



Post Release

## First results of HouseHold Expo, ChemiCos, Christmas Box. Podarki and Stylish Home autumn 2020

The key Russian exhibitions of homewares and interior, household chemistry, household goods and gifts HouseHold Expo, ChemiCos, Christmas Box. Podarki and Stylish Home. Gifts were efficiently held from September 15 to 17, 2020, at Crocus Expo IEC, having maintained all the necessary safety measures to prevent the spread of the new coronavirus infection (COVID-19). The exhibitions are organised by Mayer Corporate Grop with the support of the Ministry of Industry and Trade of the Russian Federation and the Chamber of Commerce and Industry of the Russian Federation.



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The events opened the business season of autumn 2020 and have become the first large-scale events for 7000 specialists and experts of the Russian non-food market after the lifting of quarantine restrictions. The long-awaited offline meeting of the retail community players took place at the 260 booths of participating companies and in the halls of the eventful business programme.



Director of the Department of Chemical Technological Complex and Bioengineering Technologies of the Ministry of Industry and Trade of the Russian Federation **Aleksandr Orlov** attended the opening of the exhibitions and learnt about the novelties offered in the categories of homewares, professional and household chemistry. Novelties and premieres of the chemical industry were displayed at the booths of such companies as Gerteks, Bashkhim, Glabalkhimi, Digidon, Domytkhim, La Mamma, Lenplastpolimer, NCT, Poisk and many others.



Despite the fact that many foreign companies could not take part in the events, the exposition area of the exhibitions amounted to 15 000 sq.m. Among manufacturers and distributors to present the novelties of homewares and interior products were such companies as ENS Group, GidGlass, Mayer Boch, Pasabahce, PetitJardin, WILMAX, ALKO, Anna Lafarg, ARC Distribution Russia, ARKHIMED, ASD, AT-Holding, Borner East, Best Paper, Bytplast, Vectra Household, Veles, VioletPlast, Grandlux, Guffman, Dunya Dogus Plastic, ES, Interholding, Intes, York RU, Kwik Clean, Komfort, Korall, Krasny Metallist, Crystal Bohemia Rus, Landskrona, Link Group, LMR Plast, Martika, M-plastika, Master House, Non-Stick, MS Pilot, Plastic Republic, Plast Team, Polivalent, Poliservis, Posuda Lux, Posudaplus, Prior Group, Prosto I Udobno, Ravex, Regent Rus, Ronex, Sakura Electronics Group, SteelEnamel, StarExpo, Stockeast, Hoffmann Group, Elan Gallery, Emal, UZTK and others. The sector of New Year, gift and souvenir industry at the international salon Christmas Box. Podarki was presented by Karlsbach, Winter Toys, Vitus, Green Country, Eli Peneri, Kaz Kom, Lavka s zabavkami, Ruskonfeta, PC YUG and many others.

The collective expositions of Russian Regions organised by regional Funds and Centres for Entrepreneurship Support have become a great tradition at the exhibitions. This autumn the manufactures of Voronezh, Kemerovo, Kirov, Lipetsk, Pskov, Yaroslavl Regions and the Republics of Adygea and Tatarstan could take part in the events with the help of state support and show the products of their respective manufacturing enterprises.

The exhibitions were visited by the largest Russian wholesale and retail networks, such as Euroshop, Familia, Family home, HOFF, LEROY MERLIN, OZON.ru, Westwing Russia, Williams et Oliver, X5 RETAIL GROUP, GUM Trading House, Crocus Tvooy Dom, AO Planeta Uvlechenyi, Apelsin, AUCHAN, GIPERGLOBUS, Kenguru, Eurodom, Perekrestok, Leonardo, Leroy Merlin, Leroy Merlin Vostok, Lotos Premium, Magnit, Metro C&C, TSUM, OKAY, Korall, Spetstorg C&C, Spetstorg YUG, TOMAT, Yabloko, SVETOFOR-URAL, Svetofor, Utkonos and many others.



