



DACHA OUTDOOR

МЕЖДУНАРОДНАЯ СПЕЦИАЛИЗИРОВАННАЯ ВЫСТАВКА

February 27 – March 1, 2019
Crocus Expo Center

7th International specialised exhibition **DACHA OUTDOOR-2019** the leading exhibition of goods for country life and outdoor leisure

POST-RELEASE

The 7th international specialised exhibition Dacha Outdoor-2019 was successfully held from February 27 to March 1 at Crocus Expo Center in Moscow. The exhibition is organised by MOKKA Expo Group LLC and Mayer Corporate Group – a member of the Global Association of the Exhibition Industry (UFI) with the official support of the Chamber of Commerce and Industry of the Russian Federation.

DACHA OUTDOOR is the only Russian exhibition for wholesale buyers and retailers showcasing garden products, goods for country life and outdoor leisure.



This year over 60 companies took part in the exposition which is by 10% more as compared to the last year. During the three days the exhibition was attended by over 7 000 trade visitors from 80 regions of Russia, European and Asian countries. Garden furniture, grills and barbecues, garden lighting, garden tools, electrical tools and equipment, goods for outdoor leisure, picnic supplies, children's complexes and sauna accessories were displayed on the exhibition space exceeding 3 000 sq.m.



Among participants of the spring Dacha Outdoor are companies from the Republic of Belarus, India, Kazakhstan, Kyrgyzstan, China, Poland, Turkey and Ukraine: ALKO, ARNO-WERK CJSC, POLIVALENT, REGENT inox, BIOTAL, PMI PJSC, Emal LLC, Multidom Trading Co, UDACHNAYA MEBEL, DEKART MEBEL, Zebra, LinkGroup, Malinovka Distillers, Neptune PJSC, STEKLOPRIBOR PJSC, Teza, TPC Terraplast LLC, Lex-S LTD, Veles, Burevestnik Plant JSC, MEDALYAN, STAMM LLC, Rest in comfort, MFK-profit Co., Borisov plastic product plant OJSC, LMR Plast LLC, SERVER, York RU LLC, Antares Trade, ND Play LLC, Signalelectronics, Triumph Nord Rus LLC, ELLTEH LLC, Kristall-Kanc, Aquapulse LTD, Papirus LLC, Trade House "Arktika" LLC, PTICHKI&BABOCHKI, MAYER-BOCH, Veniksorgo, STM Trade, Remos-Alfa, Plast Team Russia, PLASTIC REPUBLIC, TALISMAN, Violet Ltd., Intes LLC – distributor of TESCOA trademark, ANUK-ART LTD, Optorg Izhevsk, VertComm Ltd, Open Village LLC, USPECH, PRIORITY, SIBIAR JSC, Prosto i Udobno and many others.

The main visitors of the exhibition were representatives of trade networks, buyers and category managers (39%), company directors and department heads, director of stores specialising in goods for country life, tourism and outdoor leisure, garden centers, restaurants and cafes (35%), product managers (15%) and manufacturers (7%). The purposes for visiting are traditionally: search of new brands (61%), search of new suppliers (50%) and increase of product range (48%). Visitors are most interested in the sectors of garden and camping furniture (51%), grills, barbecues, braziers (46%), garden tools (39%), lighting, small tools, electric appliances (35%), accessories for dacha and country life (33%), kitchenware for dacha and country life (32%), landscape design and floriculture (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](#).

Buyers had a chance to learn about all premieres and novelties of the exhibition, which exceeded 150 products. Companies [ARNO-WERK](#), [Veles](#), [RITEKS](#), [ART INTERIORS](#) and [EC OOO](#) presented their novelties in advance on the website for buyers www.expo-retail.ru.

Professional visitors could also attend the special business programme "Kaleidoscope of country life". The spring business programme was attended by over 800 people. The research company GfK has traditionally prepared an exclusive research for players on the market of goods for dacha and country life "**The main consumer trends and results of sales of garden hand tools in 2018**".



The following workshops and seminars were conducted within the framework of the programme:

- "Communications with professional customers and consumers"
- "Merchandising in a garden center. Helpful layout, inspiring layout"
- "Country house: designer + customer. How to make the cooperation fruitful and pleasant?"

The 8th international specialized exhibition **DACHA OUTDOOR will be held from March 24 to 26, 2020, at Crocus Expo Center.**

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