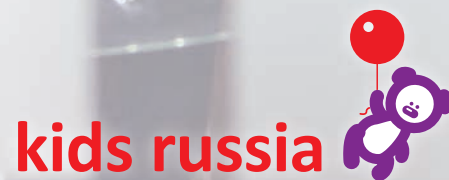


Report 2017



Exhibitors

	2017	2016	
TOTAL:	242	221	+9,5%
National:	218	208	+4,8%
International:	24	13	+84,6%
No countries:	12	11	
Exhibition space:	10.000 m ²		

86,5%

of exhibitors intend to participate
in Kids Russia 2018

35,0%

of new exhibitors (2016: 30%).

TOP-5

reasons to participate at Kids Russia 2017:

1. Successful positioning of new products
2. Post-fair business (expected)
3. Number of firm sales talks
4. Quality of visitors
5. Number of contacts with new customer potential

«Kids Russia is a right place where you can exchange professional opinions about latest trends. The success of the trade show is that it is realized by professionals, keen on their work.»

SVETLANA GUDYM, CEO, Fantazer

«At Kids Russia we focus on the spring collection: goods for active recreation and entertainment for children, including licenses and advertising support, we see positive feedback from our customers, so we plan to launch new interesting projects.»

MIKHAIL ZYKOV, CEO, Alisa International Trade Company

«Kids Russia is successfully held after international trade fairs in Hong Kong, Nuremberg, New York, so we have a great opportunity to show latest trends. We meet new clients and we are happy to be here.»

VLADIMIR GORODETSKY, Head of Magformers, Russia

MARKET LEADERS – PARTICIPANTS OF KIDS RUSSIA 2017

- Fima Stationery
- Heidi
- Magformers
- Alisa, International Trade Company
- Bauer
- Vesna
- Gamma Trade Company
- Grat-West
- Jumbo
- Evropa uno trade
- Zvezda
- Konik
- Mozaika-Sintez
- City Toys
- Nordplast
- Orange Company
- Polesie
- Premier-Igrushka
- Robins, Publishing
- Rosman
- Russtyle
- Samson
- Sima-land
- Smart
- Step Puzzle
- TNG
- Fantazer
- Phoenix Premier



«This is the third annual instalment of Kids Russia we have visited. Despite the crisis, we see a lot of new participants here. Holding a joint licensing fair is a very interesting idea since precisely licensed goods, i.e. goods, which are popular and recognizable, are important today.»

TATYANA ARSENOVA, participant of the Buyers' Program, CEO, Avis company

«This is the first time we've taken part in the fair. Here we present only new items out of our extensive product range. In our business, preorders are placed until the end of March, which is why Kids Russia is so important for us as an opportunity to present new products and hear customer feedback.»

IRINA KOMAROVA, director, the Russian representative office of Karlsbach – Moscow

Visitors

	2017	2016
TOTAL:	11.618	11.396
Unique:	6.957	6.938
Specialists:	96%	95%
New visitors:	24,3%	



90,5%

of visitors are **satisfied with the visit** to the trade fair and received an excellent, very good or good impression

92,6%

of visitors **expressed confidence to visit Kids Russia 2018**

TOP-5

reasons to visit Kids Russia:

1. Search for new business contacts
2. General market overview
3. Obtaining / updating knowledge / know-how about the market
4. Maintain existing business contacts
5. Search for new products

