

**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 stanlı 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)

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Şahin KURUL tarafından 5070
sayılı kanun gereğince güvenli
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imzalandı. tr

Ayrıntılı bilgi için: Şahin KURUL – Şube Müdürü



**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 handwritten signature in blue ink, consisting of a large, stylized 'A' followed by a series of loops and a final stroke.

A.I. Parabuchev

May 6-9, 2024

VDNH EXPO, Pavilion No. 75

MOSCOW	—
interior	
and design	
week	

AVAILABLE RENOVATIONS.
FINE ENVIRONMENT





EVENT CARD

Target Audience	Dates	Site
Muscovites and guests of the capital	May 6-9, 2024	VDNH EXPO, Pavilion No. 75

Address: Moscow, Prospect Mira, 119

Area: 24 000 m²



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interior
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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

*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   

*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

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interior
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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

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**BUSINESS AND
EDUCATIONAL PROGRAMS**



KPIs:

4

business program
days

>100

thematic
sessions

>150

industry speakers

>20

international
speakers

BUSINESS PROGRAM

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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

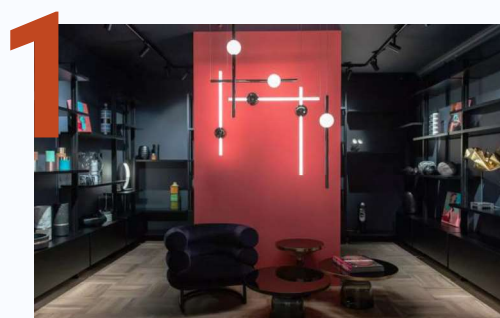
Guests will receive personal advice from experienced designers. They will help develop individual plans for the ideal interior, taking into account the preferences and budget of each client.



EDUCATIONAL PROGRAM

Moscow
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Possible formats of the educational program:



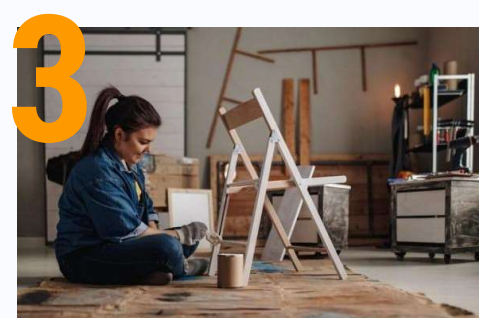
1 Consultations on the design and renovation of small spaces

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.**



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