



PROGRAMME OF BUSINESS EVENTS

Household Expo, Stylish Home. Gifts, Christmas Box. Podarki spring 2021

Moscow, Crocus Expo IEC, March 23–25, 2021

DAY 1

DAY OF DESIGN

March 23, 2021

HALL 11

10:30 – 11:10 Trends and technologies in decor in 2021

Elena Mironova – Interior designer, head of Bastet design studio



STYLISH HOME GIFTS
OBJECTS & TABLEWARE

11:10 – 11:45 New Year trends. What a retailer needs to know to hit the aim at the end of the year

Yulia Klyueva – architect, designer, member of the Union of Designers of Moscow, head of Interior&Decor interior design studio, ceramic artist, founder of KLJUKVA, own décor line of ceramic interior objects



STYLISH HOME GIFTS
OBJECTS & TABLEWARE
CHRISTMAS BOX. PODARKI
подарки - сувениры - новогодняя продукция

The programme is subject to change.

11:45 – 12:20 **New design technologies for small stores and boutiques. How to create a wow interior**

Yulia Matvienko – designer, head of MaNe design studio



STYLISH HOME. GIFTS
OBJECTS & TABLEWARE

12:20 – 12:55 **Colour and light in the interior as a method of emotion control.**

Elena Lagutina – professional designer and decorator



STYLISH HOME. GIFTS
OBJECTS & TABLEWARE

Workshops and seminars from the members of the Union of Designers and Architects

12:55 – 13:25 **How to renovate of a children’s room?
Transformation of the room for every age of the child with the help of décor!**

Olesya Khudyakova – designer and architect, director of Khudyakova.design studio



STYLISH HOME. GIFTS
OBJECTS & TABLEWARE

13:25 – 13:55 **Psychology of the interior**

Anzhelika Pistolenko– designer and architect, director of an interior design studio, member of the Union of Designers and Architects



STYLISH HOME. GIFTS
OBJECTS & TABLEWARE

13:55 – 14:25 **Mistakes of landscape design**

Vilena Nikulina – architect, interior designer



STYLISH HOME. GIFTS
OBJECTS & TABLEWARE

14:25 – 14:40 **COFFEE BREAK**

The programme is subject to change.

14:40 – 15:10

So this is design? How to ruin a country house's interior

Anna Sharkunova – leading designer, decorator and architect



OUTDOOR DACHA

15:10 – 15:40

Trends. How to integrate the fashionable into your interior

Olga Ugur – architect and interior designer, founder of Architectural design Studio OLGA UGUR

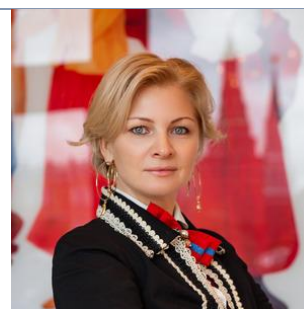


STYLISH HOME. GIFTS
OBJECTS & TABLEWARE

15:40 – 16:40

Christmas Box which is guaranteed to attract customers: top ready combinations of New Year decorative items, the right consumer promotion and the trends of 2021/2022, explosive sales

What trend hunters are silent about: interior décor tendencies of 2021 which will shock us, and effective techniques for increasing sales



CHRISTMAS BOX. PODARKI
ПОДАРОК • СЦЕНАРИЙ • НОВОГОДНЯЯ ПРОДУКЦИЯ
STYLISH HOME. GIFTS
OBJECTS & TABLEWARE

Natalia Preobrajenskaya –art historian, chief designer of “Uyutnaya kvartira” (“Cosy apartment”) studio

16:40 – 17:10

**Russian market of New Year products in 2020: conservative tendencies or reorientation
The workshop will take place within the framework of Christmas Box. Podarki spring 2021**

Irina Zabegaeva – Project manager at Step by Step Group of Companies



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17:10 – 18:00



Awarding of winners of the contest “The best design and layout in a home goods store”

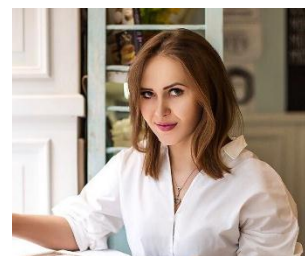
Conference “EMOTIONAL SALES”

Organisers: School of Retail, Mayer Corporate Group

March 23, 2021

HALL 9

10:35 – 11:15 Customer's behaviour in a changing environment
What is important for the Customer in a sales point? How has the customer's interest changed in the present environment? Prospects and development trends of consumer properties and wishes on the market of household goods. Today's relevance and future prospects. Figuring out the general concept – what is important for the Customer?



