

kids russia
MOSCOW 20 – 22 Apr 2021

TOYS & KIDS

ПКФ
РОССИЙСКИЙ КАНЦЕЛЯРСКИЙ ФОРУМ

STATIONERY

**Licensing
World
Russia**
MOSCOW

LICENSING

Report 2021



Visitors

2021

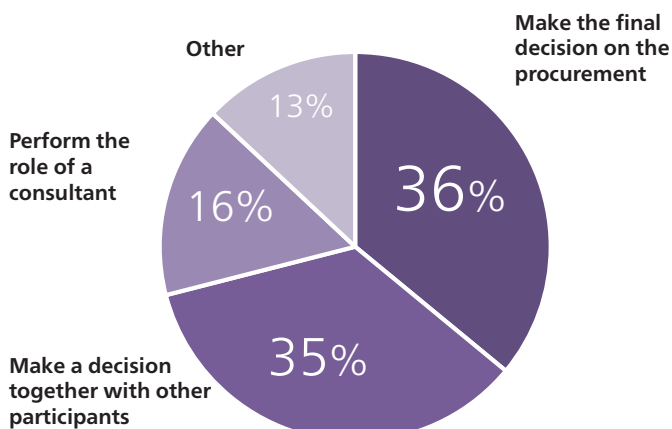
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Unique: 6.478

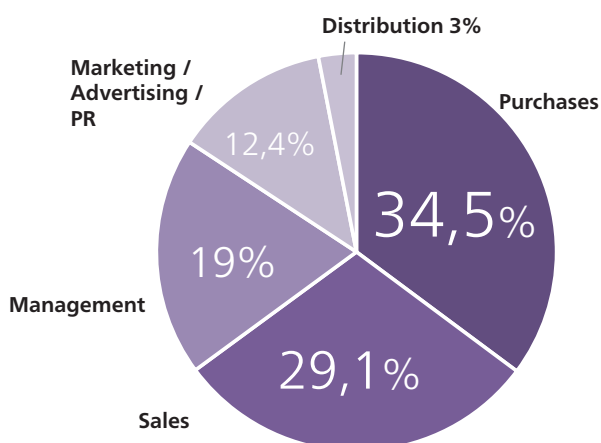
37,1%

new visitors

QUALITY OF VISITORS



FIELD OF BUSINESS ACTIVITY

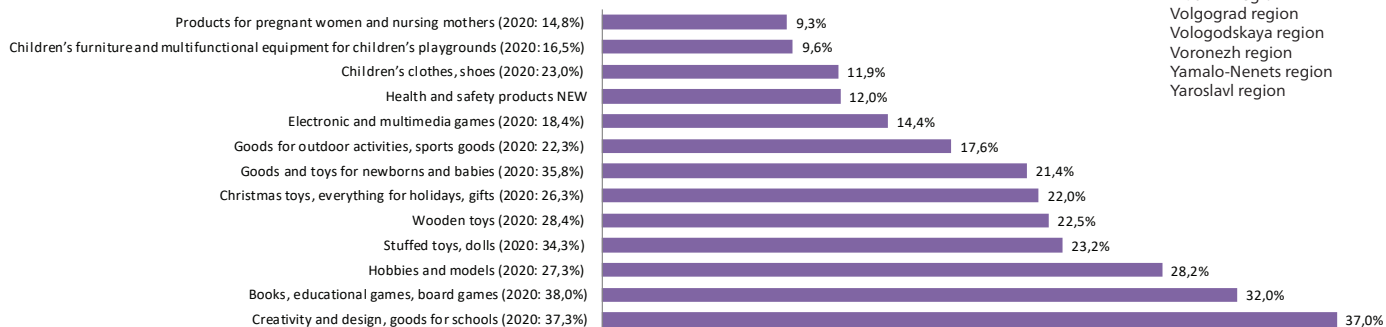


PRODUCT GROUPS

STATIONERY



TOYS & KIDS



GEOGRAPHY OF VISITORS

BY COUNTRIES: 22

Abkhazia	China	Moldova
Armenia	France	Netherlands
Azerbaijan	Italy	Spain
Belarus	Japan	Russia
Bulgaria	Kazakhstan	Tajikistan
Germany	Kyrgyzstan	UAE
Great Britain	Latvia	Ukraine
		USA

