

# МЕБЕЛЬ-2022

33-я Международная выставка «Мебель, фурнитура и обивочные материалы»

21–25 November 2022

## Conference Programme\*

33<sup>rd</sup> International Exhibition for Furniture, Fittings and Upholstery

**MEBEL 2022**

EXPOCENTRE Fairgrounds, Moscow, Russia

### 21 November

<b>11.00–14.00</b> Pavilion No.8, Conference Hall	<b>2<sup>nd</sup> Russian Conference of Furniture Manufacturers</b>  Speakers: <b>Oleg Bocharov</b> , Deputy Minister of Industry and Trade of Russia <b>A. Shestakov</b> , CEO, 1MF (First Furniture Factory) <b>Timur Irtuganov</b> , Director General of the Association of Furniture and Woodworking Enterprises of Russia <b>S. Radchenko</b> , member of the Supervisory Council of Angstrem Group <b>S. Zmievsky</b> , President of Almaz OOO (Lyubimy Dom) <b>A. Mikhailov</b> , CEO of MK Felix <b>A. Kurbansho</b> , CEO of Kronospan <b>A. Kylych</b> , CEO of Kastamonu Integrated Wood Industry  Organised by the Association of Furniture and Woodworking Enterprises of Russia, EXPOCENTRE AO
<b>11.00–18.00</b> Pavilion Forum, Marble Hall	<b>Furniture Retail Fest</b> Topic of the Day: <b>FURNITURE E-COMMERCE: A GREAT BREAKTHROUGH</b>  <b>11.00–11.30</b> Figures and analysis: the furniture sector online. Dynamics. Trends. Forecasts <b>11.30–12.30</b> Plenary discussion on FURNITURE E-COMMERCE. Online shops, marketplaces or aggregators? <b>12.30–13.00</b> OZON and Buyson: a history of cooperation <b>13.00–13.30</b> Hoff: Hoff: an endless shop window or a private club? <b>13.30–14.00</b> SberMegaMarket and its strategies for developing furniture and home goods categories <b>14.30–15.00</b> Furniture and home products group on Yandex.Market. Figures and cases <b>15.00–15.30</b> Universal digitalisation: how to take the valuable experience of

	<p>global companies and apply it effectively to the furniture industry?  <b>16.00–18.00</b> Avito's big masterclass</p> <p>Organised by FCProject, EXPOCENTRE AO</p>
<p><b>11.00–12.00</b>  Pavilion No.1,  DESIGN LOUNGE</p>	<p><b>Ergonomics of small flats and studio flats. Transformation possibilities</b></p> <p>Speaker:  <b>Yulia Sharapova</b>, interior designer, head of the CHTD design studio, author of an educational project on layouts</p> <p>Organised by Archdialog, EXPOCENTRE AO</p>
<p><b>12.00–13.30</b>  Pavilion No.1,  DESIGN LOUNGE</p>	<p><b>Discussion of Russian furniture design: identity and product</b></p> <p>The discussion will bring together industrial, furniture, interior and environmental designers to discuss the future of the furniture industry. Rethinking the design code: how to convey Russian identity in furniture design to a modern consumer and launch new design solutions into mass production in a competitive market.</p> <p>Moderated by  <b>Aleksandra Bobretsova</b>, project head of Design Factory</p> <p>Speakers:  <b>Aleksey Sibilev</b>, founder of the functional design furniture brand BELSI  <b>Tatiana Artyakova</b>, CEO of the MDeHouse Russian designer furniture manufacturer  <b>Vitaly Stavitsky</b>, President of the Russian Designers Association  <b>Ivan Basov</b>, curator of the Furniture Design programme and preparatory department of the Interior Design programme at the British Higher School of Art and Design  Winners of the Design Factory competition for Furniture and Environment</p> <p>Organised by the Russian Designers Association, Archdialog, EXPOCENTRE AO</p>
<p><b>13.30–15.00</b>  Pavilion No.1,  DESIGN LOUNGE</p>	<p><b>The work of a designer amidst sanctions</b></p> <p>Speaker:  <b>Zhenya Zhdanova</b>, interior designer, one of the top designers in Russia, author of the Dream House and the Children's Rooms of Your Dreams books</p> <p>Organised by Archdialog, EXPOCENTRE AO</p>
<p><b>13.30–15.30</b>  Pavilion No.3,  Seminar Hall No.3</p>	<p><b>Panel discussion of risks and opportunities of the furniture business in the current environment. Anti-crisis solutions to reduce the cost of declaration (certification), effective tools for sourcing products, materials and components</b></p> <p>Speakers:  <b>Yulia Vasiltsun</b>, Head of Internal Compliance of ROSTEST AO  <b>Oleg Khitrov</b>, Deputy Head of the Management Systems and Inspection</p>

