



МИНПРОМТОРГ  
РОССИИ



# MosShoes 85: the results of autumn edition, 2021

AUGUST, THE 30TH –  
SEPTEMBER, THE 2ND, 2021

MOSCOW, GOSTINY DVOR



From August 30 to September 2, 2021, the 85th International Exhibition MosShoes was held in Gostiny Dvor in Moscow. The exhibition is supported by the Ministry of Industry and Trade of the Russian Federation, the Russian Tanning and Shoe Union, regional governments and is an active platform for dialogue between the authorities and shoe business.

Producers of footwear, accessories, as well as leather, components and equipment from Russia, Turkey, China, Italy, the Republic of Belarus and Uzbekistan participated in autumn exhibition. **About 4500 thousand specialists from 67 regions of Russia visited the exhibition.** We have observed the increase in the number of visitors from the regions, with a significant part of those who came to MosShoes for the first time, as well as the percentage growth of professionals involved in Internet trading. There is a tendency for presence of retail representatives selling clothing at MosShoes.

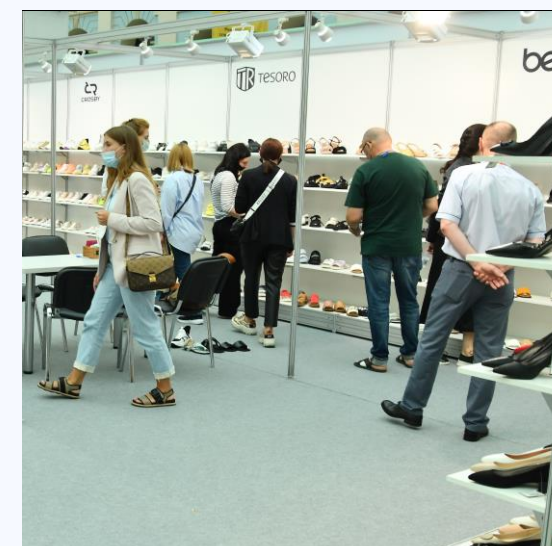




**Russian producers and distributors** presented collections SS2022 of men and women footwear of well-known and new brands – Crosby, Grunberg, Keddo, Betsy, Tesoro, Lekroy, Danvest, Romer, Tapaki, Comecity, Gans, Slimen-Style, Iridson, Boff, Artman, Adam, Bas-Shoes, Giotto, Trek, Sigma, Nordman, Enova and others.

It's notable that Russian producers emphasize the use of high-quality **natural raw materials of domestic production**, they pay great attention to design, and also strive to make their footwear comfortable and practical for customers

**The Ministry of Industry and Trade of Russia** actively supports leading Russian producers of leather and footwear and promotes their production at the International Exhibition MosShoes. Under the patronage of the Ministry of Industry and Trade of Russia, such companies as TREK, Best Step, Zebra, Nordman, TOTTO, Sigma, Romer, Comecity, Ortomoda presented their collections.



Wide range of **children's and teenage footwear** from Russia, Turkey and Uzbekistan was also presented at Mosshoes. The organizing committee always pays special attention to the exposition of kids footwear. Such companies as Zebra, Indigo Kids, Totta, Bottilini, NewGen, Bumi, Vodi Shoes, Lotus, Nordman, Keddo, Betsy, Crosby, Orthomoda and others presented their collections.

With great interest and attention the participants took the initiative of the organizers to attract top managers of Detsky Mir marketplace to discuss vital issues and have individual consultations related to e-commerce. During next editions MosShoes management plans to organize the meetings for the participants-producers of children's footwear with the heads of purchasing department from regional specialized multi-format retail chains.







The Ministry of Industry and Trade of the Republic of Dagestan initiated the presence of a collective booth of footwear producers, since factories are actively working in the region. The following companies presented their products at MosShoes 85 - Slimen-Style, Hans, Iridson, Boff and Adam. **Production companies from Stavropol Krai** also had a collective booth, demonstrating modern high-quality footwear for adults and children (from moccasins to home slippers). Among these companies were Enova, Charoch and Bas-shoes.

It should be noted that there was a large exposition of men's, women's, children's footwear and accessories from Turkey at MosShoes exhibition. The products of Turkish companies are in great demand in Russia due to the optimal price-quality ratio.

Turkish producers use their own raw materials, Italian design and innovative technologies. Such brands as Twingo, Calvano, Levent Aksin, Saran, Lotus, Glamor Shoes, Oblavion and others presented their new collections.



Italian companies presented street footwear of new brand Sara Lopez, as well as the new collection of footwear De Fonseca made of natural leather. In addition, Spirale presented their collection of rubber footwear.

