

## Event Program Mebel 2018\*

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  
*Pavilion 8, Stand 82A20*

### November 19, 2018

#### 12:00—13:00 Official Opening Ceremony of the 30th edition of the Mebel International Exhibition

**Organized by:** Expocentre AO  
Free admission  
*Pavilion 1, Central Entrance*

#### 13:00—15:00 Russian Forum on Russian Furniture.

**Reloading 2018**  
Plenary meeting on Furniture Industry 4.0: Made in Russia  
**Organized by:** Expocentre AO, Association of Furniture and Woodworking Enterprises of Russia, Russian Ministry of industry and Trade  
Preliminary registration required  
*Congress Centre, Sky Light Hall*

#### 16:30—18:00 Meeting of Presidential Council of the Association of Furniture and Woodworking Enterprises of Russia

**Organized by:** Association of Furniture and Woodworking Enterprises of Russia Invitation only event *Congress Centre, Sky Light Hall*

#### 11:00—17:15 Design Hour

**Day 1. Day of Russian Furniture Design**  
11:00—12:00 How to build up a dialogue with Russian furniture manufacturers?  
Olga Evdokimova and Olesya Zaitseva, Gostinaya Furniture, Product Design Experts Association  
12:15—13:15 Presentation of Future Stars projects  
13:30—14:30 Measurements for designers, builders and furniture makers. Innovative methods of problem solving  
Elena Kraeva, Head of Swissmer project, Product Design Experts Association  
14:45—15:45 Overview of non-standard filling of built-in furniture  
Olga Aksenova, Product Design Experts Association  
16:00—17:15 The right ratio between design, quality and price as a key to success in the Russian market of kitchen sets  
Olga Podolskaya and Oleg Petrov, Silver Home, Product Design Experts Association  
**Organized by:** Advertising Agency Archdialog, Product Design Experts Association  
Free admission  
*Pavilion 8, Hall 2, DESIGN LOUNGE Platform*

#### 12:15—13:15 Presentations of the Future Stars Salon Participants

**Organized by:** Expocentre AO, Advertising Agency Archdialog  
*Pavilion 8, Hall 2, DESIGN LOUNGE Platform*

#### 11:00—16:00 Furniture Franchising Salon. Opening

13:00 Opening of the Furniture Franchising Salon. Welcome cocktail  
**Best Practices: Franchisors on Quality Management Standards in Franchise Networks**

13:30 150 stores in 18 months. At what expense did the franchise of the O'Prime upholstered furniture salons grow so rapidly?  
14:00 Promotion of mass production of "palace-style" furniture or skills of working in niche markets? How do the Era salons of classic furniture show a strong growth in a low market?  
14:30 Is it possible to develop new trading formats in the market of upholstered furniture? Secrets of development of an efficient product grid (Ballito)

**Organized by:** Expocentre AO, Mebelny Biznes Magazine  
Free admission

*Pavilion 1, Floor 2, Entrance A, Presentation Area*

#### 13:00—14:30 Workshop on PR Promotion and Development of Event News

**Organized by:** Russia Today International Information Agency, Expocentre AO  
Free admission

*Pavilion 2, Hall 1, BUSINESS+ Discussion Platform*

#### 15:30—16:30 Seminar and presentation on the Latest European Technology and Materials in Manufacture of Mattresses and Pillows

**Organized by:** Mr. Mattress Trade and Production Alliance, Expocentre AO  
Free admission

*Pavilion 2, Hall 1, BUSINESS+ Discussion Platform*

#### 10:00—18:00 Consultations of Designers and Architects

**Organized by:** Idei Vashego Doma (Ideas for Your Home) Magazine, Expocentre AO  
Free admission

*Pavilion 8, Hall 2, Stand 82B90*

#### 10:30—17:30 Industry 4.0: Journey Continues

11:30 and 15:30 Seminar on Digital Analytics  
11:30 and 15:30 Seminar on Customer Journey and Mixed Reality  
10:30—17:30 Presentation on 3CAD Evolution WEB

**Organized by:** Innova  
Free admission

*Congress Centre, Marble Hall*

#### 10:00—18:00 Consultations of Employment Centre

Vacancy bank and resumes at the trade show  
**Organized by:** Vybor Group, Expocentre AO Free admission  
*Pavilion 8, Hall 5*

