

International
Specialized Fair
HouseHold Expo
for household goods

Moscow, Russia,
IEC "Crocus Expo"



DESCRIPTION



HouseHold Expo is a specialized fair for all kinds of household goods, dish ware and housewares. The organizing company of HouseHold Expo is “Mokka Expo Group”, the fair is conducted with the contribution of GC Mayer J Group, under the patronage of the Chamber of Commerce and Industry of the Russian Federation.

HouseHold Expo is an exhibition of a totally different format, a functional business platform, which allows development of brand new concepts and techniques of business cooperation between manufacturers and buying agents.

It is a meeting place for professionals, which allows brand promotion, acquire new business acquaintances with retail chains, receive the latest information, keep track of the latest tendencies of the market.

A busy business programme attracts professionals of the field from all regions of Russia, CIS and countries of eastern Europe.

MAIN FACTS



Fair Location –

Moscow, Russia, IEC “Crocus Expo”

Frequency–

twice a year (Fall, Spring)

Cost of entrance ticket–

Free only for specialists

Organizing company–

“MOKKA Expo Group”

GC “Mayer J Group”

MAYER J!

FAIR HISTORY



1-4 April 2008

8 200 sq.m

195 companies
8 756 visitors
5 916 specialists, wholesale and retail companies
representatives

17 – 19 September 2008

8 500 sq.m

195 companies
8 747 visitors
6 127 specialists
974 wholesale and retail companies representatives

30 march – 2 April 2009

6 700 sq.m

150 companies
5 736 visitors-specialists
2 048 wholesale and retail companies representatives

22 – 24 September 2009

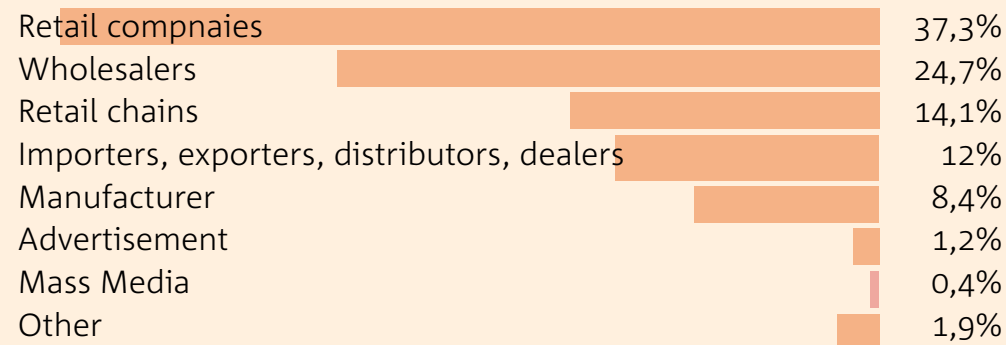
8 500 sq.m

231 companies
6 182 visitors-specialists
1 437 wholesale and retail companies representatives