The export-import trade company Luoyang Beite of large enterprise from China presented footwear for everyday use.

The collective booth of Uzbekistan brought together factories producing footwear of such brands as Botir Muhammadali, Vodi-Shoes, Ravon Taraqiyot orzushi and Sitoni. Currently, leather, shoes under the name "Made in Uzbekistan" find their buyers on the markets of more than 30 countries in the world, including in Russia





**Exposition of bags and accessories** traditionally is called Mospel. In this section fashion accessories were presented by companies from Russia, Turkey and Belarus. Among them are: Analpa, Remos, Galanteya, Favorit, Bond, S.Lavia, Makey, Doublecity, Perchatkilux и др.

The main advantages of ANALPA brand bags are innovative materials, modern design and a wide color palette. The largest producer of leather goods in the Republic of Belarus, Galanteya introduced a wide range of bags under their own brand which are in good demand in Russia.

The booth with bags and accessories from Turkey with Bond Non and Tony Bellucci brands had a great interest among visitors of the exhibition. But not only the bags were the subjects of attention. **Wallets, gloves, wrinkles and other accessories** were presented in Mospel exposition.

The international exhibition MosShoes is **the only exhibition in Russia with the exposition “Leather and components”**. Factories from Russia, Italy, Turkey and Republic of Belarus participated in the last edition.

Representatives of well-known domestic tanneries, enterprises for the production of **chemical components, suppliers of accessories, components and equipment** came to MosShoes with commercial offers for manufacturers of footwear and leather goods. Among them: Vahrushi-Yuft, Caravan-SK, Minsk Tannery, Volga Tannery, Demo Italia, Компонент, Pulcra Chemicals, Stencom, Prodotti Alfa, Usak Cagri Kimya, Farben Kimya, Ozgul Ambalaj, Sporttex, Башира, Cihan Kimya, Shebekinskaya Industrialnaya Kimya, Nakro, Gran, Fenice, Russkaya Kozha and others.

Russkaya Kozha JSC demonstrated the samples of leather produced at the request of the Ministry of Industry and Trade of Russia according to the "recipes" of our ancient ancestors.

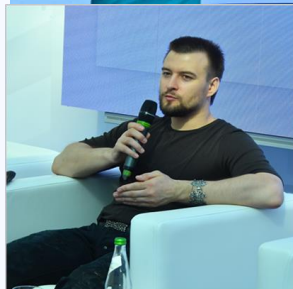




**Business program** at MosShoes 85 was diverse. From the very beginning the aim of the organizers was to consider interests both of footwear and accessories distributors and the producers. Therefore, in the framework of Shoes Retail Congress, **many completely different events took place**. The announced program aroused great interest. Participants and guests of the exhibition positively noted key topics related to e-commerce being the most relevant nowadays.

**At the Plenary session with the participation of the Ministry of Industry and Trade of Russia management** "Russian leather and shoe market: the way to sustainable development in actual conditions," the following issues were discussed: analysis of the footwear market, measures of government support, overcoming the crisis of demand reduction, footwear labeling and others.





**The Round table** "Leather and footwear industry of the EAEU. Achievements. Perspectives." gathered a large number of specialists. There were two main issues on the agenda: collaboration and cooperation of leather and footwear companies of the Eurasian Economic Union, as well as perspectives for the introduction of mandatory marking for footwear products on the territory of the EAEU countries.

At the end of the round table, a **Memorandum of Cooperation** between the Association of Light Industry Enterprises of the Republic of Belarus and the Russian Tanning and Shoe Union in a solemn atmosphere.

At MosShoes 85, **seminars and workshops** on advertising in Internet and promoting on social networks were held, they also talked about predicting trends and customer desires, about the specifics of trade on marketplaces and about the features of selling children's footwear.



The **e-commerce day** included speeches by experts from popular marketplaces and individual consultations of top managers of Wildberries, Ozon, Detsky Mir and Lamoda for producers and distributors. How to organize sales in Internet, how to cooperate with sellers, what is necessary to know about the commission and the terms of the contract - these issues were especially interesting to listeners.

The event, which was supported by the Association of Internet Trading Companies (AKIT), aroused keen interest among MosShoes participants not only from Russia, but also from Turkey and Italy.





#### **4 526 customers visited MosShoes 85.**

The past MosShoes exhibition showed that offline events on the market of footwear, bags and accessories continue to be the most effective tool for presenting products, business communications and signing contracts. MosShoes organizers are attentive to the needs of exhibitors and visitors and plan to develop the theme of electronic commerce, as well as other actual topics demanded by the target audience.

The particular importance for the leather and footwear industry of Russia is the presentation of leather and components at the exhibition, so the organizers will do everything possible to develop this direction.

