

Schedule Mebel 2017*

The Expocentre for Counterfeit-Free Exhibition Project is aimed to minimize counterfeit products showcased at exhibitions via providing consultations and clarifications regarding intellectual property, and rendering assistance in solving conflicts connected with violations of exclusive rights

Organized by: Expocentre AO

November 20, 2017

13:00—13:30 **Official Opening Ceremony of Mebel 2017**

Organized by: Expocentre AO
Pavilion 1

14:00—16:00 **Round Table on Russian Furniture: Development and Export Prospects**

Organized by: Expocentre AO, the Association of Furniture and Woodworking Enterprises of Russia, Russian Ministry of Industry and Trade
Congress Centre, SkyLight Hall

10:00—18:00 **WorldSkills Russia**

Cabinetmaking Skill: qualification to the extended Russian national team
Restoration Skill: practice for competition participants
Organized by: WorldSkills Russia
Pavilion 2, Hall 4

12:00—17:00 **Design Hour**

Organized by: Advertising Agency Archdialog, the Union of Designers and Architects, Trendsquire
Pavilion 8, Hall 2, Territory of Design
12:00—12:40 Chalet style in city apartments
13:40—14:20 Object design as an instrument for creating unique interiors!
14:30—15:10 Wow effects: interiors inspired by cinema
15:20—16:00 Interior design trends 2017-2018. Interior fashion
16:10—16:50 Filling the space with furniture: rules and mistakes. Saving options for furniture without compromising on quality. Professional recommendations

11:00—18:00 **Presentation and Consultations on Graphical Configurator and Management System for an Industry 4.0 Advanced Factory**

Organized by: Innovaltalia
Congress Centre, Marble Hall

15:00—15:40 **Fast Development of Franchising Network**

Organized by: Expocentre AO, Mebelny Biznes Magazine
Pavilion 2, Hall 1, Zone of the Furniture Franchising Salon

16:00—16:40 **The Right Furniture Franchise in the Current Market Environment. The Shatura Case Study**

Organized by: Expocentre AO, Mebelny Biznes Magazine
Pavilion 2, Hall 1, Zone of the Furniture Franchising Salon

November 21, 2017

13:00—16:00 **Presidential Council of the Association of Furniture and Woodworking Enterprises of Russia**

Organized by: the Association of Furniture and Woodworking Enterprises of Russia
Pavilion 8, Seminar Hall 2

10:00—18:00 **15th Forum of Directors "Furniture as a Business"**

Organized by: Imperia, Expocentre AO
Pavilion 8, Conference Hall

14:00—17:00 **Purchasing Centre for Retail Chains**

Organized by: Imperia, Expocentre AO
Pavilion 8, Conference Hall

10:00—18:00 **WorldSkills Russia**

Cabinetmaking Skill: qualification to the extended Russian national team
Restoration Skill: practice for competition participants
Organized by: WorldSkills Russia
Pavilion 2, Hall 4

11:00—17:10 **Design Hour**

Organized by: Advertising Agency Archdialog, the Union of Designers and Architects, Trendsquire
Pavilion 8, Hall 2, Territory of Design

11:00—11:40 Getting clients for interior design. Step by step guide
11:50—12:30 The right step by step approach in interior design. How to achieve the maximum result?

12:40—13:20 Complete sets for interior design. How to get work up and running? Honesty, transparency, efficiency

13:30—14:10 Designer and builder: technologies of smart cooperation

14:20—15:00 Psychology in interior design: "Designer - Client" balanced cooperation. Transfer of construction documentation

16:30—17:10 Kitchen design: everything starts with the front

15:15—16:15 **Design Tour. Kitchen Ergonomics. Selection Rules and Life Hacks. Review of New Products**

Organized by: Advertising Agency Archdialog
Pavilion 8, Hall 2, Territory of Design

12:30—13:00 **Quality Management of Franchising Personnel Throughout All Stages of Cooperation**

