



**Licensing
World
Russia**
КРОКУС ЭКСПО

27/29 FEBRUARY 2024

REPORT

kids russia

The results of the 18th international trade fair "Kids Russia & Licensing World Russia 2024" were summed up in Moscow.

18th international specialized fair of children's and licensed goods and services "Kids Russia & Licensing World Russia" took place from February 27 to 29, 2024, the Crocus Expo IEC. The event was attended by 126 companies, 4,225 guests and participants from 19 countries and 71 regions of Russia.

The organizer of the professional event is the fair&marketing company GRAND EXPO. The event was held by support of the State Budgetary Institution "Small Business of Moscow", the Association of Children's Goods Industry Enterprises (ACGI), the National Toy Association of of Russia (NAIR) and the Russian Animated Film Association (RAFA).

The general partner of the fair was traditionally the Soyuzmultfilm film studio.



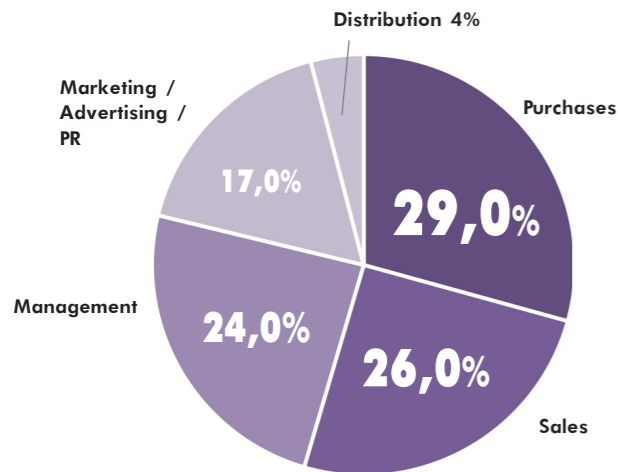
Visitors

2024

TOTAL: 4.225
Unique: 2.237

27,3%
new visitors

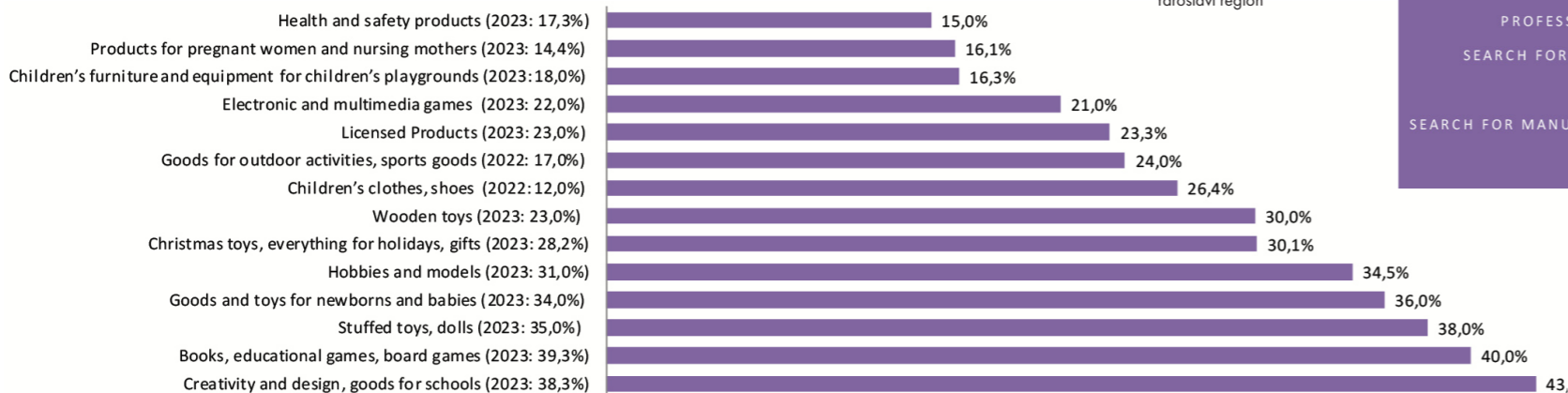
FIELD OF BUSINESS ACTIVITY



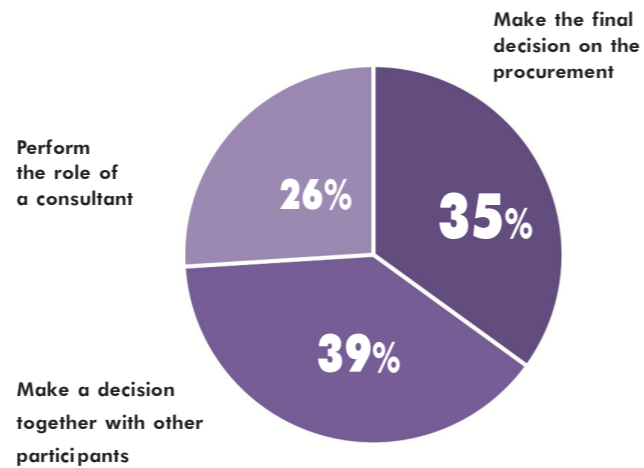
PRODUCT GROUPS



TOYS & KIDS



QUALITY OF VISITORS



GEOGRAPHY OF VISITORS

ПО СТРАНАМ: 19

Abkhazia	Germany	Mongolia
Armenia	India	South Korea
Azerbaijan	Iran	Tajikistan
Belarus	Israel	Turkey
China	Italy	Ukraine
The Democratic People's Republic of Korea	Kazakhstan	Uzbekistan
	Kyrgyzstan	

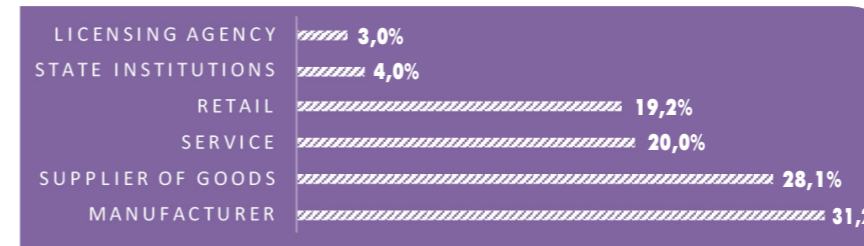
РЕГИОНОВ РОССИИ: 71

