MOS Shoes

International B2B exhibition for footwear, accessories, components and materials

Exhibition #1 in Russia

MOSSHOES is...

- A versatile business platform for efficient interaction between all the market operators.
- Over 12 000 professional visitors.
- 1 000 leading world brands.
- 600 exhibiting companies from 30 countries.
- Comprehensive business program.
- Master-classes by major market experts.
- Meeting point for the biggest buyers.
- Exclusive expositions.
- National booths.

MOSSHOES is held 4 times a year, supported by the National Footwear Union and the Russian Union of Tanners and Shoe-makers.

History

1997 - MOSSHOES became the first specialized exhibition in the former Soviet Union area.

2004 - the regional program was launched.

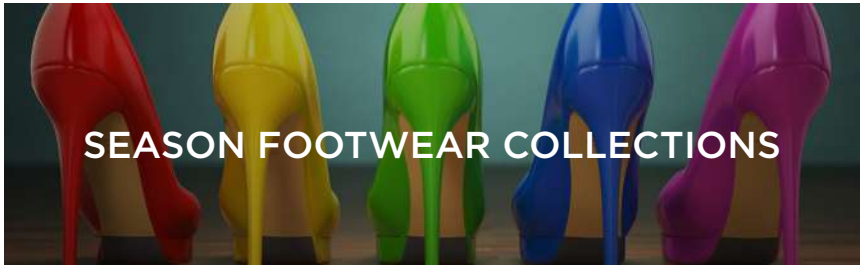
2006 - MOSSHOES became the biggest footwear exhibition in Eastern Europe.

2014 - the division «Bags and accessories» was transformed in an autonomous exhibition MOSPEL held in parallel to MOSSHOES.

2015 - creation of the new division «Leather and components».

2018 - the special Design zone was launched. The project is being applied in the framework of the state program for support and development of the concept Made in Russia.

Themic divisions



Geography of participants

Central and Eastern Europe

- Austria
- Belorussia
- Bulgaria
- Great Britain
- Germany
- Italy
- Spain
- Latvia
- Netherlands
- Poland
- Portugal
- Russia
- Serbia
- Slovenia
- Ukraine
- France
- Czech Republic
- Estonia

Asia

- India
- China
- Pakistan
- Turkey
- Uzbekistan
- Vietnam
- Hong Kong
- Kazakhstan
- Iran
- Armenia

South America

- Brazil

Africa

- South Africa

Season collections of men's and women's footwear

12 collective expositions and national booths (Germany, Italy, France, Czech Republic, Turkey, Brazil, Armenia, South Africa, India, Uzbekistan, Iran, China).

- Classic.
- Casual.
- Sport.
- Preventive and orthopedic.
- Home.
- Beach.

MOSSHOES Kids

- The biggest exposition of shoes for children and teens in Russia.
- Over 100 leading Russian and foreign brands.

Exposition «Leather and components»

The exposition is supported by the Russian Union of Tanners and Shoemakers.

The major manufacturers and suppliers from Russia, Italy, Poland, Belorussia, Estonia, Turkey, Pakistan, Uzbekistan, India, Iran - participate in this exposition.

- Natural leather.
- Synthetic materials.
- Components for footwear and leather products manufacturing.
- Chemicals for footwear and leather industry.
- Equipment for footwear manufacturing.
- Textile.
- Fur.

MOSPEL. Exhibition for bags and leather accessories.

The only one Russian professional exhibition of bags and leather accessories.

The average annual increase in the number of exhibitors amounts to 38%.

- Leather accessories.
- Suitcases.
- Accessories in textile and other materials.
- Travel goods.
- Gifts.
- Umbrellas.

MOS Shoes

VISITORS

Visitors profile

Position in the company

52% BUSINESS OWNERS, TOP MANAGERS

26% PURCHASE MANAGERS

20.5% EXPERTS

1.5% OTHERS

Visitors' profile

Direction of activity*

49% RETAIL

32% WHOLESALE

21% PRODUCTION

3% OTHER

* The interviewees could choose more than one variant, that's why the total exceeds 100%.

Visitors' profile

Interest for market segments*

* The interviewees could choose more than one variant, that's why the total exceeds 100%.

Visitors' profile.

Interest for price segments*

32% HIGH

58% EQUIPMENT

27% CHEMICALS

* The interviewees could choose more than one variant, that's why the total exceeds 100%.