The international specialized B2B exhibition of shoes, bags, accessories, leather and components MosShoes is one of the oldest exhibitions of Russia, the largest exhibition of shoes and the only one that unites all the participants from the footwear market in one exhibition area – producers of footwear and components, importers, distributors, designers, industry higher educational institutions, i.e. the entire infrastructure of the footwear Russian market.

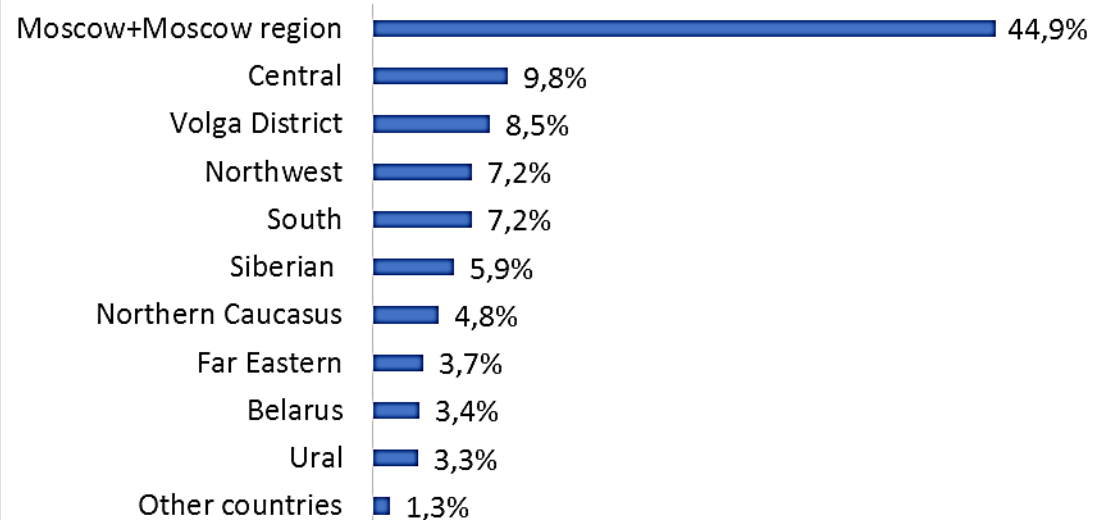
But most importantly - within 4 days, the exhibition participants presented high-tech, comfortable, elegant, competitive footwear, leather, components and signed contracts for the production sale.

**We are glad to invite all the professionals** on the main event of the leather and shoe industry - **the spring exhibition of MosShoes-2022**, which will be held in Moscow, on the central exhibition area Gostiny Dvor **from February 28 to March 3, 2022**

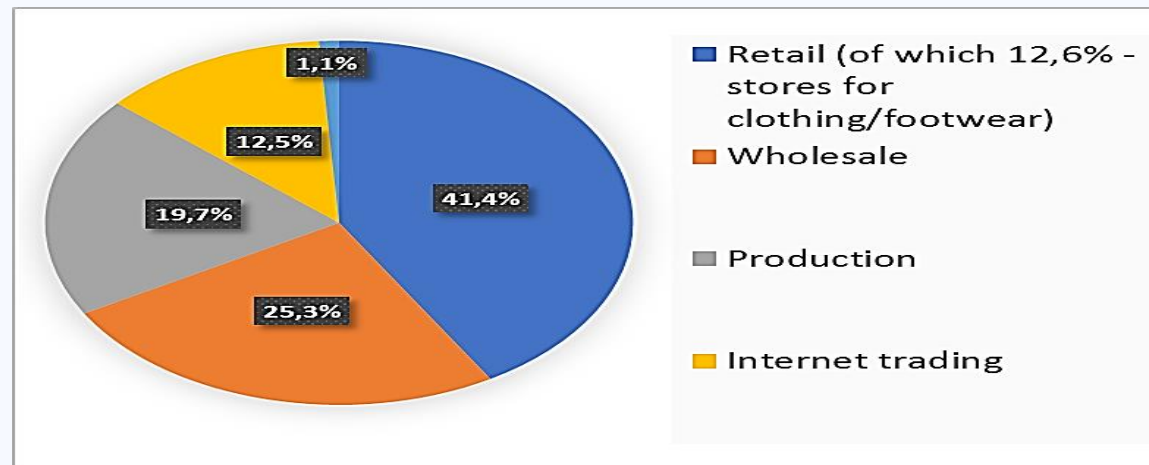


## VISITOR'S PORTRAIT

### GEO (regions of RF, country)



### Line of company business according to the first priority direction



### Composition of visitors