51,2% Moscow and Moscow region
48,8% other regions of Russia:

Altai region	Leningrad region	The Republic of Buryatia
Amur region	Lipetsk region	The Republic of Crimea
Arhangelsk region	Lugansk People's Republic	The Republic of Dagestan
Astrakhan region	Magadan Region	The Republic of Ingushetia
Belgorod region	Nizhny Novgorod Region	The Republic of Kalmykia
Bryansk region	Novgorod region	The Republic of Karelia
Chechen Republic	Novosibirsk region	The Republic of Khakassia
Chelyabinsk region	Omsk region	The Republic of Mordovia
Chuvash Republic	Orenburg region	The Republic of North Ossetia - Alania
Donetsk People's Republic	Penza region	The Republic of Sakha (Yakutia)
Irkutsk region	Perm region	The Republic of Tatarstan
Ivanovo region	Primorsky Krai	The Republic of Udmurtia
Kaliningrad region	Pskov region	Tambov Region
Kaluga region	Rostov region	Tomsk region
Kamchatka Krai	Ryazan Oblast	Tula region
Khanty-Mansi Autonomous Okrug - Yugra	Samara Region	Tver region
Kirov region	Saratov region	Tyumen region
Komi Republic	Sakhalin region	Хабаровский край
Kostroma region	Smolensk region	Ulyanovsk region
Krasnodar region	Stavropol region	Vladimir region
Krasnoyarsk region	Sverdlovsk region	Volgograd region
Kursk region	The Republic of Bashkortostan	Vologda Region
		Voronezh region
		Yamalo-Nenets Autonomous Okrug
		Yaroslavl region

4,45
satisfaction rating
with visiting the
Kids Russia & Licensing World Russia 2024
(on a scale of 5 = very successful to 1= very unsuccessful)

