

HOUSEHOLD EXPO

STYLISH HOME. GIFTS

CHRISTMAS BOX. PODARKI

MOSCOW
IEC «CROCUS EXPO»

September 13 – 15, 2022

Moscow, Crocus Expo IEC
pavilion 2, halls 9, 10 and 11

29-th international industrial exhibition of non-food goods **HOUSEHOLD EXPO** is the largest specialized exhibition of cookware, household goods, goods for home, plastic items on the territory of the Russian Federation. | www.hhexpo.ru

19-th international B2B exhibition **STYLISH HOME. GIFTS** is an exhibition of interior items and décor, furniture, lights, textiles. | www.styhome.ru

17-th international B2B exhibition **CHRISTMAS BOX. PODARKI** is an exhibition of gifts, souvenirs, goods for children, New Year, Christmas and festive products. | www.christmasbox.ru

Largest in Russia B2B exhibitions of goods for home and country life, cookware, goods for children, toys, gifts, plastic items and household goods

On September 13-15, 2022 at IEC Crocus Expo the key in Russia exhibitions for wholesale and retail buyers of cookware market, interior items and décor, goods for children, gifts, souvenirs, New Year and Christmas products, goods for home, country house and socially important goods were held. The exhibitions are organized by Mayer Group of Companies with support of Ministry of Industry and Trade of Russia, Chamber of Commerce and Industry of Russia.

320 companies from Russia, Iran, Kazakhstan, China, Republic of Belarus and Turkey on the exposition area of more than 18 000 m² of HouseHold Expo, Stylish Home. Gifts, Christmas Box. Podarki exhibitions presented their newest range.

More than 10 500 specialists from Abkhazia, Azerbaijan, Armenia, Germany, Iraq, Iran, Kazakhstan, Kirgizia, China, Latvia, Malaysia, Moldova, Mongolia, the Netherlands, UAE, Republic of Belarus, Saudi Arabia, Tajikistan, Turkey, Uzbekistan, Ukraine, Estonia and 82 regions of Russia visited the exhibitions.

Among the professional visitors there are all the major federal, regional, retail and DIY chains, marketplaces, distributors and retailers: Auchan, Familia, Fix Price/Best Price, Cozy Home, DNS, Hoff, METRO CASH&CARRY, OBI, Williams et Oliver, X5 Retail Group, Azbuka vkusa, Akson, Apelsin, Askona, Baucentr, Bezant, Vimos, VkusVill, VseInstrumenty.ru, Gazprom, Galamart, Hyperglobus, Detskiy Mir, Dobrotsen, Dom farfora, Evrodom, Selgros, Zolotoye yabloko, Castorama Rus, Kenguru-Opt, Kolorit, Kolorlon, Komandor, Komus, Kopeykin Dom, Lenta,



Leonardo, Leroy Merlin, Lukoil, M-video, Magnit, Megastroy, NOVEX, O'KEY, Ozon, OGO-GO OBSTANOVCHKA, Ofismag, Perviy mebelniy, Perekrestok, Petrovich, Posuda-Tsentr service, Pochta Rossii, Pyatyorochka, Remi, SberMegaMarket, Svetofor, Spetstorg, Stokmann, Stolplit, Tvoy dom, Utkonos, Fresh market, Yabloko, YandexMarket, Wildberries and many others.

The major manufacturers and distributors of the industry took part in the exhibitions: ENS Group, GidGlass, Pasabahce, PetitJardin, WILMAX, Alternativa ZPE, Anna Lafarg, ARC Distribution Russia, Arti-M, ARKHIMED, AT-holding, Borner East, Bytplast, Vektra Household, Veles, Verde, VioletPlast, Gala Tsentr, Guffman, Danix, Dom svechey, Dunia Dogush plastic, Korporatsiya ES, Interholding, Intes, Korall, Crystal Bogemia Rus, Link Group, LMR Plast, Promyshlennaya gruppa Linrog, Magamax, Martika, TM Mechta, Miland, MS Pilot, Nadoba, Neva-Metall Posuda, Non-Stick, Pioneer, PK Landskrona, Plastic Republic, Posudaplus, Prior Group, Profit-House, Raveks, Remeko, Sakura Electronics Group, Sima-Land, Skovo, STAL'EMAL, StarExpo, Stokist, TK ALKO, Hoffmann Group, Elan galereya, Emal' and others.

Around 20% of participants took part for the first time: Arome4Home, BroVanz, Candleson, Divine Aroma, Eslon, Feifan, Fessle, GERM, Hassan Tekstil, Ikiz Bakalit, INCRUA, IQ Pazzle, Kitchenware, Limon, Motorfan, Nurteks, Parlar, Pooyan Mehr, Sensor, Vindex, Wooden Map, Arti Kids, Artstil, Baizheng, Velikoustuygskaya Kisteschyotochnaya fabrika, Vilsen group, Gerdeg, Dekois, Insale Rus, IP Andreev, IP Fatkulin, IP Frolov, LIVFRESH, Matryoshka, Mercury-Torg, Newstar, Ozon, Picnic, Podarki&Souvenirs, Posuda Dekter, Reganza, Royalty Line, RUSPROM, Tekhplast, Unikoplast, Florin, Foxy Trade, Fort, Shar-Papier, Eco-Price, Excellent Tools and others.