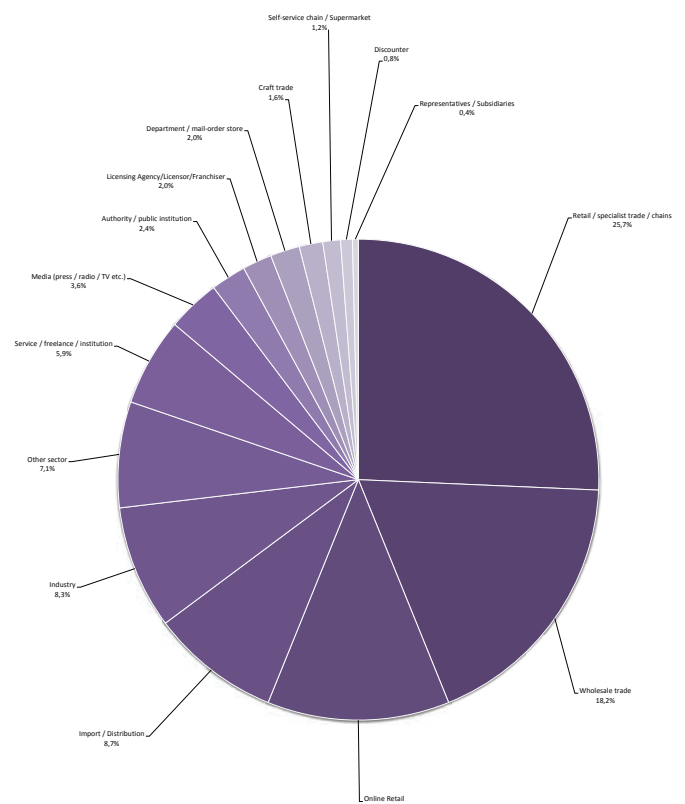
Quality of visitors

Make the final decision on the procurement: 43,8%

Make a decision together with other participants: 36,9%

Perform the role of a consultant: 12,5%

TRADE VISITORS FROM ALL SECTORS



Licensing World Russia

НИКЕЛДЕОН ВИКОМ
CONSUMER PRODUCTS



Gadget

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В ПАВИЛЬОНЕ, ЗАЛ 2

«The Russian licensing market is rather young, but a fairly promising market. For the three days of being here I've managed to get acquainted with the companies and brands, and I can safely say that what I see here are exactly the same trends, which can be seen at foreign licensing fairs. I believe that with such tempos of growth and development, Russian brands have excellent chances of winning the world as Masha and the Bear themed products have already done.»

REBECCA ASH, editorial director, Total Licensing

«This is Russia's key licensing fair. It has become the place where everyone who has anything to do with licenses can find out what is going on the licensing market. Also coming here are new companies, which are for the first time eyeing the opportunity of dealing in licensed products. This year the number of such companies was 10% larger than a year ago.»

PETYA TONCHEVA, licensing director for Russia, CIS, Ukraine and the Baltic States, Nickelodeon Viacom Consumer Products

NEW PRODUCTS CENTER WHAT'S NEW!

**WHAT'S
NEW!**

Special zones of Kids Russia 2017 also attracted great attention from the professionals. High appraisals were given to the What's New! section presenting industry's know-hows and trends of the season.

The What's New! section offers the opportunity to highlight trends and new products to visitors with a special showcase. Every year the new product guide offers a comprehensive review of all new goods and innovations of the fair to the benefit of all visitors concerned, and serves as a personal manual for establishing new business contacts both during and after the fair.

«KIDS RETAIL SPEECH FORUM – it was a very useful event bringing together all representatives of the industry for constructive discussions and problem identification.»

DMITRY NIKOLAYEV, branch director, Crossway

«For us Kids Russia is a litmus test of the market, evaluation of competitors, understanding trends and vectors of market development. Here are the main players, many interesting business events, it changes and improves from year to year.»

MARIA ROMANOVA, marketing manager, Jumbo Toys

«In the What's New! Center we presented Fanclastic construction sets, which aroused a great interest in the fair visitors. We managed to hold some thirty presentations of these products and successful negotiations with a number of trading companies.»

NINA MYSHANSKAYA, commercial director, Fanclastic



KIDS RETAIL SPEECH FORUM



This year's Kids Russia had for the first time featured a Russia-wide gathering of children's goods supplies and retailers, Kids Retail Speech Forum. The Forum focused on discussing children's goods market trends as perceived by different parties, including manufacturers, distributors, vendors, retailers, researchers and advertisers. Over the two days the forum ran, industry experts shared their analytical data, best practices and business cases with market professionals.

Forum participants included:

- GfK RUS
- Nielsen
- IDEAS4RETAIL | HAMLEYS
- Gulliver
- Ashan
- LENTA
- O'KEY
- Magnit
- «Yandex.Market»
- AliExpress
- Burger King
- VINNY etc.

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International Trade Fair for our Children's World

27 Февраля – 1 Марта 2018 года

27 Feb – 1 Mar 2018

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GRAND EXPO, CJSC

GRAND EXPO is the leading professional exhibition company in Russia and the CIS with 2 major annual events: Kids Russia and Licensing World Russia. GRAND EXPO unites the children's goods market and the licensing industry in Russia. For more information, please visit our websites:
www.kidsrussia.ru; www.licensingworld.ru

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kids russia