### November 20, 2018

#### 10:00—18:00 The 17th Forum of Directors of Small and Medium Enterprises "Furniture as Business"

10:00 Registration  
10:30—12:40 Plenary meeting on Around the Traffic: Signs of Success in the Furniture Business  
13:10—15:10 Matchmaking session NEW!  
15:30—18:00 Chains Purchase Centre™  
Paid event

*Pavilion 8, Conference Hall, Pavilion 2, Seminar Halls 3and4*

#### 11:00—13:00 Russian Forum on Russian Furniture.

##### Reloading 2018

Meeting of CEOs of companies of slabby and plywood industries  
Report on development and launch of the road map on slabby and plywood fields

**Organized by:** Association of Furniture and Woodworking Enterprises of Russia Preliminary registration required *Congress Centre, Sky Light Hall*

10:00—18:00 **The 3rd PUSHKA International Forum on Innovations in Industrial Design**

**Organized by:** Artekey Eurasia 000  
Free admission  
*Forum Pavilion, Southern Hall*

11:00—17:15 **Design Hour**

**Day 2. Development of Regions**

11:00—12:00 Development of dealer salons and original ideas for their promotion

Elena Bardina, CCO of Rekana

12:15—13:15 Customer 2019: stimulating demand in the period of opportunities

Ksenia Lery, Founder of Trendsquire

13:30—15:00 Design in regions: how a designer should promote his/her ideas and develop the design industry in his/her city

Evgeny Terekhov, Interior Designer (Moscow - Oryol - Kursk - Belgorod - Europe)

15:00—15:45 Lighting in retail. 10 important rules for lighting system engineering in stores and showrooms

16:00—17:15 Overview of furniture trends: the most relevant things from international trade shows

**Organized by:** Advertising Agency Archdialog, Expocentre AO  
Free admission

*Pavilion 8, Hall 2, DESIGN LOUNGE Platform*

12:30—18:00 **Russian Forum on Russian Furniture. Reloading 2018**

Conference on Substitution Trends in the Wood and Slabby Sector

**Organized by:** Association of Furniture and Woodworking Enterprises of Russia, Proderevo.net, Expocentre AO Free admission  
*Congress Centre, Press Hall*

11:30—13:00 **Round table on Furniture Manufacturers and Developers Regarding Cooperation**

**Organized by:** Russia Today International Information Agency, Expocentre AO

*Pavilion 2, Hall 1, BUSINESS+ Discussion Platform*

11:30—17:00 **Furniture Franchising Salon. Best Practices**

**Franchisors on Quality Management Standards in Franchise Networks**

11:30 New methods of sales monitoring in the Hilding Anders franchisee salons: video surveillance system, mystery shopper's programme, calculation of customer loyalty index

12:00 Answer to the main question: "to give birth" or "to adopt"? Kitchen franchises LORENA and KHOCHUKUKHNYU. When two equals one

**How to Make Furniture Franchise Competitive**

**Panel session**

13:00 Digitalizeordie!

How Askona Holding learns its franchisees to see the world through modern customer's eyes? Why should a business owner deal with digital technology and not to outsource them? How will the Internet-of-Things and VR change the retail landscape in the near future?

13:30 How to find "a smart franchise" and not to lose yourself? Case of the Baikal Retail Group Siberian trade company. The operator carries out active retain expansion based on several furniture and interior franchises and thus acquires the status of a major market player in the region

14:00 Please, no celebrities!

The truth about interaction of the brand and celebrity using the example of marketing cases of LORENA Kukhni + Konstantin Ivlev, KHOCHUKUKHNYU + Anna Gorobets. How media people and opinion leaders help improving emotional involvement of customers and boost sales?

15:00 Ready-made business or partnership? What does a franchisee really need?