Organized by: Expocentre AO, Mebelny Biznes Magazine
Pavilion 2, Hall 1, Zone of the Furniture Franchising Salon

13:00—13:40 **Development of Ready-Made Business in Russian Towns**

Organized by: Expocentre AO, Mebelny Biznes Magazine
Pavilion 2, Hall 1, Zone of the Furniture Franchising Salon

14:00—14:40 **Going Classic. Development Prospects**

Organized by: Expocentre AO, Mebelny Biznes Magazine
Pavilion 2, Hall 1, Zone of the Furniture Franchising Salon

15:00—15:40 **Perrino: the Fastest Growing and Highly Profitable Franchise 2017**

Speaker: Olga Shartdinova, Head of Marketing, Perrino

11:00—18:00 **Presentation and Consultations on Graphical Configurator and Management System for an Industry 4.0 Advanced Factory**

Organized by: Innovaltalia
Congress Centre, Marble Hall

18:00—20:00 **Gala Event devoted to the opening of the 29th Mebel International Exhibition**

Gala event is organized by Expocentre AO
Award Ceremony for the Winners in the 12th Russian Competition for the RUSSIAN CABRIOLE National Award

Ceremony is organized by the Association of Furniture and Woodworking Enterprises of Russia, Expocentre AO, the Union of Designers of Russia, NP Furniture. Design. Russia, the Furniture Industry Art and Technical Council

Supported by the Russian Chamber of Commerce and Industry, Russian Ministry of Industry and Trade
Pavilion 2, Hall 6

November 22, 2017

10:00—17:00 **15th Forum of Directors "Furniture as a Business"**

Organized by: Imperia, Expocentre AO
Pavilion 8, Seminar Halls 3 and 4

10:00—18:00 **WorldSkills Russia**

Cabinetmaking Skill: qualification to the extended Russian national team
Restoration Skill: practice for competition participants
Organized by: WorldSkills Russia
Pavilion 2, Hall 4

13:00—13:40 **Franchising Fears**

Organized by: Expocentre AO, Mebelny Biznes Magazine
Pavilion 2, Hall 1, Zone of the Furniture Franchising Salon

- 14:00—14:40 **Quality Franchise in European Wrap**
Organized by: Expocentre AO, Mebelny Biznes Magazine
Pavilion 2, Hall 1, Zone of the Furniture Franchising Salon
- 14:30—18:00 **Conference and Award Ceremony for the Winners in Ecological Rating of Manufacturers and Sellers of Furniture, Flooring and Interior Doors – Good Wood 2017**
Organized by: FSC Russia, Expocentre AO, WWF Russia, the Association of Furniture and Woodworking Enterprises of Russia, NP National Environmental Standards and Ratings Bureau
Congress Centre, SkyLight Hall
- 12:00—15:00 **Design Hour**
Organized by: Advertising Agency Archdialog, the Union of Designers and Architects, Trendsquire
Pavilion 8, Hall 2, Territory of Design
 11:00—11:40 Design ideas for small apartments and how to make the best of them?
 11:50—12:30 Layout alterations: dos and don'ts. How and where to legalize it?
 12:40—13:20 Free zoning: how not to break the law, take into account all wishes and not have any regrets?
 13:30—14:10 Best practices for working with space. How to change interior layout without moving walls?
- 15:15—16:15 **Design Tour. Import Substitution in Furniture Industry. The Most Interesting Companies and Fashion Trends 2018**
Organized by: Advertising Agency Archdialog, the Union of Designers and Architects, Trendsquire
Pavilion 8, Hall 2, Territory of Design
- 15:00—19:00 **Design Solutions of the ARTLIGA Industrial Design Competition**
Organized by: Ametist, Via Ferrata, Zvet Divanov, Expocentre AO
Pavilion 8, Conference Hall
- 11:00—18:00 **Presentation and Consultations on Graphical Configurator and Management System for an Industry 4.0 Advanced Factory**
Organized by: Innovaltalia
Marble Hall, Congress Centre