TRADE VISITORS FROM ALL SECTORS



MANUFACTURER



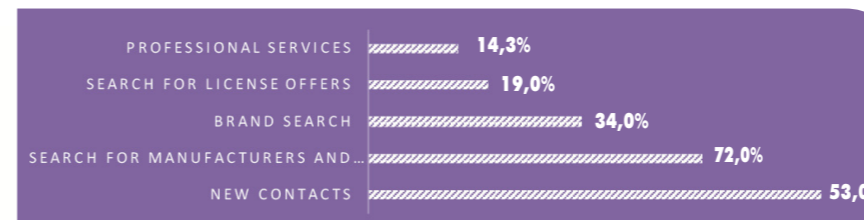
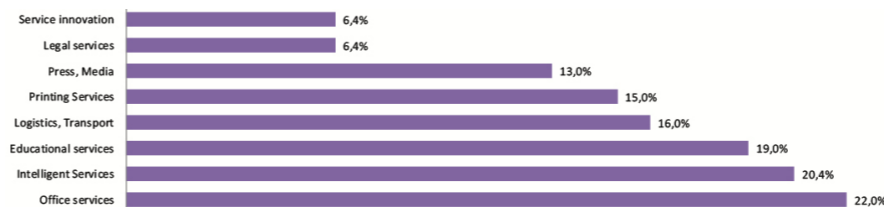
SUPPLIER OF GOODS



RETAIL



SERVICES



80,3%
of visitors expressed
confidence to visit fairs in 2025



We see that it is extremely important to develop the national market, which in turn helps to raise domestic toy production to a new level. Using regional brands, we create national products that can be said to be made in Russia.»

Antonina TSITSULINA, President of the Association of Children's Goods Industry Enterprises (ACGI), moderator of the discussion «Children's brands - soft power: how animation and education promote industrial exports»

«Thank you KIDS RUSSIA for our first fair experience at Crocus Expo! A magnificent spacious venue with a perfectly organized system for exhibitors. The overall impression of the exhibition for BADA BOOM: we are happy that we decided to participate in KIDS RUSSIA. Firstly, our bath bombs, capsules and bubble baths won the "Best of the Best" competition. Secondly, during the exhibition we found new partners and received interesting business connections. Thirdly, KIDS RUSSIA visitors were able to appreciate our product, its quality, and our project as a whole. This high level of feedback helps us choose effective ways for further development. We are grateful to the organizers of KIDS RUSSIA for such excellent opportunities for the growth of BADA BOOM not only in the Russian but also in the international market.»

Ivan KURDYUKOV, commercial director of the company «SHEVUSH», manufacturer of TM natural cosmetics for baths «BADA BOOM»

«This year, our characters greeted visitors already in the registration area, where there was a branded counter and screens. This made it possible to interest guests from the first minutes of their stay at the fair. At our stand we presented already released projects - "Team MATCH", "Awesome Delivery", "Drakoshia", "Tikabo", "Living Garage" and "Shushmagia". Among the new projects, we presented the series "Motomars School of Racers" and the full-length animated film "Doctor Dinosaurs", which we produce together with the film company "Central Partnership". They were met with interest, since the story about Mars was created in the genre of science fiction, and this is always in demand. Dinosaurs are an evergreen topic that is very popular, so the audience is eagerly awaiting this film. In total, we held more than 50 meetings with current and potential partners and achieved all the goals that were set for our team.»

Olga KRITSKAYA, Head of the licensing agency of the animation company YARKO (part of Gazprom-Media Holding)

«Attraction-Expo's participation in the Kids Russia & Licensing World Russia 2024 was an important step in presenting the company's achievements to potential customers and industry professionals. During the event, guests got acquainted with the projects implemented by the company, as well as with our services for the design of children's playgrounds and amusement parks, operation and maintenance of entertainment industry facilities. One of the most valuable aspects of the fair was the opportunity not only to demonstrate the company's achievements, but also to exchange experiences with colleagues and gain valuable contacts for cooperation. Significant attention to our stand and products contributed to establishing communication with potential clients and partners. Our experts received positive feedback from visitors and exhibitors. We thank everyone who took part in organizing the fair. We look forward to successful cooperation in the future!»

Eleonora SOKOLOVA, company «Attraction-Expo»

«The "Interregional Certification Center" at the Kids Russia & Licensing World Russia 2024 provided exhibitors and visitors with the opportunity to familiarize themselves in detail with the services for certification of children's toys, clothing and children's goods. Issues related to ensuring product quality and safety aroused great interest from exhibitors and guests, confirming the importance of our mission. The participation of the Interregional Certification Center in this industry event was aimed at drawing attention to the important role that fair certification plays in ensuring the safety of children. In the business part of the event, I spoke on the topic "How to avoid risks during product certification." The report aroused not only keen interest from the audience, but also active discussion. The Kids Russia & Licensing World Russia 2024 has become an excellent opportunity for our company to present its services to the professional community and establish new contacts for mutually beneficial cooperation.»