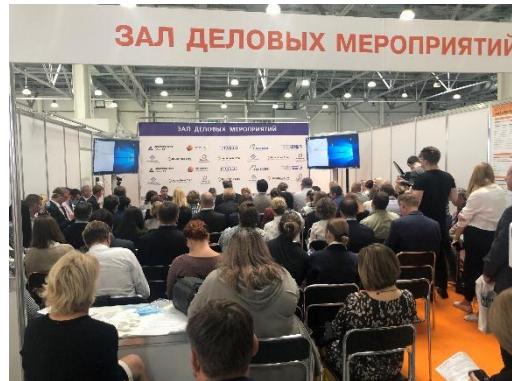
For the first time this autumn the 3rd international exhibition of professional and household chemistry, cosmetics and personal care products **Chemios-2020** took place. Within its framework the following industry discussion events for specialists and experts of the chemical

complex were held:

- 1) Round table “**Trends of the pandemic and sources of economic growth for the production of consumer chemistry, cosmetics and sanitary products**”. Organisers: Mayer Corporate Group and the Scientific and Technical Center “CHIMVEST” of the Ministry of Industry and Trade of the Russian Federation with the support of the Ministry of Industry and Trade of the Russian Federation.
- 2) **Meetings on the development of raw material base for the production of chemical plant protection agents.**



- 3) Expert strategic session “**Implementation of the best available technologies to decrease the pressure on the environment by industrial enterprises**”. Organiser: Committee on the Chemical Industry of the All Russia Public Organization “Business Russia”.



- 4) Programme of business presentations and meeting of manufacturers and buyers “**SUPPLIERS for HoReCa**”. Organisers: Mayer Corporate Group and the Russian Hotel Association.



The key events of the parallel programme of International exhibitions HouseHold Expo and Stylish Home, including the DAY OF REGIONAL RETAIL, the DAY OF DESIGN and the DAY OF ONLINE TRADE also took place. Almost all the presentations touched upon the topic of necessary measures on how to deal with the crisis after the quarantine.

- 1) Conference “**Sales of household goods. Should one change the sales strategy post-quarantine**” was held on September 15, 2020, within the framework of the DAY OF REGIONAL RETAIL. The conference was organised by Retail.ru and Mayer Corporate Group.
- 2) The topic of workshops and seminars of the DAY OF DESIGN was “**Anti-crisis trends in interior design**”. Organisers: the Union of Designers and Architects, ArchDialog Company.
- 3) For the first time on September 17 the Deloitte Academy organised its conference “**Management of the sales channel system**” within the framework of HouseHold Expo.

In the future topical issues of online trade will be discussed in the new section of Mayer Corporate Group business programmes – the Day of Online Trade.

Participants of the exhibitions displayed over 350 [premieres and novelties of the spring/autumn 2020 season](#) at their booths to retailers and buyers. The novelties were presented in the following product sectors:

- [Cookware](#)
- [Kitchen utensils and table decorations](#)
- [Tableware from glass, crystal glass and porcelain](#)
- [Country life and outdoor leisure](#)
- [Interior products, home fragrances, textiles](#)
- [Thermoware](#)
- [Storage systems](#)
- [Household chemistry, household goods and cleaning supplies](#)
- [Home appliances](#)
- [New Year, symbol of the year and gifts](#)
- [Children’s products](#)
- [Bathroom, hygiene and healthcare products](#)

We invite you to take part in spring international exhibitions  
**HouseHold Expo, Stylish Home. Gifts, Christmas Box. Podarki, Outdoor Dacha**, as well as  
the 3rd International Scientific Expert Forum “**Resources for Growth. Chemistry for Life: State  
and Business**” and **ChemiCos-2021** International exhibition of professional and household  
chemistry, cosmetics and personal care products

**to take place from March 23 to 25, 2021, at Crocus Expo IEC!**



#### Информационная поддержка



Organisers of the exhibitions: MOKKA Expo Group LLC, Mayer Corporate Group – member of the Global Association of the Exhibition Industry (UFI), the Russian Chemists Union and the Russian Union of Industrialists and Entrepreneurs. The exhibitions are organised with the official support of the Chamber of Commerce and Industry of the Russian Federation.

International B2B exhibition HOUSEHOLD EXPO is the biggest and the only specialised exhibition of non-food products, kitchenware, gifts, household goods, goods for country life, professional and household chemistry on the Russian market. The Association of the German Trade Fair Industry (AUMA) characterizes HouseHold Expo as the most efficient exposition of household goods on the territory of Russia.

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