

Sayı: 33179930-TİM.OAİB.08.ARG3.2024/79-1752
Konu: Moskova Interior and Design Week Fuarı Hk.

Ankara, 12/02/2024

Sayın Üyemiz,

T.C. Ticaret Bakanlığı İhracat Genel Müdürlüğü'nden alınan bir yazıda, 6-9 Mayıs 2024 tarihleri arasında Moskova/Rusya Federasyonu'nda mobilya ve dekorasyon ürünlerini konu alan "Moscow Interior and Design Week" isimli bir fuarın düzenleneceği, fuarda ülkemizden katılım sağlayacak firmalara ücretsiz boş alan ya da hazır stantlı alanın bilabedel tahsis edileceğine ilişkin belgeler ekte iletilmektedir.

Bilgilerini rica ederim.

Dr. Fatih YUMUŞ
Genel Sekreter V.

Ek:

- 1- Moscow Interior and Design Week Adlı Fuar Hk_Mektup
- 2- Moscow Interior and Design Week Adlı Fuar Hk_Sunum

Ayrıntılı bilgi için: Ömer Faruk Çenet - Uzman Yardımcısı

Orta Anadolu İhracatçı Birlikleri Genel Sekreterliği

Ceyhan Atuf Kansu Cad. No: 120

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**The «Moscow Innovation Cluster» Fund
(MIC fund)**
4/7, bldg. 2, Vozdvizhenka st.,
Moscow, 125009
Russian Federation

**Trade Counselor of the
Embassy of the Republic of Turkey in
the Russian Federation
Mr. Omer Kerman**

Dear Mr. Omer Kerman,

Let me express my sincere respect and inform you that Moscow Interior and Design Week is scheduled to be held in Moscow from May 6 to 9, 2024. The Organizer of the event is the Department of Entrepreneurship and Innovative Development of the city of Moscow.

It is expected that over 200,000 people will attend this prominent event. Additionally, more than 700 market professionals will participate in business discussions. The event will also receive extensive media coverage.

The event will take place at the VDNH EXPO, Pavilion No. 75, where Russian and foreign companies will showcase their brands to a wide audience in both B2B and B2C segments. The exhibition will cover an area of 24,000 m². Companies will showcase their products in various areas, ranging from furniture and interior solutions to construction and finishing materials.

The event will provide companies with the opportunity to demonstrate their potential, attract new buyers and customers, establish effective communication with the professional community, and engage with representatives from government agencies. The main purpose of the event is to introduce Russian consumers to new and interesting companies and demonstrate that high-quality and modern repairs are available to a wide range of consumers.

Dear Mr. Omer Kerman, we kindly invite you to participate in the organization of a national stand with an exposition of corresponding manufacturers from your country. The Organizing Committee provides ready-made stands and exhibition area free of charge to accommodate participants.

Please let us know if you are interested in this opportunity. We will be glad to see you at the event in person, where you can get the firsthand experience and foresee the prospects for your country's extended participation in the Moscow Interior and Design Week.

For additional information on participation in the event, please contact:

Ekaterina Kiva, Head of international department

+7 (963) 691-36-14, international@mwdi.ru

With sincere respect,

Director General

A.I. Parabuchev

May 6-9, 2024

VDNH EXPO, Pavilion No. 75

MOSCOW **interior** **and design** **week**

AVAILABLE RENOVATIONS.
FINE ENVIRONMENT

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EVENT CARD

Target Audience

Muscovites and guests of
the capital

Dates

May 6-9, 2024

Site

VDNH EXPO, Pavilion No. 75

**Address: Moscow, Prospect Mira,
119**

Area: 24 000 m²



MOSCOW interior and design week

Concept



CURRENT SITUATION

In 2023, Russians recorded* an increase in the purchase of furniture, construction and finishing materials from the economy segment

37%

Demand for services from the “repair and construction” category in the budget segment increased by 37%*. The top services include “finishing works”, “tile work”, “windows, glazing, balconies”, “construction and installation works”, “turnkey repairs”.

40%

Russians plan** to renovate their apartment or house by the end of 2024

29%

Russians want** to completely renovate the interior of their apartment or house by the end of 2024

CONCEPT



“AFFORDABLE RENOVATIONS AND FINE ENVIRONMENT”

main theme of Moscow Interior and Design Week in spring 2024

The exhibition will bring together on one site all related areas of the industry: from furniture and interior solutions, to construction and finishing materials, engineering systems and structural elements (windows, doors).