Natalia MURASHKO, Leading certification specialist at the Interregional Certification Center (ICC)

KIDS RUSSIA & LICENSING WORLD RUSSIA 2024

VISITOR PROFILE

Exhibitors 2024

TOTAL:	126
National:	59
International:	67
No countries:	5
Exhibition space:	3.500 m ²

63,0%
new exhibitors

53,0%
international exhibitors
from Iran, China, Turkey and
Uzbekistan

61,0%
of companies - micro and
small enterprises with up to
100 employees

TOP-7
reasons

of successful visit to the fair

1. New business contacts/ Networking
2. Search for quality products
3. Search for new products
4. Concentrated survey of the market
5. Search for mass producers
6. Enhancement of knowledge / branch know how
7. Conclusions of contracts at the fair

”

The Capital Met Plast company (Uzbekistan) had the honor to participate in the KIDS RUSSIA with its products in Moscow, at the Crocus Expo IEC. The results made us very happy, since there were a lot of wholesale buyers, even from Kazakhstan. We have entered into contracts with many, verbal agreements, and even took orders for supplies. More interesting proposals came from Russian companies about mutually beneficial cooperation in the market in Uzbekistan. We thank the organizers of the fair.»

Islambek SADRIDDINOV, commercial director of the company Capital Met Plast (Uzbekistan)

«The 18th international specialized fair Kids Russia 2024 became a bright event for the largest organizations working in the field of production and import of children's goods, and created a cheerful working mood among all participants. Despite the high demands placed on products and services for children around the world, the German brand NIP has long established itself in 44 countries. He has been creating eco-products for complementary feeding and self-feeding for babies for 92 years. And last summer, the entire NIP range, fortunately for fans of high-quality and biodegradable products, appeared in Russia: the Prof-Aesthetic company, a new exhibitor at the Kids Russia, became the exclusive distributor of this brand. Participation in the fair of such a scale definitely gave our company an excellent opportunity to show the market a completely new look at the "cuisine" of baby food, surprising everyone with the scientific evidence base and unique NIP technologies, which were created by dozens of the best pediatricians, obstetricians, breastfeeding and alternative feeding specialists. I would like to express special gratitude to everyone who was involved in organizing all three days of the fair, from the management to the most pleasant group of animators!»

Evgeny SOLOVYOV, company «Prof-Aesthetic»

«At the Kids Russia 2024, our Divakids brand presented innovative collections of children's clothing, including unique designs and technological solutions. The new items were met with great interest from visitors, receiving positive reviews for style, comfort and quality of materials. The goals of our company at the fair were to strengthen the Divakids brand, attract new customers and partner with retail chains. We aimed to demonstrate our ability to innovate and highlight the unique features of our products. Among the positive aspects of the fair are the successful interaction with potential partners and buyers, as well as the opportunity to receive feedback from the target audience. We were especially pleased with the wide support and interest from the professional community of the children's industry. In addition, we actively participated in forums and discussion panels that took place during the fair, which allowed our company to share our industry expertise and strengthen our reputation as a leader in children's fashion. We have also established new business contacts and connections, which opens up prospects for expanding our influence in the market. I was especially pleased that our children's clothing was not only positively received by professionals, but also aroused interest among potential customers, which creates an encouraging prospect for future sales and development of the Divakids brand.»

Aziz ABDUVALIEV, Sales Manager at DIVA-TEKS (Uzbekistan)

«This was our first fair at Kids Russia and our first fair in Russia. After three days of intense and busy work, we received more than one hundred visitors. We are glad to have made many new friends at the fair, who liked our products very much, especially our world premiere ocean series, fashionable plush bags, light-emitting toys, sound-emitting toys and wall hangings, and boutique costume dolls, etc., which were well received by many people. We believe that through this fair, DACTOys will be able to fill the gap left by the withdrawal of some high-end European brands from the Russian market and provide Russian children and teenagers with more and better quality choices. We have decided to continue to introduce more new products at the KIDS RUSSIA in March 2025!»

