EXHIBITION PROJECTS
of Mayer J. Group
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HOUSEHOLD EXPO
Organizer: LLC MOKKA Expo Group

STYLISH HOME
Organizer: LLC InterDeco Expo

CHRISTMAS BOX & GIFTS
Organizer: LLC MOKKA Expo Group

DACHA OUTDOOR
Organizer: LLC MOKKA Expo Group

HOME CHEMISTRY
Organizer: LLC MOKKA Expo Group
HouseHold Expo is the largest exhibition of home products on the territory of Russia and the most effective according to AUMA rating. The main product sectors are tableware, plastic household goods, kitchen, textiles, household chemistry, home appliances.

**VISITORS**

- Directors and owner of tableware, gift and furniture shops
- Wholesalers, distributors
- Representatives of federal and regional wholesale and retail networks, shops of household goods and individual sales points, as well as owners and managers of restaurants, hotels.
- Manufacturers of tableware, household goods and home products

The main goals of visit could be development of the range of goods, search of new brands, repositioning of the business during the crisis.
**PRODUCT SECTORS**

**TABLEWARE**
- Dinner, tea and coffee sets
- Glass, crystal, porcelain
- Cutlery, table accessories
- HoReCa items

**KITCHEN**
- Cookware of various materials
- Kitchen utensils and accessories

**HOUSEWARES**
- Home care and bathroom accessories
- Plastic goods
- Cleaning utensils
- Disposable dinnerware
- Baby care goods

**HOME APPLIANCES**
- All kinds of small electric home and kitchen appliances
PRODUCT SECTORS

TEXTILE
- Tablecloths, tissues, kitchen towels, aprons
- Curtains, portiers, decorative cushions
- Bed linen and covers
- Pillows, quilts, mattresses
- Rugs and carpets
- Bath towels and bathrobes

LIGHTING
- Chandeliers
- Floor lamps
- Desk lamps
- Night lights
- Sconces

HOUSEHOLD CHEMISTRY
- Cleaning and washing agents
- Washing powders
- Eco products for home
- Sprays
- Toilet paper, paper towels
- Napkins and tissues for all purposes
According to the results of marketing research in March and September of 2017, the exhibition was visited by 16,312 professionals from 41 countries of the world. More than 60% were from Moscow and Moscow region. Among the visitors about 30% were retailers, 24% – manufacturers, 21% – wholesale companies, 19% – distributors, 10% – trade networks. More than 35% of the specialists visited the exhibition for the first time. The maximum interest was in cookware, kitchen accessories and household goods, textiles, household appliances and household chemicals.
How do exhibitors evaluate the productivity of their participation in the HouseHold Expo exhibition:

- Positive: 81%
- Satisfactory: 17%
- Negative: 2%

How many potential clients have visited the exhibitor stands:

- Up to 10: 0.5%
- 10-50: 4%
- 50-100: 43%
- 100-200: 37.5%
- Over 200: 15%

Position in the company:

- Director, owner, head of department: 55%
- Manager, marketer: 27%
- Specialist of the purchasing department: 18%
March 27–29, 2018, Moscow
XXI international exhibition HouseHold Expo.

According to the INFOLine research the market of household goods is least exposed to crisis tendencies, and the exhibitions, being a reflection of the market situation, confirmed the previously predicted slight growth. On completion of the spring and autumn events, the organizers have taken new trends into account and have set a number of tasks appropriate to the needs of the exhibitors:

- To facilitate the obtaining of effective contacts for the exhibitors;
- To expand the audience and provide the exhibitors with the opportunity for new contracts;
- To contribute to the increase of the demand for quality household products and to the development of the industry as a whole.

The main objectives of visiting the exhibition are still expanding the range of goods, searching for new brands, repositioning the business in the new economic conditions.
What is the exhibition going to offer to its visitors in addition to the traditional exposition?

**International award in the field of products for home HouseHold Expo NOVELTY-2018**

The award NOVELTY HouseHold Expo-2018 provides a unique opportunity for applicants to introduce new products, technology or equipment in the field of home goods to a professional jury, representatives of retail chains, wholesale companies and visitors. The prize is awarded in two nominations: «Best product for Russian manufacturers» and «For innovative development in the creation of goods for home».

**International forum «Horeca. Just Horeca»**

The forum is an annual platform for discussion of topical issues of the development of the hospitality industry. Speakers and participants of the forum are representatives of restaurant and hotel business, representatives of the professional community, experts on the market.

**Day of regional retail**

The program of the thematic day of regional retail includes meetings, master classes, seminars and workshops, which will examine the trends, forecasts and recommendations of market leaders, conduct the analysis of case studies and tools for your daily business practices.

**Center of wholesale purchases**

Representatives of wholesale companies participating in the work of the center receive a pre-agreed business schedule during the exhibition. This innovation has been appreciated by representatives of regional wholesale companies who took part in the work of the center in autumn 2017.

**The project «Looking for distributor»**

The project will showcase the products of foreign companies – exhibitors wishing to find a distributor in Russia. Brief information about the company, the terms of cooperation and the goods are included in a specially published thematic catalogue which is distributed to the visitors of the exhibition. The project is intended for new foreign exhibitors.
VISITORS

• Wholesale company representatives, distributors
• Owners/directors/sales directors of:
  - 4–5* hotels and country residences
  - restaurants, cafes and night clubs
• Corporate customers
• Owners and directors of specialized boutiques and salons of interior, design, tableware decoration
• Potential purchasers and connoisseurs of exclusive and unique interior goods
• Architects, designers, decorators

STYLISH HOME. OBJECTS & TABLEWARE is a specialized exhibition of premium class tableware, giftware, lighting, high-quality textiles, exclusive furniture and interior decorations.

