



## Exhibitions of goods for home, household goods and chemistry

On September 14 – 16 at Crocus Expo IEC international autumn exhibitions HouseHold Expo, Stylish Home. Gifts, Christmas Box. Podarki, ChemiCos&ChemiCosBeauty will take place. Producers and distributors from Belarus, Spain, Italy, Kazakhstan, China, the Netherlands, Poland, Russia, Turkey, France, Czech Republic, Uzbekistan and Ukraine [take part](#) in the exhibitions. More than 300 [brands](#) will be presented at the stands of the companies, 40% of which will exhibit for the first time.

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At the moment among the participants there are the following companies: Bezant, [Guffman](#), [Gala – Centr](#), Remeko, Gipfel, Willmax, [Intes – Tescoma Trade Mark distributor](#), [Plastic Republic](#), [Martika](#), Bytkhim, Nadoba, [Sima-land TH](#), Pilot MS, Hoffman, [Kukmorskiy Zavod Metalloposudy](#), [Lysvenskiye zavody managing company](#), Gornitsa, [Mechta Trade Mark](#), Pavlovskiy zavod khudozhestvennykh metalloizdeliy imeni Kirova, Kelly, [DRIMEX](#), [At-holding](#), Eurogold, [TFK Kerchenskiy metallurgicheskiy zavod](#), [VARI / Landskrona PC](#), Skovo, [ENS GROUP](#), Arktika, Ravex, Apollo, [Server](#), Mayer Boch, [Multidom Trading](#), Maestro, Arkhimed, [Veles Trading House](#), Stokist, Shakhintex, M-Plastika, Remiling, Link Group, Alternativa, LMR Plast, Sila vody, Megamugs, [York](#), Starexpo, [Dunya Dogush plastic](#), Sneghniy bars, Korall, Karlsbach, [Bytplast](#), Lenardi, Pasabahce, Kristaleks, Anna Lafarg, Dom svechey, Dekostek, Optom posuda, Elan Gallery, Glasstar and many other.

The following companies will participate for the first time: [Butichel \(official distributor of Cereria Pernici S.R.L.\)](#), [Koopman International](#) (the Netherlands), [MOLEROS](#), Chara Group, Yuniks, [SONNO](#), [Premium](#), IP Fillipov, Extruzion, Marcel Trading House, Suprimplast, SVECHNOY MARKET, [Semikarakorskaya keramika](#), [Myatashop](#), POSUDA YUG, ONUR BACALIT, [Kleo](#), POKROVSKIY DVOR, HOUSEHOLD posuda, Uzmekombinat, Verso design, RestInternational, Bohrer, Alexa Trade and other.

400 premieres and novelties of production of Belarus, Belgium, India, Spain, Italy, Kazakhstan, China, the Netherlands, Poland, Russia, USA, Turkey, France, Czech Republic, Sweden, Uzbekistan, Ukraine are announced in all categories of non-food production:

- [Tableware of porcelain, crystal, glass, metal and ceramics](#)
- [Cookware](#)
- [New Year goods](#)
- [Interior goods, fragrances and diffusers](#)
- [Household chemistry, sanitary and hygiene products, cosmetics](#)
- [Household appliances, kitchenware and accessories](#)
- [Goods for children](#)
- [Textiles](#)
- [Foods for cleaning and household](#)
- [Storage systems](#)
- [Goods for outdoor recreation, garden and country house](#)

45 companies in the framework of 'BUYER-SUPPLIER' program in the period of running of exhibitions will offer buyers special terms of [supplies, bonuses and discounts](#) at their stands.

## BUSINESS PROGRAM OF THE EXHIBITIONS

In the framework of the Business program, the following presentations of experts are planned:

**NEW** Regional Retail Day [«Sales of goods for home. Strategy and tactics»](#)

Organizers: Retail.ru and Mayer GC

**NEW** Section on branding [«How to increase sales twice using the power of a brand. Secrets of success of the leading experts on branding»](#).

Organizer of the section: Association of branding companies of Russia

**NEW** Design Day [«Modern interior: from ergonomics to aroma design»](#).

Organizers of the section: Union of Designers and Architects and Archdialog Company

**NEW** Workshops on design, merchandising, window dressing [«Improve your hard skills with professionals of the market»](#)

Organizer: Cozy apartment.

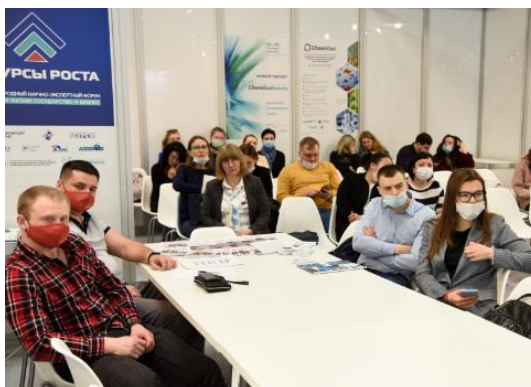
**NEW** Digital Marketing Day [«How to not get lost in the endless tide of Internet advertisement»](#). Organizer: Ingate

**NEW** Educational session [‘Theory and practice of licensed business’](#) for new and current licensees in a segment of goods for home and country life, gifts and interior goods. Organizer: Licensing in Russia

**Contests:** 4th International competition of household goods [HouseHold Russia Award-2021](#). The following companies take part: [BRUMEX INDUSTRIAL COMPANY](#) (hall 10, stand K402A), [VARI / Landskrona PC](#) (hall 11, stand C802), [VERDE](#) (hall 10, stand K302), [WONDER LAB](#) (hall 11, stand A1001), [Bytplast](#), (hall 10, stand H401), [YorkRU](#) (hall 10, stand H501), [PREMIUM](#) (hall 9, stand V101), [Prior Group](#) (hall 9, stand P403), [Sima-Land TH](#) (hall 11, stand D901). Summing up of the results of the competition and an awarding ceremony will take place on September 15, 2021.

Competition 'Best decoration and goods layout in a store of household goods' – competition of works of designers, decorators and merchandisers of retail chains, stores and salons (summing up of results of the competition will take place on September 15, 2021).

This year 16 projects of participants were chosen out of 38 works for the competition: Leroy Merlin (Saint Petersburg), Slava Department Store (Saint Petersburg), Zavolzhiy Trading House (Tver), Uytta Hypermarket of Household Goods (Kirov), Domashnyaya Kolleksiya Salon (Kazan), Master dom (Moscow), Atmosfera (Stroitel), VSE DLYA DOMA Chain of Supermarkets (Voronezh), Bilmart Store (Yakutsk) and Posudov (Stavropol), Discussion of projects, recommendations of the jury, summing up of the results of the competition and an awarding ceremony of the participants will take place on September 15, 2021.



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