The Russian Federation.

Russian and foreign manufacturers and distributors of goods for home, country house, interior goods and gifts from China, Republic of Belarus, Russia, Turkey and Czech Republic. Goods, produced in Germany, India, Poland and Ukraine were also presented on the stand of the exhibitors.

More than 170 companies from Moscow and Moscow region, Saint Petersburg, Republic of Bashkortostan (Ufa), Republic of Crimea, Republic of Tatarstan (Kazan), Kabardino-Balkarian Republic (Nalchik), Krasnodarskiy and Permskiy kraj, Bryansk, Vladimir, Volgograd, Voronezh, Kaliningrad, Novosibirsk, Omsk, Rostov, Ekaterinburg, Tver, Tomsk, Tula and Yaroslavl regions presented their products on the exposition area of 7 000 m². More than 6500 specialists visited the exhibitions within 3 days.

DARIIS-AKCAM, RESTO Kitchenware, Argenta, Verde, INTES, Infania, York RU, Kolorit, LMR Plast, Lysvenskie zavody, Multidom Trading, Pilot MS, Plastic republic, TD Veles, Elastic Plast and many others took part in the spring exposition of goods for home, countryside and interior.

Exposition of New Year goods and gifts in the international salon Christmas Box. Podarki was presented by the companies Best Decor Place, KARLSBACH, Signalelectronics, ElkaDe, Darlens, Art-Via, Milend as well.

Ant Porselen, Best Decor Place, Cono, Dongguan Weaddu Technology Co. Ltd., ERNA-MAS MAKİNA TİC.VE SAN.A.S., HİRA CUTLERY, Landingforce Limited, ORGANIZERS PLASTİK METAL SAN. VE DIŞ TİC. LTD. ŞTİ., Remoska, TurboJet, URSUS, AltFlowers, Art-Via, BusinessPlast, Image-Borovich, K1, Laboratoriya schastya, Milend, Mirkhoztorg, Optkhoztorg, PR Brush, Pioneer, Semena-Group, Stroyplenki, Teplo-Luxe, Format, Elastic-Plast and others took part in the exhibitions for the first time.

Ryazan, Tver, Moscow, Kirov, Omsk regions and Krasnodarskiy kray presented their regions on the collective stands this spring, thanks to which many small producing enterprises got an opportunity to show their best current goods and developments.

NOVELTIES OF SPRING 2022

More than [250 premieres and novelties](#) in the following categories of goods were presented at the stands of the participants:

- [Tableware of porcelain, crystal glass, glass, metal and ceramics, cookware](#)
- [New Year goods](#)
- [Goods of interior, fragrances and diffusors](#)
- [Household chemistry, sanitary and hygiene products, cosmetics](#)
- [Household appliances, kitchenware and accessories](#)
- [Goods for children](#)
- [Textile for the interior](#)
- [Cosmetics, sanitary and hygiene products](#)
- [Goods for garden and country side](#)
- [Goods for cleaning, household goods, storage systems](#)

BUSINESS PROGRAM

Union of Designers and Architects, Archdialog company, Uyutnaya kvartira, Association of Branding Companies of Russia (ABKR), SberMegaMarket, Ingate took part in the organization of the events of the [Business program](#) of the exhibitions. In the program of conferences and workshops took place:

- Regional retail day 'Strategies of range development in the period of unstable markets. Private labels as one of the tools of sales management'. Organizers: Between2countries and Mayer Group of Companies
- Section on branding of goods for home and household chemistry 'How to increase sales twice using the power of the brand'. Organizer of the section: Association of branding companies of Russia
- Design Day 2022 – textile in interior and in decoration of public spaces. Organizers: Uyutnaya kvartira, Union of Designers and Architects and Archdialog company.
- Internet Sales Day TRENDS OF DIGITAL MARKETING 2022. Organizers: SberMegaMarket, Ingate
- Horeca. Just Horeca spring'22 Forum. Influence of interior design on public spaces. Cleaning in HoReCa. New standards of cleaning in COVID times.

A professional competition '[Fabric for coziness. Fabric for life](#)' took place in the framework of Design Day of the International Exhibition Stylish Home. Gifts. Students of the National Research University of Electronic Technology, Department of Information technologies in design became the winners:

- Daria Kazakova (in compliance with the choice of the jury of the competition)
- Vasiliy Siritsa (in compliance with an open voting on the competition web page)



At the same time In the hall 9 the International specialized exhibition of cosmetics, perfumery, hygiene products, professional and household chemistry [CHEMICOS & CHEMICOSBEAUTY-2022](#) took place, in the work of which participated more than 3 000 industry specialists.