

World of Toys Pavilion Kids Russia from 11 – 13 February 2020



**WORLD
OF TOYS**
by Spielwarenmesse eG



kids russia

MOSCOW MOCKBA
11 – 13 Feb 2020

FAIR FACTS

Date:

11 – 13 February 2020 (Tuesday to Thursday)

Venue:

Crocus Expo International Exhibition Centre,
Moscow, Russia

Organiser:

Grand Expo (a joint company of
Spielwarenmesse eG and Russian toy
manufacturers)

Type of event:

Trade fair, open to trade visitors only

Kids Russia will take place for the 14th time in 2020. The most important fair for the Russian toy market presents new products for the world of children. In addition to traditional toys, the fair shows products and accessories for babies and infants.

The trade fair takes place in the Crocus Expo International Exhibition Centre in Moscow from 11 – 13 February 2020 and offers you the perfect platform for new contacts. Take advantage of the demand for quality branded products!

As a participant in the World of Toys programme you benefit from Grand Expo as a reliable and experienced partner to advise and support you before, during and after the fair. Profit from the international network and know-how of Grand Expo!

SERVICES

- Stand space incl. stand construction, basic stand furniture, stand labelling
- General framework for exhibiting
- Stand cleaning service
- Entry in the organiser's catalogue
- Extensive press work
- Announcement in the fair organiser's publications and relevant trade publications
- Selection and recommendation of competent service partners for transport, stand staff, interpreter services, etc.
- Support from the competent team of Grand Expo before, during and after the event
- Assistance with arranging appointments and networking through inclusion in the matchmaking tool and invitation to the Retail Center

PRODUCT GROUPS

- Articles for Pregnant Women and Nursing Mothers
- Baby and Infant Articles
- Children's Clothes and Footwear
- Children's Furniture, Playground Equipment
- Christmas Articles, Party and Festive Articles, Gifts
- Creative Design, Stationery, School Articles
- Dolls, Soft Toys
- Electronic Toys, Multimedia, Mechanical Toys, Action Toys
- Games, Books, Educational Toys
- Model Construction, Hobbies
- Outdoor, Sports Articles
- Wooden Toys

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Cost: 335 € per sqm



REVIEW OF KIDS RUSSIA 2019

Kids Russia 2019 ran parallel again to the country's leading specialized brand trade fair, Licensing World Russia. The number of Kids Russia trade visitors remained steady at around 10,000.

A total of 203 companies presented their new products at the fair. On all three fair days, the exhibitors could meet buyers from Russian trading companies in the Retail Center. This particularly gave international exhibitors an additional opportunity to get to know relevant trading partners for their market entry.

THE EXHIBITORS WERE SO DELIGHTED

It is the first time that we visit Kids Russia, and we like its atmosphere and organization very much. We had intensive communication with potential clients during all exhibition days and many networks demonstrated their interest in our products. We have made a lot of contacts. We are planning to participate in this fair again.

Fun Distribution
Dmitry Fokin, CEO, Russia

Kids Russia is a very good trade fair for an entry into the Russian market. The organization is easy and quick.

Global AMEUROP
Gerard González Bezos, Area Manager, Spain

My expectations were exceeded from day one. The customers came to do business. We met up with major buyers, our customers and new people with whom we would like to work.

ORANGE Toys Company
Sergey Molotkov, Director, Russia

WHY YOU SHOULD BE THERE IN MOSCOW

- Demand for quality branded products and good sales opportunities in the Russian toy market
- High relevance of the fair for Russia, the former Commonwealth of Independent States
- Direct response of the Russian toy trade to their own exhibited products
- Support for your exhibiting activities before, during and after the exhibition provided by the worldwide most experienced partner Grand Expo
- Modern exhibition centre with high level of comfort and excellent facilities – including own hotel and Metro station



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