

# МЕЖДУНАРОДНЫЕ СПЕЦИАЛИЗИРОВАННЫЕ ВЫСТАВКИ



March 24-26, 2020

## Business programme of International exhibitions HouseHold Expo, Stylish Home, Outdoor Dacha, Christmas Box Podarki

“SUPPLIER-BUYER” HALL

### March 24

### DAY OF DESIGN

- 13.00–13.40 **Trends of seasonal window dressing. How to create good-selling space**  
Speaker: Tatyana Tsimbalistova, designer and decorator
- 13.40–14.20 **Coloristics in the interior. How to create a design project based on the colour type of the customer**  
Speaker: Tamara Sharushinskaya. Designer and architect
- 14.20–15.00 **Textiles in the interior. Trends of prints, colours and materials. Secrets of a decorator**  
Speaker: Evgeniya Krivosheeva, director of textile studio No.1
- 15.00–15.40 **Decoration and stylization of interiors. Overview of tendencies, interesting life hacks**  
Speaker: Yulia Klyueva, designer and decorator
- 15.40–16.20 **Seasonal decoration of public spaces. How to create instagrammable interior and fit into the budget**  
Speaker: Elena Mironova, director of “Bastet” design studio
- 16.20–17.00 **[Collaboration of developers/constructors, interior and landscape designers of a trading company](#)**  
Speaker: Ekaterina Pechatkina, landscape designer
- 17.00–17.40 **[Terrace design trends. What products are needed in order to make it stylish and functional](#)**  
Speaker: Maria Sulimova, director of studio of landscape and interior design “MaryLand”

### March 25

### DAY OF REGIONAL RETAIL

Conference “**SALES OF HOUSEHOLD GOODS. STRATEGY AND TACTICS. THE FIRST CONFERENCE OF RETAILERS, MANUFACTURERS AND DISTRIBUTORS**”

#### PART ONE. ANALYTICS

- 10:30–10:50 **Customer’s route. What the store manager does not see**  
Natalia Marova, head of Retail.ru
- 10:50–11:20 Maria Yashenkova, founder and general director of “Bright Consulting” company  
The topic is subject to change
- 11:20–11:40 **[Trends on the market of garden tools in 2019](#)**  
Artem Andreychenko, head of Home&Living division at GfK

- 11:40–12:10 [Store of the future](#)  
Irina Bolotova, head of JosdeVries The Retail Company Russia
- 12:10–12:30 [Capabilities and needs of the market for housewares and the kitchen segment. Retail trade development prospects](#)  
Alexey Trembitskiy, publishing editor of “Posuda” magazine since 2005

#### **PART TWO. PRACTICE**

- 12:50–13:20 **Development of the household sector in a regional trade network**  
Lyudmila Karnyushkina, head of the division of marketing and product range management at “Evropa” trade network
- 13:20–13:50 **Marketing of customer retention in a federal network: customer care given regional differences**  
Anton Almazov, CRM-expert. Expert in re-sales automatization. Co-founder of “1C-Business architect” company
- 13:50–14:30 [Prevention of losses 3.0 > Fast and easy](#)  
Igor Chumarin, international expert in the sphere of preventing losses

#### **PART THREE. PRACTICE**

- 14:50–15:20 [Modern methods of product range management is the key to success both for independent retail and for retail suppliers](#)  
Ilya Uvarov, Chairperson of the Board, Consumer Association “Academy of Cooperation”
- 15:20–15:50 [How to develop and implement an action plan to increase sales of homewares](#)  
Dmitry Rusakov, consultant, business coach
- 15:50–16:20 Leyla Pavlova, Managing partner and founder of “Between2Countries” consulting agency  
The topic is subject to change
- 16:20–17:00 [Three-level merchandising system: from the parking lot to the shelf](#)  
Elena Gubina, practicing expert in category and product range management
- 17:00–17:30 [Fight for your client: how to increase sales by increasing the number of customers](#)  
Irina Krechetova, business coach, expert in complex business development, increase of sales and profits
- 17:30–18:00 [What should be done in the sales system today in order to sell successfully in 3-5 years](#)  
Tatiana Sorokina, general director of Unit-Consulting

## **March 26**

- 10.30–11.30 [How to keep your customers and motivate them to buy again and again](#)  
Speaker: Alexey Babushkin, expert in networking, business coach
- 11.30–12.10 [How target audience research helps increase sales](#)  
Speakers: Arseny Kutovoy, general director of Dotorg Agency  
Alexey Kovalenko, strategy director of Dotorg Agency
- 12.10–13.00 **What products will be bought in 2020? Trends of consumer behavior**  
Speaker: Alexey Bugaev, director of Znak-marketing agency
- 13.00–16.00 Announcement of results and awarding of winners of the **4th International contest in the sphere of household goods HOUSEHOLD RUSSIA AWARD-2020**

Chairperson of the jury of the contest: Gennady Voronin, president of the All-Russian Organisation for Quality

## HALL OF BUSINESS EVENTS

### March 24

- 13.00–14.00 [“Taking your children to the country house: how to take the interior and design of children’s space with you to the country”](#)  
Speaker: Anna Sharkunova, designer, project bureau of Anton Volkov
- 14.00–14.45 [The Russian market of New Year trees from the perspective of a manufacturer. Opportunities and risks](#)  
Speaker: Irina Zabegaeva, project manager at Step-by-Step group of companies
- 14.45–15.45 [Modern trends in the layout of household goods](#)  
Speaker: Georgy Smirnov, practicing expert
- 16.00–18.00 Announcement of results and awarding of winners of the 7th contest  
[“The best design and layout in a home goods store”](#)  
Chairperson of the jury of the contest: Anna Pakhomova, professor of the Industrial Design Department of the Moscow Stroganov Artistic-Industrial Academy

### March 25

#### PURCHASING CENTRE FOR RETAIL CHAINS™

**PURCHASING CENTRE FOR RETAIL CHAINS™ – Household chemistry, cosmetics and personal care products. Household goods**

**Organisers: Imperia Forum, Mayer Corporate Group**

10:00 – 17:00 (the schedule is subject to change)

- 10:00–12:00 **Part 1: practical events**  
[Consumer behavior trends on the markets for household chemistry](#)  
Speaker: Yulia Bokova, senior researcher of the division of sales and consumer panel relations at GfK Rus
- 13:00–17:00 **Part 2: negotiations**  
Personal negotiations about supplies, purchases and orders for contract manufacturing between chain retailers and manufacturers

### March 26

#### DAY OF ONLINE TRADE

10.00–16.00 **Conference “Ecosystem of online trade for manufacturers of household goods”**

The programme includes:

- Digital products as profit generators
- Directly to the consumer: the practice of creating Internet shops of manufacturers
- Round table: How to increase sales with the help of modern technologies?
- Investments in digital tools, how efficient it is
- Workshop: Check the readiness of your company to entering the online space

Participation is free after an [online registration](#).  
The programme is subject to change.

**Business programme producer**  
Galina Shevchenko, [galina@hhexpo.ru](mailto:galina@hhexpo.ru)  
+7 (910) 426-01-61, +7 (495) 363-50-32