November 23, 2017

- 10:00—18:00 **WorldSkills Russia**
 Cabinetmaking Skill: qualification to the Russian national team
 Restoration Skill: competition
Organized by: WorldSkills Russia
Pavilion 2, Hall 4
- 11:00—18:00 **Presentation and Consultations on Graphical Configurator and Management System for an Industry 4.0 Advanced Factory**
Organized by: Innovaltalia
Marble Hall, Congress Centre
- 13:00—15:00 **Round Table on Export as the Main Development Tool for the Russian Furniture and Woodworking Industries**
Organized by: the Russian Export Center AO, the Association of Furniture and Woodworking Enterprises of Russia
Pavilion No.8, Buffet Hall
- 15:30—17:30 **Round Table on Vocational Training of Wood Restorers**
Organized by: WorldSkills Russia, Expocentre AO
Pavilion 2, Seminar Hall 3

- 15:00—17:00 **Award Ceremony for the Winners in the Elimination Round of the 13th Russian Competition for the RUSSIAN CABRIOLE National Award**
Organized by: the Association of Furniture and Woodworking Enterprises of Russia, Expocentre AO, the Union of Designers of Russia, NP Furniture. Design. Russia, the Furniture Industry Art and Technical Council
Pavilion 1, Main Entrance
- 11:00—17:30 **Day of Russian Furniture Design**
Organized by: Advertising Agency Archdialog, the Union of Designers and Architects, Trendsquire, the Association of Furniture and Woodworking Enterprises of Russia
Pavilion 8, Hall 2, Territory of Design
 11:00—12:20 Workshop on intellectual import substitution. Design as an instrument for successful development of furniture business
 12:30—13:10 Furniture design trends in Russia
 Speaker: Kseniya Leri, the founder of Trendsquire
 13:20—14:00 Difficulties and mistakes of cooperation between designers and technologists when designing custom furniture: from idea to implementation
 14:10—14:50 Designer-technologist: how to reach a compromise and create a masterpiece?
 15:00—15:40 How can designers launch their own furniture line?
 15:50—16:30 Innovative furniture materials: review, ideas, profits for manufacturers and saving for customers
 Speaker: Irina Bogatikova
 16:40—17:20 What do people not say about furniture? Seven main mistakes about furniture. Five amazing facts about furniture. And many more...
 Speaker: Kirill Kukharchuk

November 24, 2017

- 10:00—14:00 **WorldSkills Russia**
 Cabinetmaking Skill: qualification to the extended Russian national team
 Restoration Skill: practice for competition participants
Organized by: WorldSkills Russia
Pavilion 2, Hall 4
- 12:00—13:00 **Award Ceremony for the Winners in the 12th International Competition for Quality Goods in the Nominations For the Best Consumer Properties and for Successful Promotion of Quality Goods**
Organized by: Soyuzexpertiza ANO of the Russian Chamber of Commerce and Industry, Expocentre AO
Press Hall, Congress Centre
- 11:00—14:00 **Design Hour**
Organized by: Advertising Agency Archdialog, the Union of Designers and Architects, Trendsquire
Pavilion 8, Hall 2, Territory of Design
 11:00—11:40 What is a restaurant selling concept? How to create a wow effect?
 11:50—12:30 How to select finishing materials, fittings and appliances, furniture and decor items for restaurants? Selection criteria for reliable suppliers
 12:40—13:20 Specifics of hotel interior design. Russian experience and European trends
 13:30—14:10 How to develop design furniture for hotels and restaurants? Case studies. Revealing secrets, prices and contractors
- 11:00—14:00 **Presentation and Consultations on Graphical Configurator and Management System for an Industry 4.0 Advanced Factory**
Organized by: Innovaltalia
Congress Centre, Marble Hall

* Subject to change