Stylish Home is held twice a year: spring and autumn
PRODUCT SECTORS

PREMIUM TABLEWARE AND DINING DECOR
Dinner sets, glasses
Dining cutlery
Items for laying the table, candle holders

INTERIOR
Figurines, artistic and ornamental articles from porcelain, ceramic, glass, copper, brass and other materials
Interior clocks, frames, mirrors, paintings

KITCHEN
High-quality kitchen utensils for cooking from various materials
Kitchen tools and accessories
Hanging systems
Kitchen appliances

LIGHTING
Lamps, floor lamps, chandeliers
Electrical installations
**PRODUCT SECTORS**

**PREMIUM TEXTILES**
- Bed linen
- Curtains, decorative pillows, bedspreads and blankets
- Textiles for kitchen

**EXCLUSIVE FURNITURE AND INTERIOR ITEMS**
- Furniture
- Fireplaces
- Mirrors, clocks

**FLORAL DESIGN**
- Bouquets, flower basket
- Table and interior composition of flowers and dried flowers

**PICTURES, PHOTOS AND ACCESSORIES**
- Posters, reproductions, picture frames
PRODUCT SECTORS

EXCLUSIVE FINISHING MATERIALS FOR THE INTERIOR
Parquet, natural stone tiles, wall panels

CARPETS

ETHNIC AND EXOTIC INTERIOR ITEMS

ANTIQUES AND REPLICAS OF ANTIQUES, GIFTS
According to marketing research the interest of visitors to the segments of the exhibition are as follows:

- Interior: 55.26%
- Tableware and table decorations: 47.79%
- Kitchen: 46.46%
- Textiles: 37.54%
- Services: 37.54%
- Lighting: 33.72%
- Floral design: 29.10%
- Pictures, photos and accessories: 26.44%
- Ethnic and exotic decorations: 18.69%
- Antiques: 14.70%
The XI International Stylish Home. Objects & Tableware exhibition will be held on **March 27–29, 2018** at the same time as HouseHold Expo. Traditionally there will be a special business program for designers and decorators. The organizers of the exposition clearly understand the request of the exhibitors. These are new visitors, effective contacts, new contracts.
Christmas Box & Gifts is a specialized exhibition of festive industry products. The exhibition unites leading manufacturers, suppliers and buyers of gifts, souvenirs, Christmas and celebration products. The exhibition opens a new season of active sales, sets directions for further development, helps to find new business partners and make new contracts. Industry professionals from all over Russia, the CIS and other countries are attracted by seminars, round tables and master-classes within the framework of the exhibition program.

Christmas Box & Gifts is held in spring: March 27–29, 2018
CHRISTMAS AND NEW YEAR PRODUCTS
Artificial trees, products of synthetic needles
Toys, jewelry and souvenirs, tinsel, garland, gifts, illuminations and fireworks, decoration

GIFTS
Artistic, exclusive gifts
Souvenirs made of silver, ceramics, porcelain
Business gifts
Greeting cards, printed, audio and video gifts

FESTIVE DECORATION
Ornamentation
Balloons and festive lights
Fireworks
Carnival costumes and masks, everything for fun and practical jokes
Services in the organization of children’s holidays

GOODS FOR HOBBIES, ARTS AND CRAFTS

GIFT PACKAGE

TOYS

STATIONERY
Dacha Outdoor is a specialized exhibition of products for the country house and outdoor leisure. Leading manufacturers and suppliers will present gardening and household tools, small gardening equipment, sprinkling systems, equipment for banya and sauna, outdoor furniture and hardware, decoration elements, etc. Dacha Outdoor exhibition is a specialized event for industry professionals, a new business platform for PR in outdoor goods sector, which allows for stable demand growth for products and services of the sector, promotion of high quality goods on the Russian market.

Dacha Outdoor. Country Life is held in spring: March 27–29, 2018
Dacha Outdoor Country Life

PRODUCTS FOR COUNTRY LIFE

- Garden and camping furniture, beach beds, deck chairs, umbrellas, swings
- Grills, barbeques, braziers, smoking and firing (coal, briquettes)
- Dinner sets for country houses, containers, disposable tableware, napkins
- Accessories for banya and sauna
- Garden figures, summer houses, arches, tents
- Products for landscape and interior design, gardening items, ornamental fences and barriers

GOODS FOR TOURISM AND RECREATION

- Kids playgrounds, floating mattresses, swimming pools, trampolines, slides
- Garden lighting
- Power tools, gardening equipment and tools, greenhouses, covering materials, watering systems, bio toilets

PRODUCT SECTOR
International forum
HORECA. JUST HORECA

New trends in hotel and restaurant business
• Cookware
• Market development
• The competitiveness of Russian suppliers
• Seminars and presentations

B2B Center «RETAIL – SUPPLIER»
Meetings and consultations for suppliers and buyers
• Educational business seminars
• Success stories of those who are close to us
• Center of wholesales
20 years of experience, as well as the professionalism and the expertise of our team give us the possibility to implement any projects in many sectors of the economy, as well as to provide information and marketing support to companies in need of such services.
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