The main idea is **to demonstrate that high-quality repairs are available to a wide range of consumers with different budgets.**

750

number of participating companies
(online+offline)

the number of exhibitors has more than doubled*

30

number of international participating companies

the number of international participants has more than doubled*

220 000

number of event guests

Total amount of agreements and sales at the end of the event
(during the period of the event and the next 6 months)

₽10 billion

PARTNERS



Mapket

OZON



Avito

*compared to event in autumn 2022

GOALS



B2C

/// Introduce Muscovites and guests of the capital to the widest variety of renovation, design and interior arrangement options for any budget

/// Gather an impressive range of new products from more than 400 Russian and foreign brands on one site

/// Provide an opportunity for the guests to buy products from relative manufacturers in different price categories

B2B

/// Build partnerships between all players in key market segments - furniture production, building materials and components, construction and renovation, design - to strengthen production chains, improve product quality, raise standards and meet customer needs

/// Provide a platform for mutually beneficial negotiations on the best supply conditions, exchange of experience and communication with Russian and foreign colleagues

MOSCOW interior and design week

Exhibition

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INTERNATIONAL ALLEY



The International Alley will showcase the diversity of interior design industry opportunities and design traditions from around the world.

Visitors will be able to experience the unique cultural characteristics of different countries and use this experience in their own interiors.

The exhibition will include home furnishings, textiles, crafts and art from different cultures.

The Organizing Committee provides ready-made stands and exhibition area free of charge for relative international manufacturers, designers, architects etc.

EXPECTED KPI

Number of international participating companies

October 2023 fact

30

May 2024 plan*

45

Geography

India, Turkey, Iran, China, UAE, Belarus, Uzbekistan, Kazakhstan, Armenia, Kyrgyzstan, Italy, Peru, Brazil, Serbia, South Africa

MOSCOW interior and design week

BUSINESS AND EDUCATIONAL PROGRAMS

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BUSINESS PROGRAM

KPIs:

4

business program
days

>100

thematic
sessions

>150

industry speakers

>20

international
speakers

Lectures and master classes

A series of discussions aimed at providing professionals and aspiring professionals with the valuable knowledge, insights and skills needed to succeed in the interior design industry. Participants will learn to understand colors, choose materials, manage space and create stylish accents in their interiors under the supervision of experienced designers.

Buyer's sessions

Special sessions for potential distributors. Organizing meetings of exhibitors and guests interested in cooperation at the exhibition pavilion.

Consultation points

Guests will receive personal advice from experienced designers. They will help develop individual plans for the ideal interior, taking into account the preferences and budget of each client.



EDUCATIONAL PROGRAM

MOSCOW
interior
and design
week

Possible formats of the educational program:

1



Consultations on the design and renovation of small spaces

An additional exhibition where designers will present ideas and solutions for optimal use of small spaces, making them functional, stylish and comfortable. **When registering on the website, visitors will also be able to receive a guide from the event's Expert Council on how to make even a small studio practical and beautiful.**

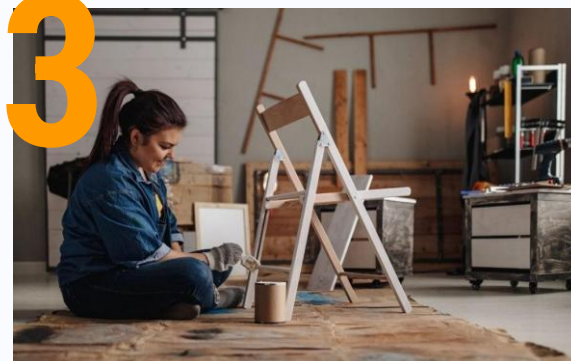
2



Tour of the exhibition from interior designers

By appointment, industry experts and interior decorators will **give guests excursions along the "stylistic alleys", talk in detail about the features of design trends and give practical advice on how to make beautiful and inexpensive renovations.**

3



Interactive show "Art in Design"

We show how fine art, such as painting, sculpture and photography, can become part of the interior. **Together with artists, photographers, and decorators, we create original compositions for the interior of a house or apartment.**



Ekaterina Kiva
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