Ivan ZHANG, Ningbo DACTOys company

BUSINESS PROGRAM



The business and educational events traditionally held at Kids Russia & Licensing World Russia receive constant attention from guests, participants and buyers. 32 experts and over 340 guests discussed prospects and trends in the development of the children's and licensed goods market, retail trade and marketplaces, safe products and brands for children, the impact of television content on successful sales, the

development of international sales in the CIS countries, certification and labeling of children's goods, creative digital technologies, new animation projects, brands and franchises. Among the speakers: MEDIASCOPE, IPSOS, PLUS CHILDREN, SOYUZMULTFILM, B4R, MSC, CHESTNY ZNAK, MEDIA-NN, NON-BORING FINANCE, ASSOCIATION OF CHILDREN'S GOODS INDUSTRY ENTERPRISES (ACGI) RUSSIAN ANIMATED FILM ASSOCIATION. One of the significant topics of the business program was the panel discussion "Children's brands - soft power: how animation and education promote industrial exports." "We see that it is extremely important to develop the national market, which in turn helps to raise domestic toy production to a new level. Using regional brands, we create national products that can be said to be made in Russia," emphasized Antonina Tsitsulina, President of the Association of Children's Goods Industry Enterprises (ACGI), moderator of the session.

INTERNATIONAL AGREEMENTS



The key event of "Kids Russia & Licensing World Russia 2024" was the signing of partnership inter-industry agreements in the interests of developing the children's industry between the Association of Children's Products Industry Enterprises (ACGI) and the associations of children's goods and toys of Iran and Uzbekistan, as well as between ACGI and the Iranian Toy Export Consortium.

RUSSIAN REGIONS - FOR CHILDRENS



The national exposition "Regions of Russia" was presented by 13 companies from the Udmurt Republic, Novgorod and Saratov regions: manufacturers of goods for children, furniture and accessories, New Year's decorations, souvenirs, stationery for school, creativity and hobbies, children's clothing, household and pet products.

INTERNATIONAL PAVILIONS



By support of the Iranian Toy Export Consortium, about 35 factories from Iran, producing various toys (more than 1000 kinds of products), took part in the fair. Among the international exhibitors of the fair, for the first time, multidisciplinary companies from Uzbekistan (16 companies), Turkey (5 companies) and China (14 companies) were presented, uniting two global directions at once: goods and services for children and the

production of children's clothing, knitwear and textile products.

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.

BEST OF THE BEST COMPETITION

For the second year in a row, the fair hosts the industry competition "Best of the Best". The organizing committee summed up the results of online voting for the best products and services for children and teenagers participating in the special thematic exposition "New Products and Offers Center." Voting took place on the official portal of the event partner — the industry b2b resource "RDT-INFO". The winners were: in the nomination "The Best New Product" — "Ball for playing Basketball" (LLC Trading Company "Ural Toys"), in the nomination "The Best Innovative Product" — "Children's outdoor game yoga. Cards with exercises from yoga and gymnastics" (IP Mariam Vardanovna Yeritsyan), in the nomination "The Best Services for Children and Teenagers" — the Agency for Children's Events «Attrapati» (Attraction-Expo LLC).

PRO RETAIL AND MARKETPLACES



As part of the professional fair, a round table was held to discuss the hottest topics with leading market participants. Among the discussion participants were representatives of the companies YANDEX.MARKET, OZON, MEGAMARKET, the chain of stores I BORN (Uzbekistan) and ASIA RETAIL (Kyrgyzstan). The moderator of the thematic block was Violetta Minina, CEO of JENERKIDS.

LICENSING FASHION DAY



A significant event was the first licensing summit of the fashion industry in Russia - Licensing Fashion Day, where copyright holders, licensing agencies, top managers of fashion retail and marketplaces, clothing and footwear manufacturers from Russia, Turkey and Uzbekistan came together for the first time. Acquaintance, discussion of cooperation prospects and networking took place in an atmosphere of general inspiration with presentations and shows of trendy collections with licensed characters and heroes. The summit was organized by the licensing trend agency Leon Fashion and the industry project Licensing in Russia. The strategic partner of the event was the shoe company "ANALPA", which provided shoes of its brands KEDDO and BETSY for the fashion show.

GAMES CENTER



In the new thematic exposition of the Games Center, manufacturers and suppliers of board and printed games presented their new products and innovative developments, and also shared practical cases of successful sales with interested specialist visitors. The curator of the Games Center was Evgeniy Kachanov, commercial director of the Neskuchnye Igry company.