BY REGIONS OF RUSSIA

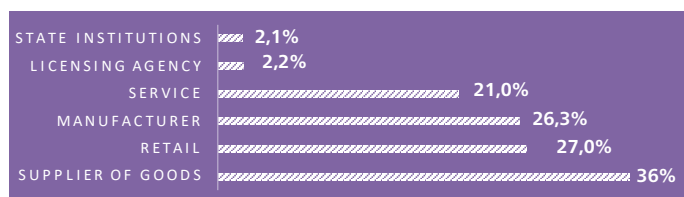
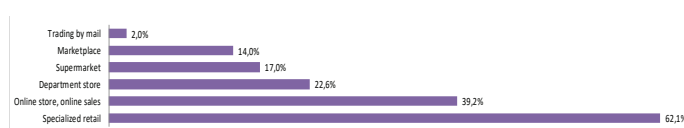
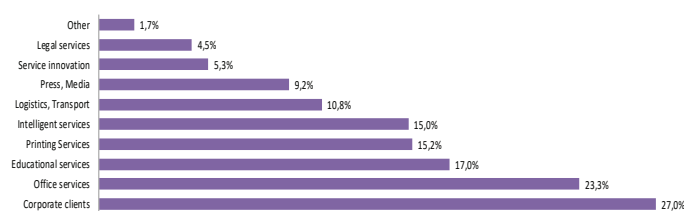
70,7% – Moscow and Moscow region
29,3% – other 72 regions of Russia:

Altai region	Lipetsk region	The Republic of Bashkortostan
Astrakhan region	Magadan Region	The Republic of Buryatia
Belgorod region	Nizhny Novgorod Region	The Republic of Chechnya
Bryansk region	Novgorod region	The Republic of Crimea
Chelyabinsk region	Novosibirsk region	The Republic of Dagestan
Chuvash Republic	Omsk region	The Republic of Ingushetia
Irkutsk region	Orenburg region	The Republic of Kalmykia
Ivanovo region	Oryol Region	The Republic of Karelia
Kabardino-Balkar Republic	Penza region	The Republic of Khakassia
Kaliningrad region	Perm region	The Republic of Komi
Kaluga region	Primorsky region	The Republic of Mari El
Kamchatka region	Pskov region	The Republic of Mordovia
Kemerovo region	Rostov region	The Republic of North Ossetia (Alania)
Khabarovsk region	Ryazan region	The Republic of Sakha (Yakutia)
Khanty-Mansiysk - Yugra region	Sakhalin region	The Republic of Tatarstan
Kirov region	Samara region	The Republic of Tyva
Kostroma region	Saratov region	The Republic of Udmurtia
Krasnodar region	Smolensk region	Tomsk region
Kursk region	Stavropol region	Transbaikalia region
Leningrad region	Sverdlovsk region	Tula region
	Tambov region	Tver region
	The Republic of Adygea	Tyumen region
		Ulyanovsk region
		Vladimir region
		Vologodskaya region
		Voronezh region
		Yamalo-Nenets region
		Yaroslavl region

5,05

satisfaction rating

with visiting the KRU & LWR
and the Russian Stationery Forum 2021
(on a scale of 6 = very successful to 1 = very unsuccessful)

TRADE VISITORS FROM ALL SECTORS**SUPPLIER OF GOODS****RETAIL****MANUFACTURER****SERVICE**

92,3%

of visitors expressed
**confidence to visit Kids Russia
2022**

«Kids Russia is a springboard for business development, a possibility for a start-up company to become a big business.»

Alexander DUBATOVKA, project manager, Dubi

«Thanks to the fair there were a lot of interesting meetings. It's like a breath of fresh air. It's always important to meet offline because live communication is always different. Really happy that we have finally met with partners, we were waiting for the fair.»

Alexander SHEVCHENKO, Key clients Manager, Hey Clay (Zalipaki)

«Traditionally for our industry, the fair is a place where we all meet, communicate, learn what new things happen, what has changed and how different companies feel. Licensees reserve special days for coming, talks, sign new contracts. Everybody really missed live communication.»

Marina SEMENIKHINA, Official Representative of Licensing International in Russia

«The exhibition is beautiful, everything works, everything is fine, many thanks to the organizers. We always work to attract more visitors to our booth.»

