

10 – 13 September 2019
Moscow • Crocus Expo

81st International B2B exhibition
of footwear, bags, leather and
components

REPORT ON PERFORMANCE



www.mosshoes.com

About exhibition – facts and figures

- **MOS SHOES** - the major B2B Exhibition of footwear, bags, leather, components and equipment in Russia and Eastern Europe
- Key event for footwear and leather industry
- More than **20** years of successful performance at the market
- Over **1 000** brands from all over the world
- Upwards of **30** countries
- **12 000** visitors from all regions of Russia and CIS countries
- The most relevant information about market development, innovative products and solutions and legislative initiatives

Exhibitors

Mos Shoes exhibitors – manufacturers and wholesale distributors and of footwear, bags, leather and equipment from Russia and foreign countries.

Mos Shoes provides the unique opportunity to present products to the maximum quantity of potential clients for 4 days. Participation in Mos Shoes for foreign companies is a great chance to obtain comprehensive information about the market, actual demands and establish contacts with potential distributors as well as to define the appropriate in the field.

Visitors

Mos Shoes visitors are buyers and owners of large-scale online and offline retail chains operating in footwear and FMCG segments.

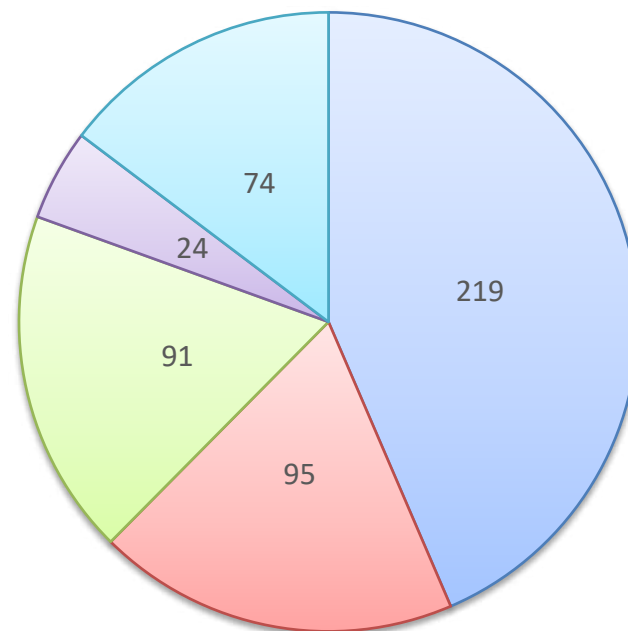
Mos Shoes provides opportunity to make optimal orders, get acquainted with key trends of the coming season and take a look at new brands.

Mos Shoes exhibitors

- 432 companies*
- 591 brands
- 129 new brands
- 29 countries
- National expositions of **Germany, Vietnam, Iran, India, Uzbekistan** and **China**
- China Bags Show – the largest exposition of bags and suitcases by the leading Chinese manufacturers
- Among our exhibitors one can find key manufacturers of the field alongside with new companies interested in conquering Russian market

* Quantity of the companies mentioned does not coincide with total sum of diagram since company may operate in several categories

Exhibitors' profile*



- Seasonal collections
- Mos Shoes Kids'
- Leather and components
- Equipment
- MosPel



Exposition “Leather and Components”

- It is the unique exposition at the Russian market which demonstrates sustainable growth from year to year
- German companies were presented in exposition in National pavilion format
- Some sessions within the business program were devoted to innovative technologies for footwear manufacturing



PRESENTATIONS
of innovations

91
companies



24
exhibitors presented
equipment



13
countries





Российский Союз
Кожевников и Обувщиков

International forum of associations «Current state of national footwear and tanning markets. Extension of international cooperation»

Event has been organized with support of
Russian Tanning and Shoe Union



LEADING
experts



THE MOST
actual questions



MOS SHOES KIDS'

- ✓ The largest exposition of kids' and teenagers' footwear
- ✓ **98** exhibitors
- ✓ **26** new brands
- ✓ The first B2B quest "Road to childhood"



26
new brands

98
exhibitors



QUEST
Road to childhood



FLOOD
of positive!!!





10th International exhibition of bags and fashion accessories MosPel

- 86 exhibitors
- **China Bags Show** – leading manufacturers of bags and suitcases from China. Exposition has been organized together with China Chamber of Commerce for Import and Export of Light Industrial Products and Arts-Crafts (CCCLA)