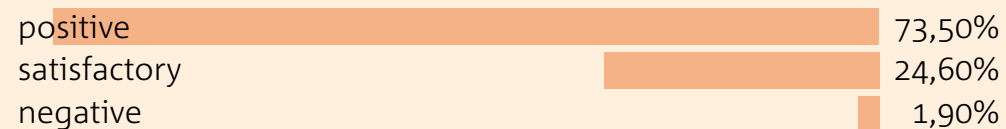
FAIR STATISTICS



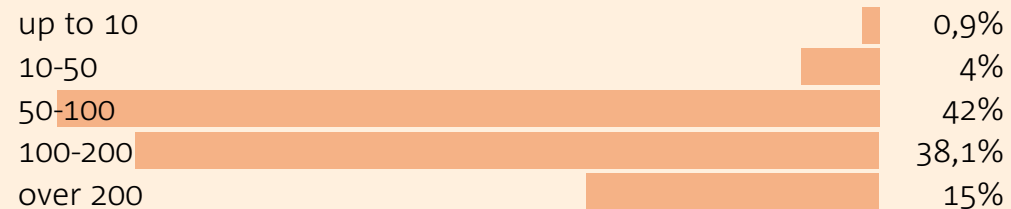
VISITOR PROFILE



EXPONENTS VALUATION OF EFFECTIVNESS OF THEIR PARTICIPATION IN THE FAIR



NUMBER OF POTENTIAL CLIENTS WHICH VISITED EXPONENTS BOOTHS



SCOPE OF VISITORS

RUSSIA

Abakan, Alapaevsk, Anapa, Apatity, Arzamas, Armavir, Arkhangelsk, Astrakhan, Asha, Barnaul, Belgorod, Belogorsk, Brezovskiy, Biysk, Birobidzhan, Bolohovo, Bratsk, Bryansk, Bugulma, Vacha, Novgorod, Velsk, Verhnyaya Pishma, Vladivostok, Vladikavkaz, Vladimir, Volgograd, Volgodonsk, Vologda, Vorkuta, Voronezh, Voskresensk, Votkinsk, Gubkin, Gus Hrustal'niy, Derbent, Dzerzhinsky, Dmitrov, Dolgoprudniy, Domodedovo, Dubna, Yegoryevsk, Yekaterinburg, Yelizovo, Yessentuki, Zheleznodorozhniy, Zadonsk, Zaraysk, Ivanovo, Ivanteevka, Izhevsk, YioshkarOla, Irkutsk, Istra, Kazan, Kaliningrad, Kaluga, Kemerovo, Kirov, Kislovodsk, Klin, Klinzi, Kovrov, Kolomna, Kolpino, Kolchugino, Komsomol'sknaAmure, Korolev, Korocha, Korsakov, Kosterevo, Kostroma, Krasnogorsk, Krasnodar, Krasnoyarsk, Krasnoyarsk, Kurgan, Kurovskoe, Kursk, Lipezk, Lihoslavl, Magadan, Magnitogorsk, Maloyaroslavez, Mahachkala, Miniralnie Vodi, Mirniy, Moscow, Murmansk, Myurom, Naberezhnie Chelni, Nalchik, Narofominsk, NaryanMar, Nahodka, Nevinnomissk, Nizhnevartovsk, Nizhniy Novgorod, Nizhniy Tagil, Novokuznezk, Novomoskovsk, Novorossiysk, Novosibirsk, Noviy Urengoy, Noginsk, Norilsk, Obninsk, Omsk, Orel, Orenburg, Pavlovskiy Posad, Smolensk, Solnechnogorsk, Sochi, Stavropol, Surgut, Sizran, Siktivkar, Tambov, Tver, Toliyatti, Tomsk, Troizk, Tula, Tiymen, Uglich, Ulan-Ude, Ulyanovsk, Usinsk, Ussuriysk, Ufa, Yhta, Khabarovsk, Hantymansiysk, Himki, Hotkovo, Cheboksari, Chelyabinsk, Cherepovez, Cherkessk, Chernogolovka, Chernogorsk, Chekhov, Chistopol, Chita, Shuya, Shelkovo, Sherbinka, Elektrostal, Uzhno-Sakhalinsk, Yakutsk, Yaroslavl'.

Neighboring countries

Austria, Azerbaijan, Armenia, Belarus, Belgium, Vietnam, Germany, Isreal, India, Spain, Italy, Kazakhstan, Korea, Latvia, Moldova, Norway, Poland, Tatarstan, Turkey, Uzbekistan, Ukraine, Finland, France, Switzerland, Estonia.

Retail representatives:

X5 retail Group (Pyaterochka, Perekrestok), Mosmart, Domovoi, Albinos, Avoska, Posuda Zentr, Land, Yuterra, independent retail chain union (28 retail chains, 674 stores), retail/buyers Union, TtriS (17 retail chains), Domashniy Sklad, Korall, Kopeika, Vester, GC Victoria, (Victoria, Kvartal, Deshevo), Dixi, Utkonos, Grosmart and others.

FAIR THEME

Kitchen



- Dishware: Glass, Chrystal, Porcelain, Ceramics.
- Table utensils
- Table layout and table decor
- Cookware and accessories
- Small kitchen appliances

House



- Home and bathroom Accessories
- Cleaning supplies
- Plastic goods
- Objects of interior design
- Garden and patio inventory
- Household chemistry

HoReCa



- Professional dishware
- Disposable dishware and utensils
- Professional cookware
- Utensils and bar accessories
- Professional cleaning supplies
- Bar and hotel and restaurant Accessories

Gifts and souvenirs

- Souvenirs
- Gifts

Home textiles



- Tablecloths
- Curtains
- Drapes
- Bedsheets
- Bathroom textiles
- Rugs and carpeting



MARKETING EVENTS



Internet
advertising



Target post and
e-mail marketing

Outdoor advertising



Promotion
during profile events

Advantageous positioning of the fair, as the main specialized event in the field, and target advertisement and information campaign attracts professionals not only from Russia and CIS but also other countries.