How Ormatek implements win-win strategy in relations with partners. Communication policy of a franchisee and a franchisor  
15:30 Leave the store: see the world. How to avoid stagnation and find new sales channels in your city/region? Case study for regional franchisee based on recently launched projects in Mr.Doors: construction with developers; equipment of medical centres; promotion of collections of children's furniture under the Disney trademark

16:00 Cocktail and informal networking

**Organized by:** Expocentre AO, Mebelny Biznes Magazine  
Free admission

*Pavilion 1, Entrance A, Floor 2, Presentation Platform*

10:00—18:00 **Consultations of Designers and Architects**

**Organized by:** Expocentre AO, Idei Vashego Doma (Ideas for Your Home) magazine

Free admission

*Pavilion 8, Hall 2, Stand 82B90*

1030—17:30 **Industry 4.0: Journey Continues**

11:30 and 15:30 Seminar on Digital Analytics

11:30 and 15:30 Seminar on Customer Journey and Mixed Reality

10:30—17:30 Presentation on 3CAD Evolution WEB

**Organized by:** Innova

Free admission

*Congress Centre, Marble Hall*

10:00—18:00 **Consultations of Employment Centre**

Vacancy bank and resumes at the trade show

**Organized by:** Vybor Group, Expocentre AO

Free admission *Pavilion 8, Hall 5*

## November 21, 2018

10:00—18:00 **The 17th Forum of Directors of Small and Medium Enterprises "Furniture as Business"**

10:00 Registration

10:30—18:00 Seminars. Workshops. Trainings

Paid event

*Pavilion 8, Conference Hall, Pavilion 2, Seminar Halls 3and4*

1030—12:00 **Consultation session on Russian Export Center: On Support Tools of Export of Furniture Products**

**Organized by:** Russian Export Center AO, Russian Chamber of

Commerce and Industry, Expocentre AO *Pavilion 8, Hall 2, DESIGN LOUNGE Platform*

10:00—18:00 **The 3rd PUSHKA International Forum on Innovations in Industrial Design**

**Organized by:** Artekey Eurasia 000

Free admission

*Forum Pavilion, Southern Hall*

1030—1100 **Russian Forum on Russian Furniture. Reloading 2018 Conference on Digit Furniture**

**Organized by:** MebeTNewsPRO, Association of Furniture and Woodworking Enterprises of Russia, Expocentre AO

Free admission

*Pavilion 2, Hall 1, BUSINESS+ Discussion Platform*

14:00—15:00 **Russian Forum on Russian Furniture.**

**Reloading 2018**

**Award ceremony for the winners in the first competition of furniture websites "Furniture RUNET 2018"**

Free admission

*Pavilion 2, Hall 1, BUSINESS\* Discussion Platform*

10:30—16:00 **Russian Forum on Russian Furniture.**

**Reloading 2018**

Conference on Production and Sale of Wood Based Panels and Products Made of Them "Plitprom 2018"

**Organized by:** LesPromInform Journal, Association of Furniture and Woodworking Enterprises of Russia, Expocentre AO

Free admission

*Congress Centre, Sky Light Hall*

16:30—18:00 **Russian Forum on Russian Furniture.**

**Reloading 2018**

**Award Ceremony for the Winners in Ecological Rating Good Wood» 2018**

**Organized by:** FSC Russia, Association of Furniture and Woodworking Enterprises of Russia, Expocentre AO

Free admission

*Congress Centre, Sky Light Hall*

11:45—17:15 **Design Hour**

**Day 3. Business in Design, Contract Manufacturing**

10:00—12:00 Russian Export Center

12:15—13:15 How to found a design studio? 10 mistakes that can be avoided

Pavel Gerasimov, Geometrium Design Studio

13:30—14:30 Private vs public interior. Peculiarities of designers' work

14:45—15:45 Specifications of design projects. Openly, honestly, profitably

16:00—17:15 Design tour "Trends in upholstered furniture"

Nadezhda Lashku, Interior Designer

**Organized by:** Advertising Agency Archdialog

*Pavilion 8, Hall 2, DESIGN LOUNGE Platform*

16:15—18:00 **Russian Forum on Russian Furniture.**

**Reloading 2018**

**Award Ceremony for the winners in the Russian Cabriole National Award in the field of industrial design**

**Organized by:** Association of Furniture and Woodworking Enterprises of Russia, Furniture Industry Art and Technical Council, Union of Designers of Russia, Expocentre AO

**Award Ceremony for the winners in the Russian Competition for the Best Design Project of Furniture "IdeAL Interior"**

**Organized by:** Association of Furniture and Woodworking Enterprises of Russia, Aluminium Association, Union of Designers of Russia, Expocentre AO

Free admission

*Pavilion 8, Hall 2, DESIGN LOUNGE Platform*

11:30—16:30 **Furniture Franchising Salon. Sharing the Kitchen Best Practices: Franchisors on Quality Management Standards in Franchise Networks**

12:00—12:30 Franchise of the Nobilia kitchen salons as a way to make money off the Made in Germany super brand. Retail standards, adaptation, financial model

13:30—14:00 Is it possible to increase sales of kitchen sets three times a year? Tools to increase profits from the Kukhony Dvor team

14:30—15:00 **Katyusha Kukhni Franchise (topic to be specified)**

**Immersive show at the stand of LORENA Kukhni, General Sponsor of the Franchising Salon**

Business battle on Kitchen or Kitchen? with Konstantin Ivlev and Anna Gorobets

11:30—12:00 What should a kitchen be?

