



**KARADENİZ İHRACATÇI BİRLİKLERİ  
GENEL SEKRETERLİĞİ**

**Sayı** : 35649853-TİM.KİB.GSK.TEŞVİK.2024/321-550

Giresun, 12/02/2024

**Konu** : Moskova Interior And Design Week Fuarı

**E-POSTA**

**KARADENİZ İHRACATÇI BİRLİKLERİ ÜYELERİNE SİRKÜLER  
2024/104**

Sayın üyemiz,

Moskova Ticaret Müşavirliğinin bir yazısına atfen, T.C. Ticaret Bakanlığı İhracat Genel Müdürlüğünden alınan 09/02/2024 tarih 93834821 sayılı 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 belirtilmekte olup, fuarda ülkemizden katılım sağlayacak firmalara bedava boş alan ya da hazır stantlı alanın bilabedel tahsis edileceğine ilişkin belgeler ilişik bulunmaktadır.

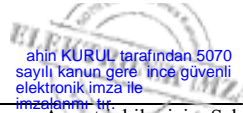
Bilgilerinize sunarız.

*e-imzalıdır*  
**Şahin KURUL**  
**Genel Sekreter a.**  
**Şube Müdürü**

**EKLER:**

**EkI:** Moscow Interior And Design Week Adlı Fuar Hk Mektup (2 Sayfa)

**EkII:** Moscow Interior And Design Week Adlı Fuar Sunumu (1 Sayfa)



**Karadeniz İhracatçı Birlikleri Genel Sekreterliği**  
Atatürk Bulvarı No:19/E PK.51 28200 GİRESUN  
Telefon: 0.454.2162426 (PBX)  
Faks: 0.454.2164842-2168890  
e-posta: kib@kib.org.tr Kep: kib@hs01.kep.tr  
Web : www.kib.org.tr

Ayrıntılı bilgi için: Şahin KURUL – Şube Müdürü









# 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

\*YouDo.com analytics, 2023

\*\*Collaborative survey of «Работа.ру» and «Ремонт со Сберуслугами» services, 2023

# 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  Market  

\*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**



# 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

	October 2023 fact	May 2024 plan*
Number of international participating companies	30	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**



KPIs:

**4**

business program  
days

**>100**

thematic  
sessions

**>150**

industry speakers

**>20**

international  
speakers

## BUSINESS PROGRAM



### 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

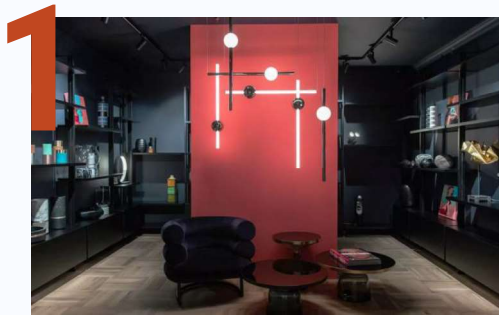
Guests will receive personal advice from experienced designers. They will help develop individual plans for the ideal interior, taking into account the preferences and budget of each client.



# EDUCATIONAL PROGRAM

Moscow  
interior  
and design  
week

Possible formats of the educational program:



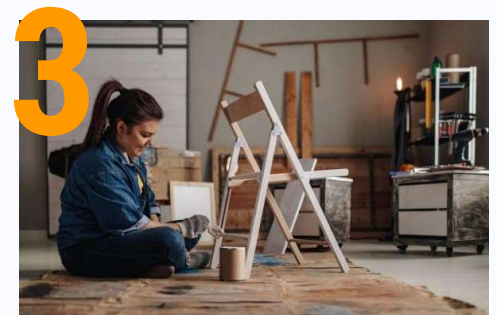
## 1 Consultations on the design and renovation of small spaces

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.**

**MOSCOW**  
**interior**  
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**week**

Ekaterina Kiva  
Head of International relations  
department  
tel: + 7(963)-691-36-14  
email: [international@mwdi.ru](mailto:international@mwdi.ru)

