

МЕЖДУНАРОДНАЯ СПЕЦИАЛИЗИРОВАННАЯ ВЫСТАВКА



CHRISTMAS BOX. ПОДАРКИ

ПОДАРКИ • СУВЕНИРЫ • НОВОГОДНЯЯ ПРОДУКЦИЯ

14-16 сентября 2021

Москва, МВЦ «Крокус Экспо»

Christmas Box. Podarki is the only exhibition of New Year products, Christmas decorations, gifts and souvenirs in Russia

The 14th International specialised exhibition Christmas Box. Podarki - the largest B2B event in the sphere of festive products on the territory of Russia took place on March 23-25, 2021. Organiser of the exhibition, Mayer Corporate Group is a member of the Global Association of the Exhibition Industry (UFI) and the Russian Union of Industrialists and Entrepreneurs. The exhibition was held with the official support of the Chamber of Commerce and Industry of the Russian Federation.

During the three days of the running of the exhibition it was visited by more than 5 000 buyers, retailers and representatives of wholesale and retail stores from 77 Russian regions in all the federal districts of the country. Among the visitors of the exhibition were the largest retail chains and wholesale companies: DNS-Shop, Familia, METRO Cash&Carry, OBI, OZON.ru, Westwing Russia, Williams et Oliver, WILLIAMS OLIVER, X5 RETAIL GROUP, Azbuka Vkusa, AUCHAN, GIPERGLOBUS, Dobrocen, "Dostupnyi Dom" retail chain, "Dyadya Fedor" retail chain, Kenguru-Opt, "Komandor" retail chain, Komus, KORALL, Tvoj Dom (Crocus JSC), "Leonardo" retail chain, "Lesotorgovaya" group of companies, "Lotos" commercial holding, "Lubimiy" retail chain, Metro Cash&Carry, OGO-GO OBSTANOVOCHKA, O'Kay, Pervyi Semeinyi, Petrovich, Planeta Uvlechenyi, Russian Post, ROZTOR group of companies, "Svetofor" retail chain, Spar Middle Volga, Spetstorg Cash&Carry, Stockmann, TSUM trading house, Yandex Market, "YAPRAZDNIK" hypermarket and many others.



At the booths of the manufacturers and distributors products of the following categories and products sectors were showcased:

- New Year and Christmas decorations
- artificial fir trees, pine needles, wreaths
- gifts and souvenirs
- gift packaging
- festive decor
- children's toys



PARTICIPANTS AND NOVELTIES

Among the participants of the spring exhibition were the leading companies of the industry: MAG - 2000, Eli Peneri, Vitus, Elita, KRISTALL-KANC, SIMAMART, DANKOM, Tsar-Elka, Vkus Uyuta, PLAST, KARLSBACH, Ruskonfeta, Vintage Shar, VUGODA GK, BIG Decor, Ural Christmas tree and toy, SIGNALELECTRONICS, NASHA YOLKA, KAZKOM, ELKI TORG, Christmas Dream, Upacktrading, RutaUpak and others.



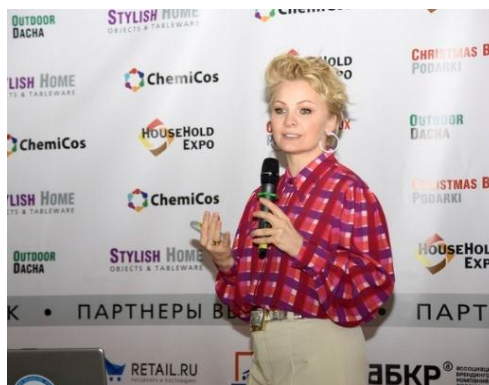
The key premieres and novelties of the exhibition were showcased by the following exhibitors:

- [ELKITORG](#)
- [VUGODA GK](#)
- [MAG-2000](#)
- [Vintage Shar art workshop](#)
- [Signalelectronics](#)
- [NUTCRACKERS](#)

BUSINESS PROGRAMME

Within the framework of the business programme of the exhibition analytical information on the market of gifts and festive products was shared as follows:

- **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
- **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**
Natalia Preobrajenskaya –art historian, chief designer of “Uyutnaya kvartira” (“Cosy apartment”) studio
- **Russian market of New Year products in 2020: conservative tendencies or reorientation**
Irina Zabegaeva – Project manager at Step by Step Group of Companies



AUTUMN 2021

The 15th International specialised exhibition Christmas Box. Podarki autumn 2021 will take place on September 14-16, 2021, at Crocus Expo IEC.

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