RUSSIAN LICENSING AWARDS 2023



The official ceremony of awarding the winners of the annual award for the highest achievements and implementation of the most effective projects in the licensing industry in the domestic market at the end of the year, established by the industry project Licensing in Russia, the Russian representative office of the international licensing and merchandising association Licensing International, a strategic partner of the fair. Awards were presented in 18 categories. Winners and nominees

are presented on the official website of the award <https://www.licensingawards.ru/nominees/>

УЗБЕКИСТАН
ТАШКЕНТ

21/23
МАЯ
'24

kids central asia



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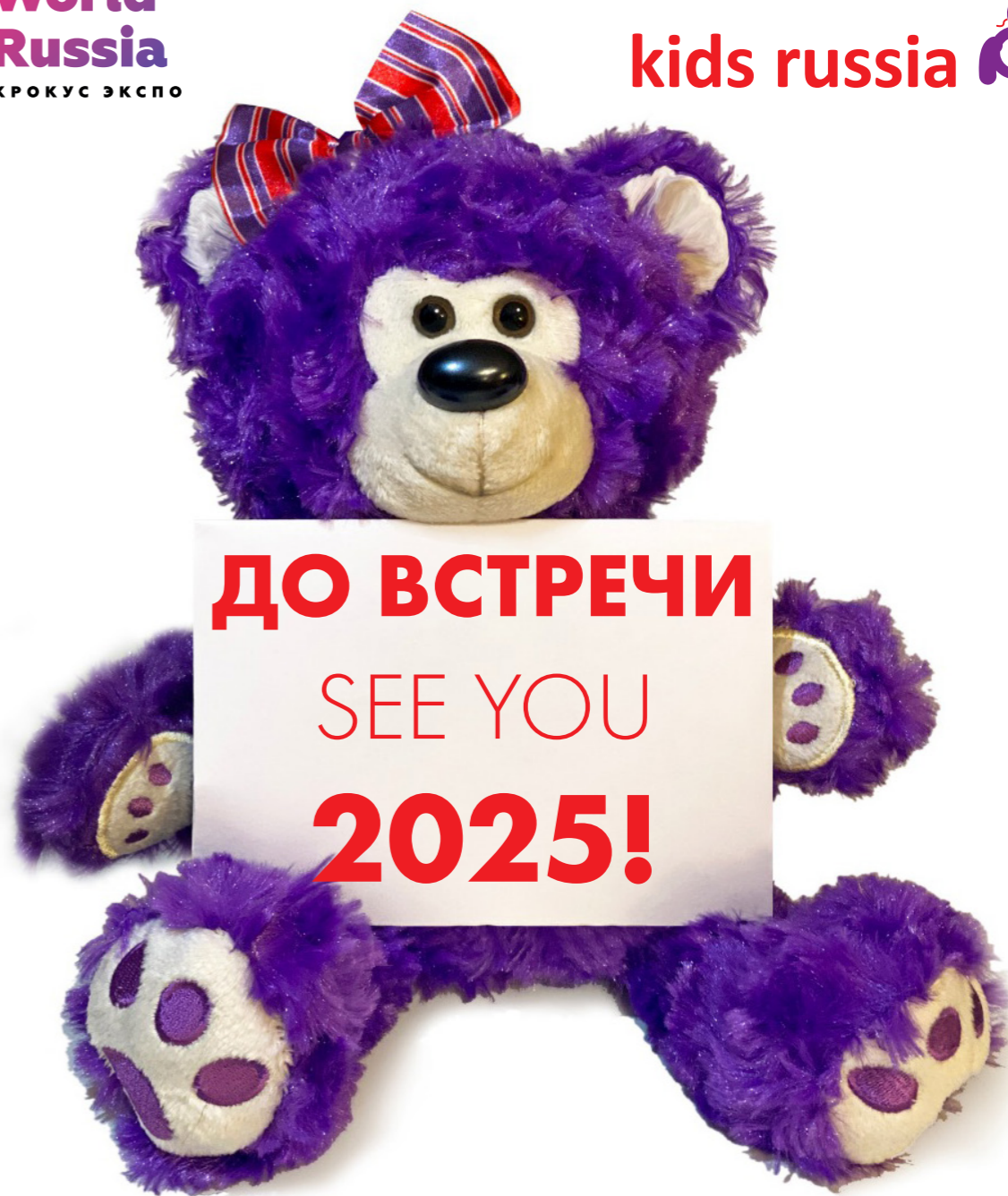
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INTERNATIONAL TRADE FAIR FOR
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