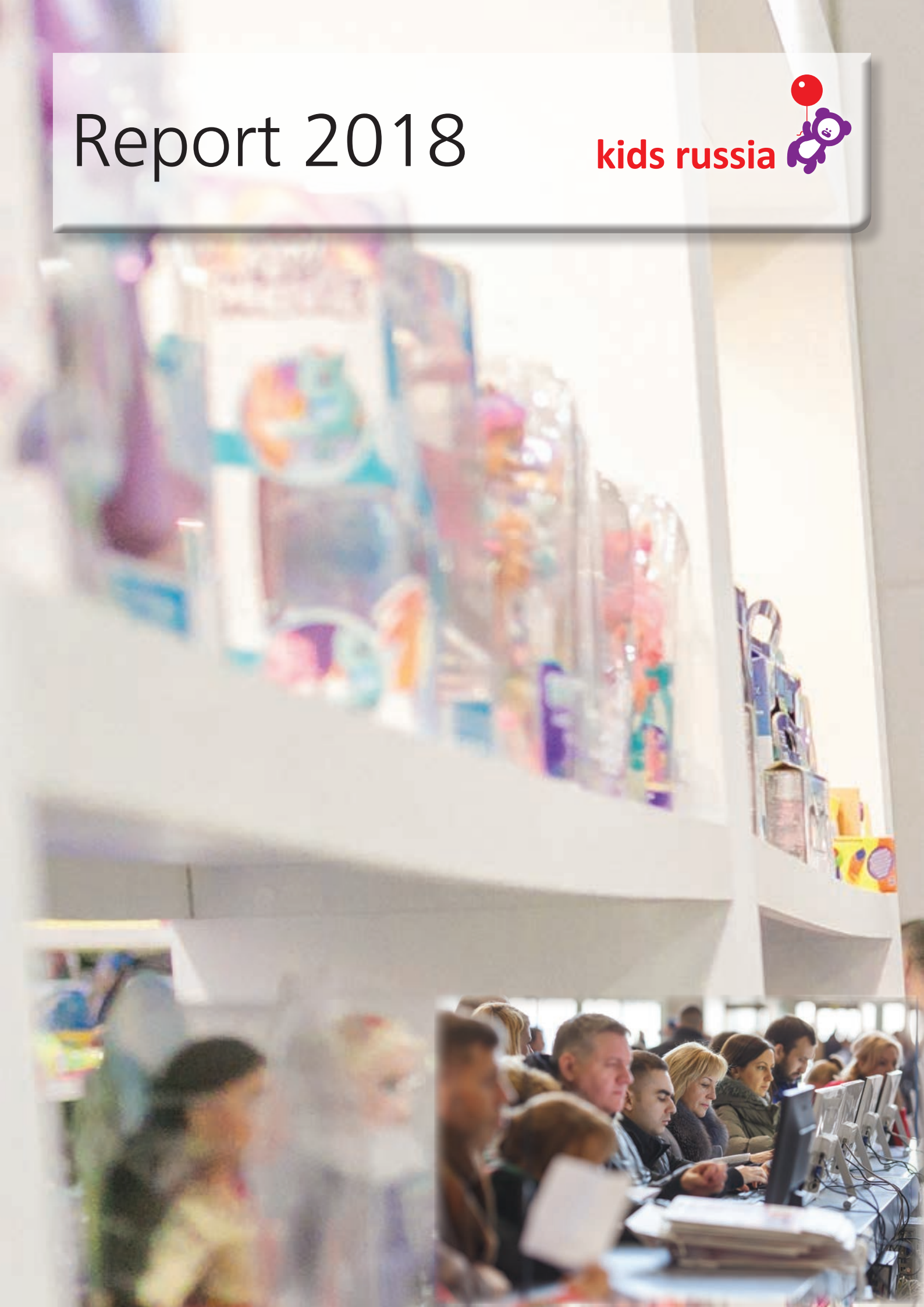


Report 2018



Exhibitors

| | 2018 | 2017 |
|--------------------------|----------------------|------|
| TOTAL: | 240 | 242 |
| National: | 219 | 218 |
| International: | 21 | 24 |
| No countries: | 13 | 12 |
| Exhibition space: | 9.000 M ² | |

71,0%

of exhibitors intend to participate in Kids Russia 2019

41,0%

of new exhibitors (2017: 35%).

TOP-5

reasons to participate at Kids Russia:

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

*"It is not our first time nor the first year at Kids Russia. The goods of our company and the topic of the exhibition fit each other in a best way possible and perfectly match each other. The fair itself is very efficient for us, we are happy to take part in it. **This year Gamma Trading House has become the General Partner of the Fair.** New products are successful, and we can see it by the large input stream and the number of contacts. This makes us very enthusiastic and gives us energy to continue to do our work and put double effort to make it more productive and interesting for our customers."*

ARTYOM GOLOSOV, PR MANAGER FOR BOARD GAMES, GAMMA TRADING HOUSE – GENERAL PARTNER OF KIDS RUSSIA 2018

"We have selected all most creative, innovative and interesting things. We think that this fair is more emotional and more productive than it was last year. Our colleagues have collected many new profile questionnaires."