Specialized
exposition
China Bags Show

86
exhibitors



6
countries

26
new companies





China Bags Show – key manufacturers
from China



festive
opening ceremony

44
participants



business
session



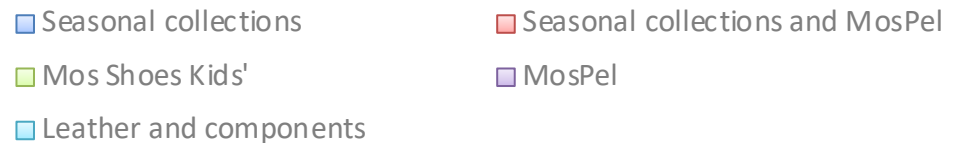
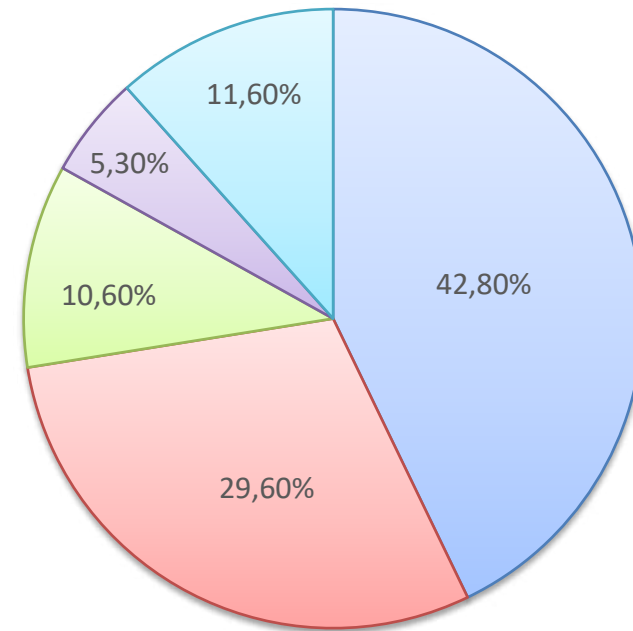
MosPel
Welcome Area



Mos Shoes visitors

- Mos Shoes visitors are buyers and owners of large-scale online and offline retail chains operating in footwear and FMCG segments
- Mos Shoes is highly visited by technologists, R&D specialists, designers and representatives of allied businesses

Interest to Mos Shoes categories

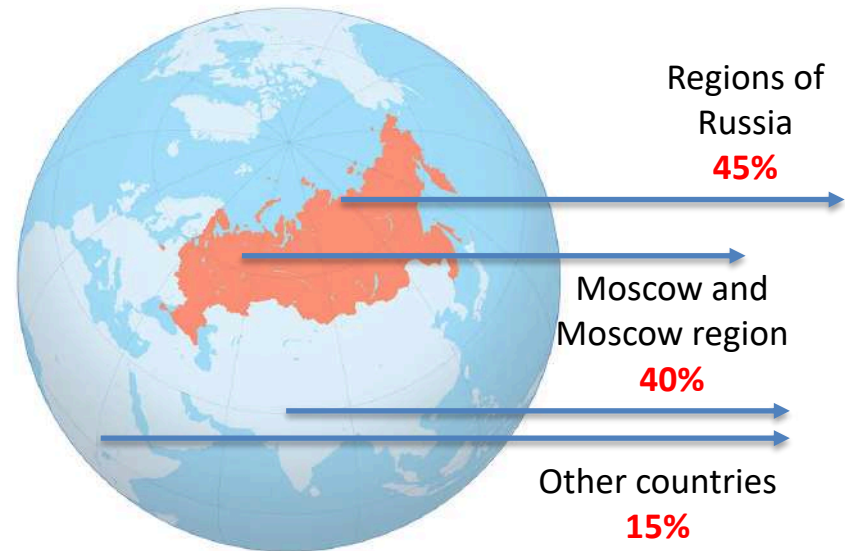


11 632 visitors we've welcomed in September 2019!

Geography

Mos Shoes visitors

- Massive digital campaign succeed in attraction of higher quantity of regional buyers
- One can observe growth of visitors from CIS countries who are interested in new partners and brands

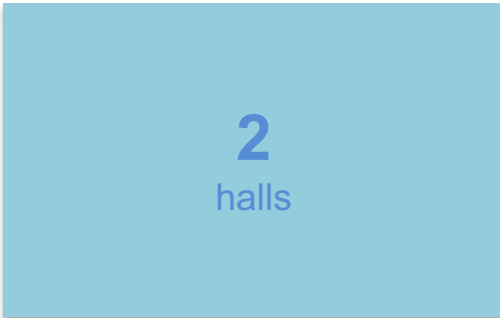


Business program

- The most relevant questions of the market
- Leading experts
- News about legislative initiatives
- Sales techniques and innovative solutions for business development



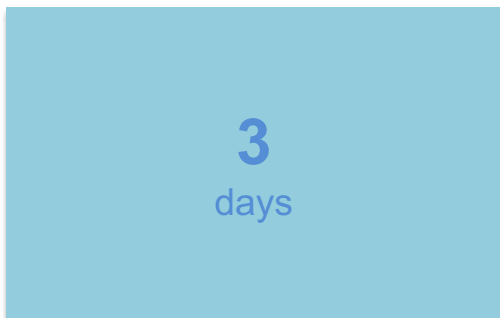
MORE
than 30 speakers



2
halls



20
actual subjects



3
days





Смело СД-249-15

VITACCI
Итальянские Пальто

ВITACCI — это итальянские пальто, созданные в соответствии с традициями итальянского модного дизайна. Витаци — это стиль, это качество, это уверенность в себе и в своем выборе.

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**MOS SHOES
2020**

**10 – 13 March 2020
08 – 11 September 2020**

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