Visitors' profile

Interest for footwear styles*

59% CLASSIC

34% SPORT AND CASUAL

16% DESIGN

15% ORTHOPEDIC AND PREVENTIVE

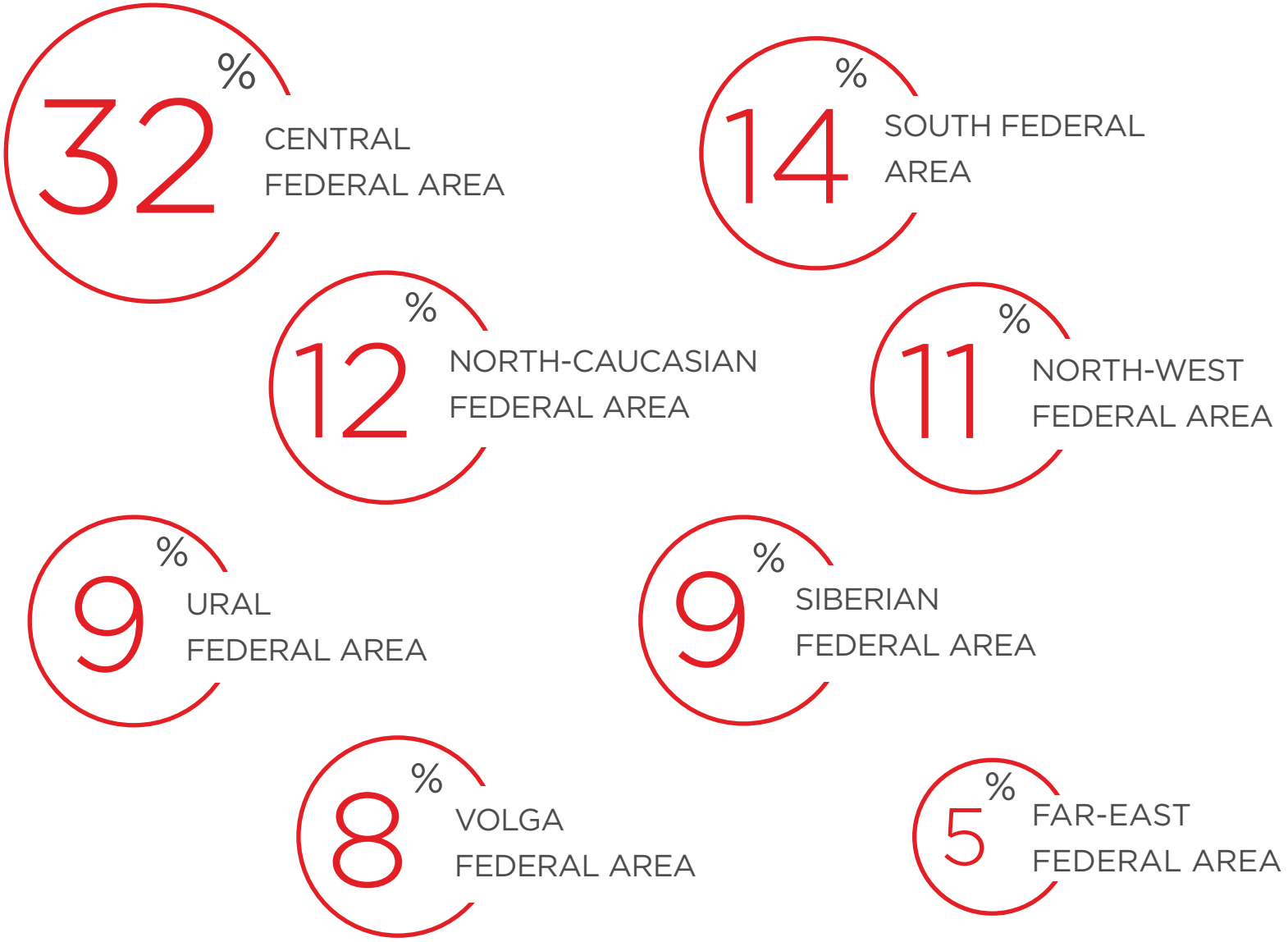
15% HOME

4% OTHER

* The interviewees could choose more than one variant, that's why the total exceeds 100%.

Visitors' profile

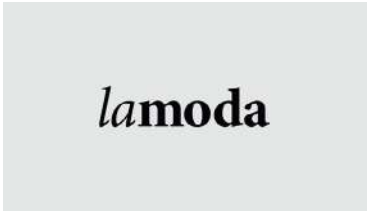
Geography*



* Average statistic data of 2017-2018.