It is needed to point out separately a wide range of home appliances presented at the autumn exhibition – large and small kitchenware, incl. embeddable, appliances for beauty and health, for cleaning and care of clothes. According to investigations, there is a high demand for home appliances on the part from end-users in Russia nowadays, what was confirmed by the growth of exposition and number of participants: İKİZ A.Ş., RoyaltyLine&RoyalChef, Sakura, SANLIDA ELECTRICAL TECHNOLOGY CO.LTD., UNION SERVICE CO., LTD, Aksion, Intes, Kelli group, Promyshlennaya gruppa LINROG, Pioneer, RAVEKS, Stokist, Transsibirskaya Torgovaya Kompaniya, Chiston and K TPK and others.

38 regions of Russia represented domestic manufacturers. Active regional participation and support for their regions was given by Kirov Regional Fund of SME support, ANO Vladimir region export support center, Tula regional fund 'Entrepreneurship', Soyuz 'Bryansk Region Chamber of Commerce and Industry', 'SK InterTrade' (Yekaterinburg), ANO 'Center of support of entrepreneurship of Primorskiy Krai', ANO 'Center of development of entrepreneurship and export support of Ivanovo region', Kirov regional fund of support of SME, Autonomous non-commercial organization 'Center of export support of Kaluga region'.

PREMIERES AND NOVELTIES of 2022/2023 SEASON

More than 500 premieres, novelties and [brands](#) produced in Russia, Iran, Spain, Italy, Kazakhstan, China, Poland, Republic of Belarus, Turkey and Czech Republic have been announced on the www.expo-retail.ru web site of the participants of the autumn exhibitions.

Novelties and premieres were presented in the following categories:

- [Tableware made of porcelain, crystal, glass, metal and ceramics](#)
- [Cookware](#)
- [New Year goods](#)
- [Interior items, fragrances and diffusers](#)
- [Household chemicals, sanitary and hygiene products and goods for health](#)
- [Household appliances](#)



- [Kitchenware and accessories](#)
- [Goods for children](#)
- [Goods for outdoor recreation, garden and countryside](#)
- [Goods for cleaning and household goods](#)
- [Storage systems](#)
- [Goods for toilet and bathroom](#)
- [Textiles](#)

BUSINESS PROGRAM 2022



Traditionally in the framework of the exhibitions [business program events](#) were held. Key conferences and workshops: Regional Retail Day, Digital-marketing day, section on branding. Between2countries, DROGERY SOYUZ, RUSSIAN POST, Romir and Unit Consulting companies, consulting group 'Super-Roznitsa', Ingate Agency, Ozon marketplace, SberMegaMarket, Yandex Market, Association of branding companies of Russia and others became partners of the business program.

- Regional Retail Day. Sales management in the period of turbulence
- Digital-marketing Day
 - 100 points of growth of your business in the net. Workshops in the framework of Digital Marketing Day.
 - Workshops on work with marketplaces at HouseHold Expo'22
- Discussion session 'Practice of Private Label management' at HouseHold Expo autumn 2022
- Branding Day at HouseHold Expo autumn'22: how to create strong selling brand and to outperform all the competitors

CHEMICOS 2022 INDUSTRY FORUM

This year as well in the framework of B2B exhibitions HouseHold Expo, Stylish Home. Gifts and Christmas Box. Podarki an industry forum ChemiCos 2022 was held.

ChemiCos is a site of meetings and business communication of industry professionals. | www.chemicos.ru

ChemiCos Forum consisted of an **industry conference** on trends of market development, packaging, actual questions on sales and promotion of cosmetic products and household chemicals, as well as changes of legislation and **direct negotiations 'Retailer-Supplier'**, a session of personal meetings of companies-suppliers with category managers and buyers of federal and regional retail chains.

At the **industry conference**, there were discussed trends of cosmetic market development and changes of buyer's behavior, current questions on raw materials and ingredients for cosmetic production, perfumery and household chemicals. Aside of that, there were raised questions of an effective partner relationships and market entry of new brands instead of gone ones. The format of brainstorming and active involvement of the audience into the discussion allowed to find new tools for business development in real time.



The following companies participated in the 'Retailer-Supplier' session of personal negotiations: Auchan, Magnolia (Moscow), SberMegaMarket, Sosedi (Republic of Belarus), Palmira (Kurgan city), SCENT (Kirov city), Vse Instrumenti, Galamart, Assorty Idey (Voronezh), Yarche!, Grats (Saint Petersburg).

Product suppliers were presented by the companies from Russia, Belarus, Kazakhstan and Turkey. Buyers contacted suppliers of 38 product categories of household chemicals, cosmetics, perfumery, personal hygiene and contract production. Participants had **121 meetings** within 4 hours.

Informational support of the exhibitions:



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