



Results of HOUSEHOLD EXPO spring 2021

International exhibitions of non-food products **HOUSEHOLD EXPO, CHRISTMAS BOX. PODARKI, OUTDOOR DACHA** and **STYLISH HOME. GIFTS** were efficiently held from March 23 to 25, 2021, at Crocus Expo IEC. Organisers of the exhibitions: MOKKA Expo Group LLC, Mayer Corporate Group – member of the Global Association of the Exhibition Industry (UFI) and the Russian Union of Industrialists and Entrepreneurs. The exhibitions were held with the official support of the Chamber of Commerce and Industry of the Russian Federation.

Over 200 Russian and foreign manufacturers and distributors of homewares, country life products, furnishings and gifts from Russia, Kazakhstan, the Republic of Belarus, Turkey and Ukraine took part in the spring exhibitions. In spite of the closed borders, the participating companies presented their products made in the United Kingdom, China, Poland, the USA, Finland and the Czech Republic to the Russian market.

During the three days of the running of the exhibitions they were visited by more than 6 800 specialists – retailers, buyers, retail category managers, regional dealers and distributors.

NOVELTIES AND PREMIERES

Over 300 novelties and premieres in various product sectors were showcased at the exhibitions. Part of the new products was published on the website www.expo-retail.ru, including:

KITCHENWARE, KITCHEN ACCESSORIES, HOME APPLIANCES AND COUNTRY LIFE PRODUCTS: [AXION](#), [Intes](#), [BEGUNTS N.R. Individual entrepreneur](#), [Multidom Trading](#), [Plastic Republic](#), [Polesie](#), [Dolcezza](#), [Management company Lysva plants](#), [Moskvichka iskonno horosha](#), [GARDENPLAST](#), [Gabrichuk Igor Olegovich](#)

FURNISHINGS AND HOME FRAGRANCES: [DARIIS-AKCAM](#), [FLAMES](#), [EVA GLASS FACTORY](#)



STORAGE SYSTEMS, HOUSEHOLD PRODUCTS AND CLEANING SUPPLIES: [PAREX](#), [York RU](#), [Plastic Republic](#), [Management company Lysva plants](#), [Multidom Trading](#), [Polesie](#), [Dolcezza](#), [ECOBRUSH](#)

GIFTS, SOUVENIRS AND NEW YEAR PRODUCTS: [NUTCRACKERS](#), [Vintage Shar](#), [BEGUNTS N.R. Individual entrepreneur](#), [MAG-2000](#), [Signalelectronics](#), [ELKITORG](#), [VUGODA GK](#).

The exposition was traditionally organised in 3 exhibition halls, but this spring the arrangement of the exhibitions in the halls was different as ChemiCos exhibition took place in a separate exhibition hall this year:

- **HALL 11** –HouseHold Expo and Outdoor Dacha international exhibitions.
- **HALL 10** –Christmas Box. Podarki and Stylish Home. Gifts international exhibitions.
- **HALL 9** – ChemiCos international exhibition.

Among the participants of HouseHold Expo, Stylish Home. Gifts and Outdoor Dacha spring expositions of homewares, country life products and furnishings were such companies as LMR Plast, YORK, ND Play, UNISTOR, SERVER, Mamsirov Zaur Olegovich IP, TONAR Group of companies, MayerBoch, Estet, Intes, Plastic Republic, DARIIS-AKCAM, Management company Lysva plants, Plast Team, Drimex, Polivalent, Pilot MS, Veles, Lex Group, Emal, Multidom, Non Stick Coatings Chemistry, BORNER, Kolorit, Hoffmann, M Group, Ufa Accessories Manufacturing Association, MAP UNION and others.

First-time participants of the exhibitions were such companies as EVIS, Amberking, NUTCRACKERS, EVA GLASS FACTORY, Gabrichuk Igor Olegovich, UFAPACK, PP Polesie, Therna, Parex, Lale Plastik, Enkay Group and Microfiber.



The exposition of New Year products and gifts at Christmas Box. Podarki international exhibition was presented by the following companies: 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.



This spring, the Centre for Export Support of Vladimir region, the Centre for Entrepreneurship Support of Voronezh region and the Funds for Entrepreneurship Support of Omsk region and Krasnodar krai presented their regions at special collective booths. Thanks to their support, many small manufacturing companies were able to show their best products and developments.



BUSINESS PROGRAMME

The business event programme of the exhibitions this spring included both new topics and new speakers. Among the partners of the spring business programme were the Union of Designers and Architects, ArchDialog Company, the Association of Branding Companies of Russia, the Deloitte Academy and the School of Retail which took part in the running of the exhibition for the first time.

DAY OF DESIGN: TRENDS OF 2021

SCHOOL OF RETAIL and conference **EMOTIONAL SALES**

The Association of Branding Companies of Russia with their session **STRONG BRAND AS AN ADVANTAGE ON THE MARKET OF HOUSEHOLD GOODS**

NEW YEAR TRENDS AND ANALYTICS:

- Russian market of New Year products in 2020
- New Year trends. What a retailer needs to know to hit the aim at the end of the year

DAY OF ONLINE TRADE AND DIGITAL MARKETING, Deloitte Academy. Discussion: world after COVID. New consumer trends.



CHEMICOS-2021 EXHIBITION



The 4th international specialised exhibition of cosmetics, perfumery, personal care products, professional and household chemistry CHEMICOS-2021 took place at the same time as the other exhibitions in hall 9.

Within the framework of the exhibition on March 23 and 24 a discussion business programme for the manufacturers of perfumery and cosmetics, household chemistry, personal care products and disinfectants was organised, including the **Field meeting of the Ministry of Industry and Trade of the Russian Federation on the Development Strategy for the Perfumery and Cosmetics Industry** as its key event.