Visitors' profile

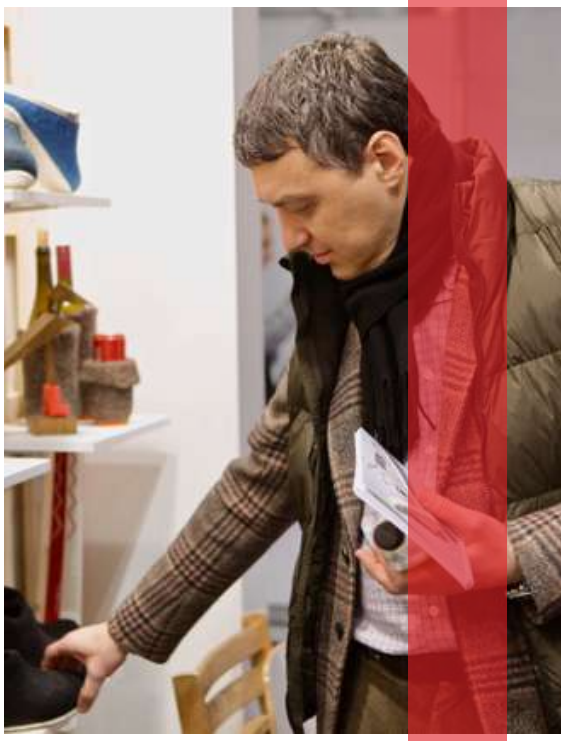
Biggest chains



PROJECTS by MOSSHOES

Design zone: concept project of MOSSHOES exhibition

- The only one available platform for interaction between Russian designers and the buyers of the national chains and boutiques.
- The Design zone was visited in March 2018 by the buyers from such chains and boutiques as, LaModa, LeForm, GUM «Sektsiya», Tsvetnoy.
- 11 Russian designers became the first participants of the project.
- Master-classes by the leading concept-stores were organized specially for the participants of the Design zone.



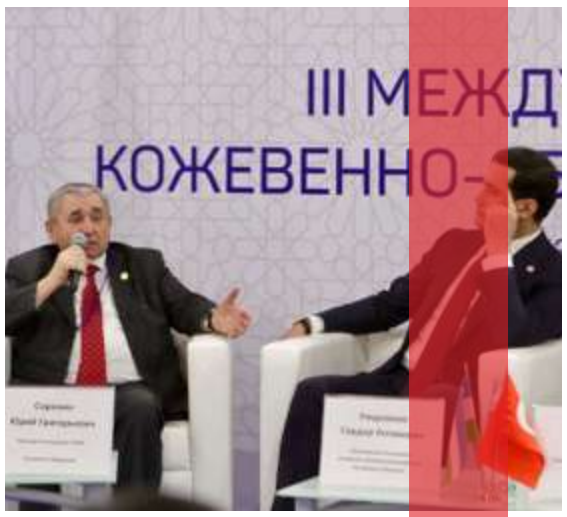
Business program

The business program of MOSSHOES exhibition covers the most relevant subjects, inviting the leading market experts as speakers.

The nature of the program is absolutely practical and it delivers really valid business Recommendations.

The International Footwear and Leather Industry Forum is held in the framework of the business program.

- Contemporary trends in the segments of footwear, bags and leather.
- Legislative initiatives in the industry.
- Efficient retail tools for the small and medium business.
- Master-classes for the participants of the specialized areas.
- Use of digital resources for promotion of the store.
- Franchising and its development.



Program for buyers

- Organization of efficient interaction between manufacturers and buyers from the leading Russian chains and online stores.
- Expert consulting on market penetration strategy for foreign companies.
- Organization of business meetings based on MOSSHOES fairgrounds.
- Personal pages of the manufacturers on the website www.mosshoes.com.
- Publicity and PR support for the participants of the buyer's program.
- Photo and video of the stands.
- Interviews with the participants of the buyer's program.
- Individual master-classes and seminars by the leading market experts on relevant subjects.
- E-mailing with detailed description of the advantages of the company and of the brands it represents.

Advertising campaign for the promotion of the exhibition

- Special promotion campaigns for new exhibitors and national collective booths.
- Creation of unique communication platform for all the market operators, based on the website www.mosshoes.com.
- Large-scale digital campaigns supporting the seasonal MOSSHOES exhibitions.
- Advertisement in specialized foreign magazines.
- E-mailing to the own database (over 40 000 updated addresses).
- PR-support in the key media of the industry.

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Thanks for your attention!