NATALYA ZHURAVLYOVA, HEAD OF TOYS WHOLESALE DEVELOPMENT STREAM, RUSBABY

MARKET LEADERS – PARTICIPANTS OF KIDS RUSSIA 2018

- Alt
- Azbukvarik, Publishing
- Baby Opt Group
- Bauer
- Budi Basa
- Burokrat
- City Toys
- Europa uno trade
- Fantazer
- Fizz Creations Ltd
- Gamma Trade Company
- Global Line Korea
- GratWest
- Lissi Dolls and Toys
- Nordplast
- Phoenix
- Photo-opt
- Polesie
- Premier-Igrushka
- Robins, Publishing
- Rosman
- Rusbaby
- Sima-land
- Smart
- Step Puzzle
- TNG
- TREFL
- Wooly World
- Zvezda



"We were delighted with the qualitative characteristics of the visitors. We have met our current clients and what's more important - we have made new business contacts."

OLGA POSEVA, HEAD OF THE SALES DEPARTMENT, DROFA-MEDIA

"We were pleased with the way the fair was organized. We saw a large number of visitors who are interested in working with us, got valuable feedback concerning our products and the current market toy and gift trends in Russia. We consider the opportunity to participate in the exhibition next year."

JOLANTA ARONEN, HEAD OF INTERNATIONAL SALES, FIZZ CREATIONS LTD.

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

DMITRY FOKIN, CEO, FUN DISTRIBUTION

Visitors

| | 2018 | 2017 |
|----------------------|---------------------|--------|
| TOTAL: | 10.456 | 11.618 |
| Unique: | 6.087 | 6.957 |
| Specialists: | 97% | 96% |
| New visitors: | 26,7% (2017: 24,3%) | |



78,0%

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

74,2%

of visitors **expressed confidence to visit Kids Russia 2019**

TOP-5 reasons to visit Kids Russia:

1. Search for new products
2. General market overview
3. Search for mass manufacturing
4. Search for quality products
5. Maintain existing business contacts

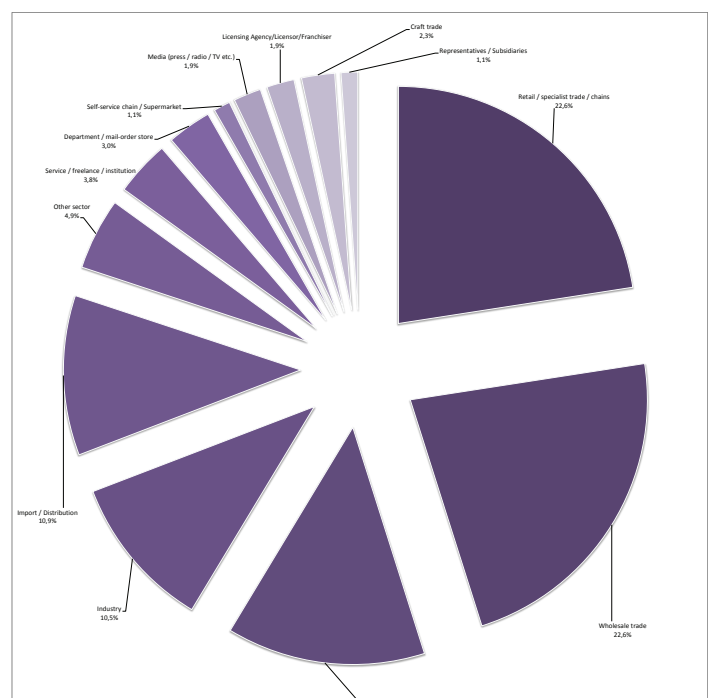
Quality of visitors

Make the final decision on the procurement: 39%

Make a decision together with other participants: 34%

Perform the role of a consultant: 18%

TRADE VISITORS FROM ALL SECTORS





Licensing World Russia

24 companies from Russia, UK, Italy and South Korea presented the exposition at **Licensing World Russia 2018**. All key copyright holders and licensing agencies running their business in Russia were among the participants.

"It was the first time for many years that Soyuzmultfilm was so widely and actively featured at the license fair. I am very glad that we are the general partner of Licensing World Russia, because for us it is important in terms of communications with license holders and companies working in the area of goods for children. It is great that Russian manufacturers and Russian animation studios can announce themselves so brightly and on a high-quality level. We are grateful to the exhibition organizer for this"

YULIANA SLASHCHEVA, THE CHAIRWOMAN OF THE MANAGEMENT BOARD OF SOYUZMULTFILM – THE GENERAL PARTNER OF Licensing World Russia 2018

NEW PRODUCTS CENTER WHAT'S NEW!



Special zones of Kids Russia 2018 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.

New Products Center What's New! traditionally demonstrated the most noticeable innovative products and industry achievements. Visitors show a continuous interest in the market of toys for children, books, learning and board games, modern design, goods for hobby and creative activities. The goods for sport and outdoor activities become more and more popular.

BUSINESS FORUM

The organizers presented an updated and eventful business agenda, which allowed its participants to visit unique events, including the one that holds a special place among them – Retailer Forum **"Children's Goods Retail Secrets"**, as well as get new experience and knowledge in the sphere of goods for kids and licensing area.

Industry experts shared their actual analytical data, best practices and business cases with market professionals.



Международная специализированная выставка товаров для детей

International Trade Fair for our Children's World

12 – 14 Марта 2019

12 – 14 Mar 2019

www.kidsrussia.ru

ORGANIZER

GRAND EXPO, JSC 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