From the speaker

The Russian customer in a changing market: consumer moods and expectations. Key trends of the market of household goods. The transformation of the macroeconomic situation has a significant influence on the consumer moods and expectations which is reflected in the customer's behaviour. We will talk about the Russian customer today, what they are guided by when making their purchases, where they prefer to buy the goods. We will particularly focus on trends in the category of Household goods.

Anastasia Sidorina –Deputy Director of Customer Relationships <https://www.facebook.com/sidnastia>



11:15 – 11:35 Audit of a sales point from the customer's point of view
It is important to conduct an audit of your sales point and define its resources. What corrections should be made to increase the customer's comfort and the sales? Why does one make purchases in some stores but not in others? How to make a plan to improve the sales point?



Irina Borisova – Founder and speaker of the Project – workshop of the “School of Retail”
<https://www.facebook.com/IrinaBorisovak>



11.35 – 12:25 One stop shop format (furniture + household goods) – as a means of scaling the regional trade business.

Natalia Peretz will talk about the stages of creating a next generation furniture store and the main management challenges, will touch upon the topic of creating an efficient product range matrix, developing a team of category managers for the project and so on. Mixed concept – household goods + furniture/gifts/stationery



Natalia Peretz – Founder and director of Peretz Consulting <https://www.facebook.com/natalya.perets>



The programme is subject to change.

12.25 – 13:10 Good-selling lighting. Mute shop assistants of a sales point.

Use of accent lighting to increase the sales of a sales point. Location, zoning, lighting balance. Techniques of accent lighting. Point light source or «pouring light» - which is better? What is «quality light»? How to avoid mistakes when choosing the lamps?



Sergey Ispolatov – General director of STK LIGHTING SYSTEMS

[Stk Lighting Systems | Facebook](#)



13:10 – 14:00 Design of a commercial product. Design is a commercial tool of sales management.

- Retail market – the same prices and the same shelves.
- Advantages and disadvantages of the product range of retail players nowadays.
- Design – colour – emotions.
- The main tools for the development of a collection.
- Is it better to create a private label or no name supplies?
- Minimizing the risks of international procurement.

Promotional programmes for the development of individual collections. Examples of Russian and European companies.



Leyla Pavlova – Founder of “Between2countries” consulting agency

[_https://www.facebook.com/between2countries_](https://www.facebook.com/between2countries)

13:45 – 14:30 Development of the household chemistry sector in a multi-category hypermarket



Alan Kochiev,
head of the FMCG non-food sector, OZON.ru



Надежда Алямкина,
менеджер по привлечению ТОП-партнеров, OZON.ru



14.00 – 15:00 Emotional sales. Neuromarketing + interactive activities. Live mic. Smell test – interaction with the audience

Can emotional product groups help increase traffic, profit and unite sales channels? What is a mixed format for furniture and stationery retail? How to build customer traffic in the mixed format? The application of cross sales to increase the store's turnover. What is neuromarketing,

how does it help emotional sales?



Irina Borisova – Founder and speaker of the Project – workshop of the “School of Retail”

Session “Strong brand as an advantage on the market of household goods”

**March 23, 2021
HALL 9**

Organiser: the Association of Branding Companies of Russia

15:00 – 15:20 Cool package: modern trends of FMCG packaging

Anatolyi Tataurov – co-owner of Labelmen branding company



15:20 – 15:40 Modern good-selling package design of a private label

Anna Kuropyatnik – executive director at Untwist



15:40 – 16:00 How to increase sales with the help of branding?

Andrei Gornov – general director of Getbrand, Council Member of the Association of Branding Companies of Russia



The programme is subject to change.