13:00—13:30 Is a woman in the kitchen as wonderful as a woman driving a car?

14:00—14:30 LORENA Kukhni and KHOCHUKUKHNYU Franchisees answer the celebrities' questions

15:00—15:30 Secrets of team management

16:00—16:30 So, kitchen or kitchen?

**Organized by:** Expocentre AO, Mebelny Biznes Magazine

Free admission

*Pavilion 1, Entrance A, Floor 2, Presentation Platform*

10:00—18:00 **Consultations of Designers and Architects**

**Organized by:** Idei Vashego Doma (Ideas for Your Home) Magazine, Expocentre AO

Free admission

*Pavilion 8, Hall 2, Stand 82B90*

10:30—17:30 **Industry 4.0: Journey Continues**

11:30 and 15:30 Seminar on Digital Analytics

11:30 and 15:30 Seminar on Customer Journey and Mixed Reality

10:30—17:30 Presentation on 3CAD Evolution WEB

**Organized by:** Innova

Free admission

*Congress Centre, Marble Hall*

10:00—18:00 **Consultations of Employment Centre**

Vacancy bank and resumes at the trade show

**Organized by:** Vybor Group, Expocentre AO

Free admission *Pavilion 8, Hall 5*

## November 22, 2018

10:00—13:00 **The 3rd PUSHKA International Forum**

**on Innovations in Industrial Design**

**Organized by:** Artekey Eurasia OOO

Free admission

*Forum Pavilion, Southern Hall*

11:00—17:15 **Design Hour**

**Day 4. Off-the-Shelf Solutions, Small Apartments**

11:00—12:00 Individuality at a reasonable price. Overview of model projects and smart furnishing

Sergey Tregubov, Designer, Founder of iRoom project

12:15—13:15 Studio apartments: pain or convenience? The most interesting examples of decoration of small apartments

Tatyana Tsimbalistova, Interior Designer

13:30—15:00 Lecture of Alexander Grishaev

15:00—15:45 Creative solutions in interior. Literacy for customers. The most creative solutions in apartment decoration. How not to be afraid of experiments?

Alyona Gorskaya, Author Interior Designer

16:00—17:15 Design Tour "Trends in Kitchen Furniture"

Tatyana Skvortsova, Head of Furniture and Design Studio

**Organized by:** Advertising Agency Archdialog, assisted by the Product Design Experts Association

*Pavilion 8, Hall 2, DESIGN LOUNGE Platform*

13:30—15:00 **Aleksandr Grishaev (Presenter of Shkola Remonta (Renovation School) and Budem Menyat (Let's Change It) projects):**

13:30—14:00 How to promote a furniture brand via YouTube?

Presentation of the Budem Menyat (Let's Change It) project

14:00—15:00 Presentation of participants in the FUTURE STARS Salon

**Organized by:** Aleksandr Grishaev and the Budem Menyat (Let's Change It) project, Expocentre AO

Free admission

*Pavilion 8, Hall 2, DESIGN LOUNGE Platform*

11:00—15:00 **Business Assistance Project**

11:00—12:00 Seminar on review of the labour market in the furniture industry. How to find and keep truly competent people?  
**Organized by:** Vybor Group  
12:30—13:30 Seminar on observance of intellectual property laws in furniture production  
14:00—15:00 Seminar on compensation of expenses on software  
**Organized by:** Association of Furniture and Woodworking Enterprises of Russia, Expocentre for Counterfeit-Free project (Expocentre AO)  
*Pavilion 2, Seminar Hall 3*

