SHOP DESIGN & RetailTec RUSSIA—14
International Trade Fair for Shop Fitting, Lighting Technology, IT Systems and Retail Marketing
CVK "EXPOCENTRE", Moscow
14 – 16 September, 2010

Organizers:	OOO EXPO-PARK Exhibition Projects, Messe Dusseldorf Moscow
Location:	CVK "EXPOCENTRE", Showroom 7, Moscow
Open hours:	14 – 16/9/2010 10:00 – 18:00

Under the patronage of the Moscow Government
With the support of the Moscow Department for Consumer Markets and Services

With the support of:
National Association of Manufacturers and Vendors of Shop Fitting and Process Equipment
POPAI Russia—Global Association for Marketing at Retail, POPAI
EUROSHOP International Exhibition (Germany)
EHI Retail Institute (Germany)

During the 13 years of its existence, SHOP DESIGN & RetailTec RUSSIA has become a major trade event in the shop fitting industry in Russia and has gained the professional recognition of experts.

SHOP DESIGN & RetailTec RUSSIA traditionally welcomes major vendors and distributors of store equipment and lighting technology, producers of POS materials and retail marketing leaders. This year's special programme will be aimed at consolidating market leaders and uniting their expertise, experience and resources to overcome the impact of the crisis.

This year, the trade show organizers are expected to increase the number of events and offer the participants favourable conditions for realizing them.

All events of the SHOP DESIGN & RetailTec RUSSIA 2010 programme are grouped by individual days:
Food Retail Day with the support of the *Store Equipment in Russia* journal.
Non-food Retail & Lighting Technology Day with the support of the *Modny Magazin* journal.
POSM Day with the support of POPAI Russia—Russian Division of Global Association for Marketing at Retail, POPAI

The 14 SHOP DESIGN & RetailTec RUSSIA trade fair will include:

- Store Design exposition, reflecting retail marketing trends over the past year.
- EuroShop 2011 display stand where tickets to the European exhibition are to be raffled; the top prize being a trip to EuroShop.
- Professional workshops, roundtable discussion, disputes.

For the participants' and visitors' convenience, the *Business Meeting Planning* programme will be arranged to enable them to schedule and optimize their activity at the exhibition. You will be able to plan a meeting in advance with a company that interests you by placing a request at the trade fair website, at www.shopdesignrussia.ru. For visitors' convenience, there will be an internet cafe, contact and job centres.

Furthermore, the SHOP DESIGN & RetailTec RUSSIA organizers are planning to run the *live* tender project, which will enable customers to get competitive bids from potential suppliers.

In parallel with SHOP DESIGN & RetailTec RUSSIA, the 18th International "World Food Moscow" Exhibition is to be held in Expocentre in Krasnaya Presnya. This will increase the attendance and attract food industry professionals.

SHOP DESIGN RUSSIA & RetailTec RUSSIA Results.

SHOP DESIGN RUSSIA & RetailTec RUSSIA 2008 took place in CVK "Expocentre" from 10 – 13 September, 2008. 112 international exhibitors from Germany, Italy, Russia, Spain, Turkey and Ukraine displayed their innovations on

5,935 m^2 in total (Showroom 3 of CVK “EXPOCENTRE”). The trade fair attracted 8,800 professionals from Russia, CIS, and other countries.

KS-Rus, Group of Companies, BRANDFORD and Havells Sylvania Germany GmbH were granted certificates for the best professional stand solutions. SHTRIKH-M, INDEXEVENTUS and KRASNAYA LINIYA became the winners in the Best Stand Design category. The MDM (SHOPS FOR SHOPS) company was awarded first place in the Best Exhibit category.

Organizers:

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