- Internet portal torgus.com
- Internet portal "Retail.ru"
- retail Internet portal Retailstudio.org
- Internet portal posudka.ru
- Internet portal plastinfo.ru
- Internet portal posuda.info
- and others

- post – over 16000 addresses.
- entrance ticket distribution with profile press 15000.
- e-mail marketing over 10000 addresses.

Billboards on the territory of IEC "Crocus Expo".
Banners inside the pavilion.

Cross street banner in Moscow, Saint-Petersburg Samara, Volgograd, Rostov-on-Don, Yekaterinburg, Nizhny Novgorod, Kazan, Astana.

INFORMATION SUPPORT



- General information partner:
«Posuda» Magazine.
- Strategic information partner:
«Tochka prodazh.DIY».
- Official information partner:
«HT.Retail.News».
- General information partner in HoReCa sector:
«Restorateur» Magazine.
- Information partner: **posudka.ru.**
- Magazine **«Marketing Management»;**
- Magazine **«Trade management»;**
- Magazine **«Wholesale Siberia market»;**
- Magazine **«Trade equipment in Russia»;**
- Magazine **«Stroitelny Sezon»;**
- Magazine **«Inside Design».**
- Official support:
EAIM (Eurasian Institute of Merchandising),
APP (Agency of region development of consumer market
and services).

BUSINESS PROGRAMME

HouseHold Expo 2008 Spring

All-Russia Trade Forum:

"Russian household goods market in the XXI century. New possibilities."

"IMPERIA" Ltd.

Conference: "Key issues of the Russian household goods market: development prognosis until 2010".

"IMPERIA" Ltd.

Conference: "New markets: strategies of company development".

"IMPERIA" Ltd.

Conference: "Kitchen" brand creation: how to create, launch and maintain".

"IMPERIA" Ltd.

Master-class: "The best shelves at retail chains. How to enter and maintain your place..."

"IMPERIA" Ltd.

Conference: "Retail chains on the household goods market: what should every manufacturer and supplier know".

"IMPERIA" Ltd.

Seminar for sales specialists: "Development of company sales system, marketing".

"Posuda" Magazine

Seminar for marketing specialists: "Role of marketing in the company management system".

"Posuda" Magazine

Seminar for logistics and sales specialists: "Logistics and purchasing management".

"Posuda" Magazine

Conference: "8 secrets of a successful business".

"Posuda" Magazine

Programme "Novelty HouseHold Expo-2008".

Mayer J Group

HouseHold Expo 2008 Fall

All-Russia Trade Forum:

"Russian household goods market in the XXI century. New possibilities".

Mayer J. Group, B2BMedia

Retail Chains buyers center.

Mayer J. Group, B2BMedia

Round table "perspectives and tendencies of retail development".

Department of consumer market and services of Moscow, Mayer J. Group

Round Table "Wholesale and retail chains in contemporary information conditions"

Publishing House "Moll",
"Tochka Prodazh.DIY" Magazine,
Mayer J. Group

Conference "Promotion of new products on the market for household goods".

"Marketing Management" Magazine,
Mayer J. Group

Programme "HouseHold Expo: Novelty-2008".

Mayer J. Group



HouseHold Expo 2009 Spring

The All-Russia Trade Forum

"Russian housewares market of XXI century. New opportunities".

Mayer J. Group

Seminar-conference Logistics for housewares.

Mayer J. Group
University of management
and business administrating

Annually national award in housewares

"HouseHold Expo: Novelty-2009".

Practical Conference:

How to bring a new product to retail chain.

Presentations of nominees.

Presentation of Eco Product project.

Mayer J. Group in partnership
with magazine «Marketing management»
and the All-Russia organization of quality

International contests

"For high consumer qualities of goods",

"For successive promotion of quality goods".

Soyuzexpertiza Chamber of Commerce of RF

Mayer J. Group,
«Marketing management» magazine



HouseHold Expo 2009 Fall

Business Forum: "Anti crisis strategies in housewares market. Product, price and sales policy under the new conditions".

Mayer J. Group in partnership with
«Marketing management» magazine with
participation of retail chains Union
«Lyublinskoe pole»

Practical conference: "Action of head of company manufacturing housewares and household goods for increasing profit and sales".

A Four Consulting Ltd. (Great Britain)

Practical conference:

"Strategy of companies operating in HouseHold sector in the new conditions".

A Four Consulting Ltd. (Great Britain)

Seminar-conference: "Marketing in housewares market – before, during and after the crisis".

Management and
Business Administration University.

International contests:

"For high consumer qualities of goods",

"For successive promotion of quality goods".

International contest "The best Christmas gift".

Soyuzexpertiza Chamber of Commerce of RF

Mayer J. Group