11:00—17:00 **Union of Designers and Architects Program**

11:00—11:40 Fireplaces in interior. Kinds and models: how to decorate and fit the interior?  
11:40—12:20 Automation of design project provision: where to purchase furniture by designers' projects?  
12:20—13:00 Development of the furniture market: new materials and technology  
13:00—13:40 Wow effects in interior: basic and accent furniture and decor  
13:40—14:20 How to choose furniture, what styles and furniture items can be combined?  
14:20—15:00 Development of unique sales propositions for furniture companies  
15:00—15:40 Custom-made design of furniture  
15:40—16:20 Everything about garden furniture  
16:20—17:00 How to make custom-made furniture for your interior?  
**Organized by:** Union of Designers and Architects  
Free admission  
*Pavilion 2, Hall 1, BUSINESS\* Discussion Platform*

11:00—16:00 **Furniture Franchising Salon.**

**Discussion Day**

**Best Practices: Franchisors on Quality Management Standards in Franchise Networks**

11:00 Product consumerization as a competitive advantage when working with different markets  
High potential of custom-made furniture segment (Mr. Doors)  
11:30 Franchise of the home textile and interior accessories salon as a way to expand customer audience. Experience in cooperation with furniture retailers (Arya Home)

**Selection Criteria of Competitive Franchise and Franchisor's Freedom of Action. Panel session**

13:00 Autonomous management or close cooperation? (Perrino)  
14:30 Franchise or brand section. In what cases do companies grasp principles?  
Case study from Interdesign  
15:00 Loyalty standard. Customer, not a product in the focus of attention. Standard evolution in traditional retail (Vegas)  
15:30 How to monetize relations with interior designers in a proper way?  
16:00 Lottery of Hilding Anders franchise  
16:30 Banquet from AskonaGroup

**Organized by:** Expocentre AO, Mebelny Biznes Magazine  
Free admission

*Pavilion 1, Entrance A, Floor 2, Presentation Platform*

15:00—18:00 **DESIGN SOLUTIONS of the ARTLIGA Competition**

15:00—16:30 Lecture of Design Expert Olga Podolskaya  
16:30—18:00 Award Ceremony for the winners in the ARTLIGA Industrial Design Competition 2018 Invitation only event  
*Pavilion 8, Conference Hall*

15:30—16:30 **Seminar for graduates of branch schools on how to find a job in your field**

**Organized by:** Vybor Group, Expocentre AO  
Free admission  
*Pavilion 2, Seminar Hall 3*

10:00—18:00 **Consultations of Designers and Architects**

**Organized by:** Idei Vashego Doma (Ideas for Your Home) Magazine, Expocentre AO  
Free admission  
*Pavilion 8, Hall 2, Stand 82B90*

10:30—17:30 **Industry 4.0: Journey Continues**

11:30 and 15:30 Seminar on Digital Analytics  
11:30 and 15:30 Seminar on Customer Journey and Mixed Reality  
10:30—17:30 Presentation on 3CAD Evolution WEB  
**Organized by:** Innova  
Free admission  
*Congress Centre, Marble Hall*

10:00—18:00 **Consultations of Employment Centre**

Vacancy bank and resumes at the trade show  
**Organized by:** Vybor Group, Expocentre AO  
Free admission

**November 23, 2018**

11:00—13:00 **Award Ceremony for the winners in the Russian Cabriole National Award in field of industrial design**

**Organized by:** Association of Furniture and Woodworking Enterprises of Russia, Furniture Industry Art and Technical Council, Union of Designers of Russia, Expocentre AO

12:00—13:00 **Award ceremony for the winners in the 14th International Competition in the nominations:**

**For the Best Consumer Properties For Successful Promotion of Quality Goods**  
**Organized by:** Soyuzexpertiza ANO, Expocentre AO  
*Pavilion 8, Hall 2, DESIGN LOUNGE Platform*

10:00—15:00 **Consultations of Designers and Architects**

**Organized by:** Idei Vashego Doma (Ideas for Your Home) Magazine, Expocentre AO  
Free admission  
*Pavilion 8, Hall 2, Stand 82B90*

10:30—15:00 **Industry 4.0: Journey Continues**

11:30 Seminar on Customer Journey and Mixed Reality  
10:30—15:00 Presentation on 3CAD Evolution WEB  
**Organized by:** Innova  
Free admission  
*Congress Centre, Marble Hall*

10:00—16:00 **Consultations of Employment Centre**

Vacancy bank and resumes at the trade show  
**Organized by:** Vybor Group, Expocentre AO  
Free admission  
*Pavilion 8, Hall 5*

**\*Subject to change**