Sergey BORISKIN, Special Projects Manager, educational projects studio Banda Umnikov

«We take part in this fair for the first time, the organizers have helped us a lot, and we are very grateful. Offline communication remains a key element for making deals and for brand development. Licensing exhibition is the main way to present our projects to manufacturers, licensees, colleagues and partners. After the fair there comes a very productive time, we manage to conclude deals and contracts.»

Natalia Ivanova-Dostoevskaya, Deputy general producer for the development of animation business, Red Carpet Studio

«It's nice to see the revival that we see now. More people understand that a business should work offline, and I would like to note that Kids Russia has pleased with the number of visitors and unexpectedly has turned out to be full-fledged event, practically comparable with the pre-pandemic level.»

Vladislav Dryakhlov, Product Development Manager of the company «Academy Holding»

«The first time we exhibited at Kids Russia 2020, it was our debut. Compared to the last year, there are much more people, the tables at the booth are busy all the time. I think next time we need more space - see you at the next fair!»

Natalia Zhuravleva, General Director, Lansy

«The exhibition has turned out to be bright, beautiful and interesting. On the issue of organization, everything was at the high level, we are satisfied. Kids Russia is needed as a platform for opinions exchanging, to see where the market is going, to talk about cooperation.»

Tatiana Nikolaeva, brand manager, Avalon, Konyasha trademark

«This year we have made a decision on participation in the fair at the last moment, the organizers have provided all service. Our stand has showed quite good attendance results, we can state that the efficiency of offline activities has been restored. We always liked an opportunity to meet with the licensors, we have a very large catalog of licensed products, and this time the combination with the Stationery Forum is so fruitful, this has significantly increases traffic and given an opportunity to meet fundamentally new customers.»

Olga Zueva, Head of Commercial Department, ND PLAY

Exhibitors

2021

TOTAL:	91
National:	86
International:	5
No countries:	4
Exhibition space :	4.163 m ²

5,52

**evaluation of the fair partnership
between KRU & LWR and
the Russian Stationery Forum 2021**

(on a scale of 6 = very successful to 1 = very unsuccessful)

44,0%

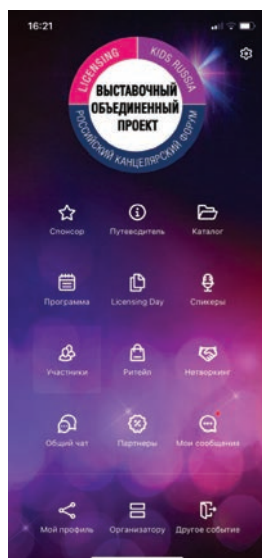
new exhibitors

96,0%

of exhibitors stated their
**intention to participate in the fair
in 2022**

MOBILE APP

First for all registered participants of the Fair a mobile application based on digital platform Event.Rocks was available. Mobile functionality of the application is so simple and intuitive that it is became a reliable assistant and significantly expanded business opportunities for participants: **networking**, including meetings with retail and marketplaces - participants of the Retail Center, events and business programs, **online catalog, guide and hall plan** to find exhibitors quickly.



«I always like this fair space, where you can show yourself and look at others. Everything is presented here: new items, trends, brands! And most importantly, we wildly miss normal communication, without one and a half meters, without masks. Although safety measures are observed at the fair, we are very happy to be here and communicate with colleagues, manufacturers, partners, friends.»

**Oleg Roy, screenwriter, writer, producer, animation
Great Frame Bureau**

«Despite the general situation, we were not doubted for a second to participate or not, besides, this is the only licensed exhibition for our industry. And we are not sorry! This year, at this exhibition, we announced the release of the full-length film «Barboskins», this will happen in the fall of 2022.»

Lyudmila Tsoi, Head of the Licensing Agency Melnitsa

«We are very pleased to exhibit at Kids Russia and that RKF is in the next hall. We feel quite comfortable, in our element, we are even kind of a center of attraction. We had planned meetings in advance, but here, at the exhibition, there are new children's shops and a lot of retail.»

Igor Zaitsev, Sales Director, Trading House Gamma

«We have been participated in Kids Russia and Licensing World Russia for so many years. This year, the fair has justified all our expectations. We had a lot of productive meetings, and I think this period is not over yet. We plan to take part in the fair next year and invite all guests to visit the next fair in 2022. Such offline sites are effective because you can hold a number of meetings in a limited amount of time. It is convenient and interesting for everyone.»