	<p>Department, member of the ROSTEST Expert Council</p> <p><b>Yulia Aleksandrova</b>, Deputy Head at the ROSTEST-Moscow Certification Body, Chair of the ROSTEST Expert Council</p> <p>Organised by ROSTEST AO, EXPOCENTRE AO</p>
<p><b>14.00–15.00</b></p> <p>Pavilion No.3, Seminar Hall No.4</p>	<p><b>RusMebel Forum 2022</b></p> <p>Meeting on <b>the problems in the Russian board and plywood market. Export development</b></p> <p>Speakers:</p> <p><b>V. Khmyrova</b>, Director of the Department of Light Industry and Forestry Complex of the Russian Ministry of Industry and Trade</p> <p><b>A. Kylych</b>, CEO of Kastamonu Integrated Wood Industry</p> <p><b>A. Nachkebiya</b>, CEO of Tomlesdrev</p> <p><b>A. Ushakov</b>, Sales Director of Swiss Krono</p> <p><b>S. Serov</b>, Business Development Director of EGGER Drevproduct Shuya</p> <p>Organised by the Association of Furniture and Woodworking Enterprises of Russia, EXPOCENTRE AO</p>
<p><b>14.00–15.00</b></p> <p>Pavilion No.8, Conference Hall</p>	<p><b>RusMebel Forum 2022</b></p> <p>Meeting on <b>furnished flats</b> with representatives of construction companies</p> <p>Speakers:</p> <p><b>A. Shestakov</b>, CEO of 1MF (First Furniture Factory)</p> <p><b>Timur Irtuganov</b>, Director General of the Association of Furniture and Woodworking Enterprises of Russia</p> <p><b>S. Radchenko</b>, member of the Supervisory Council of Angstrom Group Representative of Samolet Group</p> <p>Organised by the Association of Furniture and Woodworking Enterprises of Russia, EXPOCENTRE AO</p>
<p><b>15.00–16.00</b></p> <p>Pavilion No.1, DESIGN LOUNGE</p>	<p><b>HoReCa: the principles of restaurant interior design from mini to maxi</b></p> <p>Speaker:</p> <p><b>Ekaterina Dyatlova</b>, interior designer, head of the ECO Design studio, author of restaurant projects including those included in the MICHELIN guide</p> <p>Organised by Archdialog, EXPOCENTRE AO</p>
<p><b>16.00–17.00</b></p> <p>Pavilion No.3, Seminar Hall No.3</p>	<p><b>Application of the SCRUM project management methodology in the furniture industry</b></p> <p>Speaker:</p> <p><b>Polina Vyalova</b>, Head of Scrum Team</p>

	Organised by E1 Furniture Company, EXPOCENTRE AO
<b>16.00–17.30</b> Pavilion No.1, DESIGN LOUNGE	<b>The psychology of colour perception in interiors</b> Speaker: <b>Zoya Ti</b> , designer, colour psychology expert, trend analyst  Organised by Archdialog, EXPOCENTRE AO
<b>22 November</b>	
<b>10.30–17.30</b> Pavilion No.3, Seminar Hall No.3	<b>How to retain and motivate staff in difficult times</b>  Four motivation models for production staff Speaker: <b>Sergey Shigin</b> , Executive Director of ARISTO Techniques for engaging sales and production staff in driving change and improving performance. How to unleash the creativity of employees and improve the manageability of a company Speaker: <b>Natalia Bogdanova</b> , owner of Mama Buyer’s motivation in changing markets: uncertainty and declining incomes Speaker: <b>Inna Romanova</b> , category management and marketing expert Remuneration systems for situations where you have to combine several positions at once. Approaches, cases, ready-made payment schemes in furniture companies Speaker: <b>Sergey Aleksandrov</b> , author of five books for the furniture business and creator of the largest knowledge base, CEO of the International Furniture Consultancy Centre  Organised by the International Furniture Consultancy Centre, EXPOCENTRE AO
<b>11.00–18.00</b> Pavilion Forum, Marble Hall	<b>Furniture Retail Fest</b> Topic of the Day: <b>DEALER’S DAY</b>  <b>10.30–11.00</b> Figures and analytics: how have we produced and sold furniture since 2022? <b>11.00–11.30</b> Plenary discussion on the supplier vs. dealer issue. Red lines? <b>11.30–12.00</b> Furniture store franchise: product zoning <b>12.00–12.30</b> Seven deadly sins of a furniture retailer <b>13.30–14.00</b> Orimex: a new product in the world of furniture franchises <b>14.00–15.00</b> Expert session: when IKEA went away? <b>15.00–15.30</b> Which furniture stores are worth opening in 2023 <b>15.30–16.00</b> Buyer triggers <b>16.00–16.30</b> How Avito can help the regional furniture trade  Organised by FCProject, EXPOCENTRE AO

