

MARCH 18–20, 2025

RUSSIA, MOSCOW, CROCUS EXPO



**INTERNATIONAL SPECIALISED EXHIBITION
OF TOYS AND GAMES, CRAFT PRODUCTS AND STATIONERY**



toys-SKU
for retail chains & marketplaces

Organizer:
CORPORATE GROUP
MAYER



www.igrushka-market.ru/en/

Venue:

CROCUS EXPO
International Exhibition Center



THE SPECIALIZED HUGE SALON TOY MARKET

offers the manufacturers and distributors to expand the representation of your products among Russian and Middle Asia retail chains and marketplaces

OPPORTUNITIES AND BENEFITS OF PARTICIPATION

- Effective contacts with buyers who are looking for new suppliers at exhibitions
- High quality of visitor audience and direct contacts with buyers of children's goods
- New distributors of your products and geographic expansion of your products throughout Russia
- Contracts with leading Russian retailers and children's goods stores
- New niches for the supply of your goods
- Participation support program: special mailings to interested distributors of product catalog and/or other information about products, company and commercial offers, and organization of meetings with potential partners within the session of personal meetings BUYER-SUPPLIER.



PARTICIPATION SUPPORT PROGRAM:

- Special mailings to interested distributors of a product catalog and/or other information about the product, company, commercial offers, as well as organizing business meetings with potential partners within the framework of the «BUYER-SUPPLIER» session.
- The permanent platform www.expo-retail.ru provides online interaction between participants and visitors, introduces premieres and new products of upcoming events in advance, and makes it possible to schedule meetings at participants' stands.

KEY SECTIONS:

- Soft, mechanical, wooden, and plastic toys
- Interactive, educational and developing toys, board games
- Dolls, doll houses and accessories
- Puzzles, mindgames
- Hobby, craft and design
- Stationery and school supplies
- Children's carnival and stage costumes, masks, everything for funs and practical jokes



BUSINESS PROGRAM

ALL-RUSSIAN INDUSTRY FORUM «SUPPLIER OF CHILDREN’S TOYS TO RETAIL CHAINS»
NEGOTIATIONS AND B2B MEETINGS «BUYER-SUPPLIER»

**INTEREST OF PROFESSIONAL VISITORS
TO THE SECTOR OF TOYS**

Toys	74%
Gifts	65%
New Year and Christmas goods	48%
Festive decoration	44%
Stationery	39%



THE SALON IS VISITED BY BUYERS FROM



>85
regions
of Russia



>50
countries



VISITOR PROFILE

- owners and general directors of children stores
- top managers and purchasing directors of the leading retailers
- individual entrepreneurs
- private label managers
- wholesale companies representatives
- books and stationery stores

VISITORS OF THE EXHIBITION are buyers of the leading marketplaces, internet shops and federal and regional retail chains, children stores:

Aist, DNS, Familia, FIX Price, Gulliver, Hamleys, HOFF, Kari KIDS, Kids4Kids, Lamoda, Metro, OZON, Rich Family, Wildberries, Biblio Globus, Bubble Gum, WINNIE, VotOnla, Detskiy mir, Dochky Sinochky, Kangaroo, Komus, Korablik, Leroy Merlin, Lvionok, Moscow House of Books, Russian Post, SberMarket, Stockmann, Tvooy Dom, Yandex.Market, and many others.



CONTACTS:

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