**Daria Gakova, Senior License Manager for
Russia and CIS, Animaccord**

«We have deferred all our events into online and today we have our first offline event for the year. To be honest, we expected that the fair would be empty this year. When I arrived here in the morning, then made my way to the stand with difficulty and realized that participating was worth it. Many thanks to the organizers. We plan to take part in the next Kids Russia fair and Licensing World Russia and wish it to be even better than now.»

Denis Kulakov, CEO of Licensing Agency b4r

KEY EXPOSITION, EVENTS AND TOPICS



BUSINESS PROGRAM

Traditionally the business program became the most key business event of the fair. For two days in the conference hall **11 thematic events** were held, **30 speakers** were involved.

Topics: overview of the children's goods market, sales geography, actual analytics for the Russian licensed industries, e-commerce trends and new consumers habits. Analytics and forecasts were presented by research companies IPSOS, GFK, DATA INSIGHT, THE NPD GROUP, EUROMONITOR INTERNATIONAL, for the first time NIELSEN RUSSIA took part in the program, analytical center NAFI and SBER.ANALITIKA.

Unique session for baby products suppliers **«RETAIL & E-COMMERCE»** was dedicated to trends and the basics of correct work on marketplaces. Market experts shared their unique practical experience: INGATE, OZON, BAKER AND MAKENZI, BEST TOYS.

LICENSING DAY

In the special educational program **LICENSING SCHOOL** for suppliers and beginners licensees, practitioners talked about basics of licensing activities and shared successful cases in all essential aspects of licensing business. The session was attended by: MELNITSA, B4R, STS MEDIA, MEDIARIGHTS. The highlight of the business program was the exclusive presentation of the new licensed project CLASSIC DOLLS and the main answer to the question "How to turn Soviet images into fashion icons". The project was presented by Natalia Leon an ideologist and a founder of LA Leon Fashion.

Companies B4R, ANIMACCORD, VIACOMCBS, MELNITSA, RED CARPET STUDIO and OLEG ROY writer, General producer of animation bureau GREAT FRAME presented new animation brands, unique formats and licensing programs.

RETAIL CENTER

Business platform for establishing of direct contacts between suppliers of children's and licensed goods and buyers from federal and regional retail networks and marketplaces. Official operator was a magazine about retail trade «Point of Sale».

RETAIL CENTER participants: GULLIVER, A-TOY, UTKONOS, LAND OF GAVROCHIA, Daughters-Sons, 38 PARROTS, SPAR, LITTLE SOCRATES, SCHOOL of SEVEN GNOME, GOOD CHOICE, YANDEX MARKET, YOUR HOUSE, SIMA-LAND, PTENTSY MARKET, OZON, Spar Kaliningrad, GERDA AND KAI, FUNNY CAT, ALIEXPRESS RUSSIA, HELPTOMAMA, MAMSY, MY-SHOP, TUKATUKI, VOTONYA, Svetofor, TD «DUSLYK».

27 federal and regional retail chains were present offline or/and online



WHAT'S NEW!

BRAND PRODUCT GALLERY

Visitors were able to get to know the main novelties of the season at the New Products Center and Licensed products Center from leading Russian manufacturers in the BRAND PRODUCT GALLERY.



CHARACTER PARADE

Traditionally, on the first day of the fair, guests and participants took an active part in the most spectacular event - an enchanting show mascots parade - to take a selfie with their favorite heroes and characters as a souvenir – and to get a powerful charge of positive emotions.



Licensing World Russia

MOSCOW

SEE YOU 1 - 3 M A P T A 2 0 2 2

Trend
Your Brand.
Brand Your
Product!

FASHION
& LIFESTYLE

DESIGN,
HERITAGE
& ART

CORPORATE
BRANDS
& AGENTS

CHARACTERS
& ENTERTAINMENT



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LICENSING SHOW № 1 IN RUSSIA, CIS AND EASTERN EUROPE

Organizer: GRAND EXPO is the leading professional fair & marketing service provider in Russia and CIS with longstanding working experience. GRAND EXPO portfolio includes 2 major annual events: the B2B International Trade Fair for our Children's World KIDS RUSSIA (Moscow) and LICENSING WORLD RUSSIA (Moscow)



kids russia

MOSCOW CROCUS EXPO 2022



**SEE YOU AGAIN
ON THE MAIN
CROSS-SECTORAL
SPRING EVENT
1-3 MARCH 2022**

www.kidsrussia.ru