16:00 – 16:20

Principles of creating an efficient brand in the Household segment. The best cases in Russia and abroad: trends, mistakes, secrets of success

Aleksandr Vagin – general director of SUPERMARKET, Council Member of the Association of Branding Companies of Russia



16:20 – 16:40

Product bundling. Specifics of developing brands of homewares and household chemistry



Vasily Kim – Council Member of the Association of Branding Companies of Russia, client service team leader



Maria Aksenova – development director at Coruna Branding

16:40 – 17:00

How to marry a brand of household chemistry



Evgenyi Kalashnikov – art-director at DDVB



Leonid Spiridonov – strategist at DDVB

17:00 – 17:20

Unconventional branding: how the brand identity was born from an SMM concept

Maria Lopatina, account manager at Radar Agency



17:20 – 17:40

A person at the end of the day. How a sanitary ware brand made things personal after rebranding

Irina Mokrousova – brand strategist at DEZA studio



17:40 – 18:00

Clean chemistry! How successful brands of household goods, products for renovation and others are created

Denis Shlesberg – general director of Artonika, Council Member of the Association of Branding Companies of Russia (MODERATOR)



DAY 2

FIELD MEETING OF THE MINISTRY OF INDUSTRY AND TRADE OF THE RUSSIAN FEDERATION

March 24, 2021
HALL 9

10.00-11.00 Visit to the specialised exposition of the Ministry of Industry and Trade of the Russian Federation, organised by the Scientific and Technical Center "CHIMVEST" of the Ministry of Industry and Trade of the Russian Federation

11.00-12.30 **Field meeting of the Ministry of Industry and Trade of the Russian Federation on the Development Strategy for the Perfumery and Cosmetics Industry**

chaired by Deputy Minister of Industry and Trade of the Russian Federation Mikhail Ivanov

Registration of participants: chimwest@ya.ru, +7 910 424 81 70

12.30-13.00 Coffee break

13.00-15.30 **Field meeting of the Ministry of Industry and Trade of the Russian Federation for manufacturers of perfumery and cosmetics, household chemistry, personal care products and disinfectants**

Chaired by Director of the Department of Chemical Technological Complex and Bioengineering Technologies of the Ministry of Industry and Trade of the Russian Federation Aleksandr Orlov

With the participation of the Department of the Development of Internal Trade of the Ministry of Industry and Trade of the Russian Federation, the Department of the System of Digital Marking of Goods and the Legalization of Product Turnover of the Ministry of Industry and Trade of the Russian Federation, the Scientific Research Institute of Disinfectology of the Russian Federal Service for Surveillance on Consumer Rights Protection and Human Wellbeing and the Russian Quality System

Agenda:

- change of rules in commission trade of nonfood products; the problems of product labelling in the perfumery industry;
- key requirements to disinfectants submitted for state registration;
- security and quality monitoring of products on the territory of Russia, pseudo-green products;
- introduction of the carbon tax in the member states of the European Union;
- use of packaging from recycled raw materials; collection and disposal of plastic packaging for household chemistry, plastic gift certificates at points of sale

Registration of participants: chimwest@ya.ru, +7 910 424 81 70

OUTDOOR DACHA

Workshops, discussions and successful cases of digital marketing in the segment of country life products. Within the framework of the 8th International specialised exhibition Outdoor Dacha spring 2021. The programme is organised by the Deloitte Academy.

10:15 – 10:30 Opening speech from the organisers



Natalia Petukhova –
Deloitte, consultant, business
coach



Svetlana Yurova – general
director, Brains&Brands

10:30 – 11:15 **Digital marketing tools in the segment of country life products. How to present the product online and convey the emotions of comfort and warmth**

Natalia Petukhova – Deloitte, consultant, business coach

11:15 – 12:00 **Discussion: world after COVID
New consumer trends, specifics of remote work, building of business processes in the remote format**

Natalia Petukhova – Deloitte, consultant, business coach

12:00 – 12:45 **Audience marketing, theory of generations.
How to sell country life products to the young generation, the specifics of consumer behavior of different audience**

Svetlana Yurova – general director, Brains&Brands

12:45 – 13:30 **Online advertising tools, new points of growth**

Svetlana Yurova – general director, Brains&Brands

13:30 – 13:45 Coffee break

13:45 – 14:30 Business case:
How to introduce new country life products and services to the market with the help of efficient marketing

14:30 – 15:15 Online round table
Marketing efficiency on sales channels. Do investments in

The programme is subject to change.

CRM and the development of an Internet shop pay off? How efficient is contextual advertising?

Natalia Petukhova – Deloitte, consultant, business coach

15:15 – 16:00

Worskhop: The art of selling homewares on Instagram, country lifestyle as a trend

Natalia Petukhova – Deloitte, consultant, business coach

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