<p><b>11.00–12.00</b></p> <p>Pavilion No.1, DESIGN LOUNGE</p>	<p><b>Floor-plan: new laws, life hacks and case studies</b></p> <p>Speaker: <b>Natalia Solo</b>, designer, regular participant in interior TV projects, founder of the Planirovka Plus studio</p> <p>Organised by Archdialog, EXPOCENTRE AO</p>
<p><b>12.00–13.00</b></p> <p>Pavilion No.1, DESIGN LOUNGE</p>	<p><b>Home staging: how to prepare a flat for sale or rent</b></p> <p>Speaker: <b>Nina Vanchugova</b>, home-stager, founder of the Air studio</p> <p>Organised by Archdialog, EXPOCENTRE AO</p>
<p><b>13.00–15.00</b></p> <p>Pavilion No.1, DESIGN LOUNGE</p>	<p>Panel on <b>Made in Russia. How young product designers are conquering Russian retail</b></p> <p>Speakers: <b>Denis and Evgeniya Dianov</b>, founders of the Woodled brand</p> <p>Organised by Archdialog, EXPOCENTRE AO</p>
<p><b>14.00–17.00</b></p> <p>Pavilion No.8, Conference Hall</p>	<p><b>Purchasing Centre for Retail Chains™: Furniture, Accessories, Furnishings</b></p> <p><b>11.30–13.00</b> RESTART: How is the Russian Furniture Market Adapting to the New Reality? Speakers: <b>Nadezhda Alyamkina</b>, Head of Hoff Marketplace Department, <b>Eduard Romanovsky</b>, Development Director of Mebelik <b>Oleg Retanov</b>, CEO of Kvaik Group (the Medved furniture stores)</p> <p><b>14.30–17.00</b> Purchasing Centre for Retail Chains™: Furniture, Accessories, Furnishings Direct negotiations with purchasers of retail chains, online shops, furniture factories for the supply of your products and components.</p> <p>Organised by KVK Imperia, EXPOCENTRE AO</p>
<p><b>15.00–16.30</b></p> <p>Pavilion No.1, DESIGN LOUNGE</p>	<p><b>WOW effects in design</b></p> <p>Speaker: <b>Sergey Tregubov</b>, interior designer, founder of the IROOM DESIGN studio, TV presenter of a personal blog in the School of Repair project</p> <p>Organised by Archdialog, EXPOCENTRE AO</p>
<p><b>16.30–17.30</b></p> <p>Pavilion No.1, DESIGN LOUNGE</p>	<p><b>Project bundling: three types of work of manufacturers and suppliers with interior designers</b></p> <p>Speaker: <b>Alexey Verkhovod</b>, interior designer, blogger, speaker at design events, author of expert articles and methodological materials, founder of a design studio</p>

Organised by Archdialog, EXPOCENTRE AO

## 23 November

**11.00–13.00**

Pavilion No.8,  
Conference Hall

### **RusMebel Forum 2022**

**Panel on import substitution, including project presentations of critical components for the furniture industry and the wood industry (fittings, fabrics, chemicals)**

Speakers:

Representative of the Department of Light Industry and Forestry Complex of the Russian Ministry of Industry and Trade

**Timur Irtuganov**, Director General of the Association of Furniture and Woodworking Enterprises of Russia

**I. Golub**, head of the project office of the Agency of Technological Development

**A. Ismailov**, Center of Digital Technologies AO

**N. Kudenkova**, Head of the Consumer Goods Sector at the Aluminium Association

**Yu. Sidorina**, Sales Head of Felix OOO

Organised by the Association of Furniture and Woodworking Enterprises of Russia, EXPOCENTRE AO

**11.00–18.00**

Pavilion Forum,  
Marble Hall

### **Furniture Retail Fest**

Topic of the Day: **NEW NICHEs AND NEW BRANDS**

**10.30–11.00** Figures and analysis: the most promising furniture niches in 2022

**11.00–12.00** Plenary discussion of niche furniture markets

**12.00–12.30** Mod Interiors: how to make money from the luxury group.  
Warehouse programme to help dealers

**12.30–13.00** NLT Trade: light in the store

**14.00–15.30** Rekana furniture workshops:

– Product in demand: what kind of furniture does the market need today?  
Tips for manufacturers

– Betting on expertise: how the right package of competencies opens up new niches for a furniture retailer?

**15.30–17.00** The CLADER story: how did we find our niche? From dealership to a special business idea and complete transformation of the company

Organised by FCProject, EXPOCENTRE AO

**11.00–16.00**

Pavilion No.3,  
Seminar Hall No.3

### **Meeting Point. Furniture+Design**

**11.00–11.45** Vastu for the furniture business

Speaker:

**Marina Kurochkina**, public and residential interior designer, Vastu expert, creator of the Vastu for Yourself course

	<p><b>11.45–12.30</b> Functionality and materials in the production of furniture for a demanding customer  Speaker:  <b>Angelina Safronova</b>, designer engineer, art director of her own design studio Resource Interiors</p> <p><b>12.30–13.15</b> Furniture as art. Developing a company's brand and entering the premium segment  Speaker:  <b>Irina Bogatikova</b>, designer, founder of an integral design theory, contemporary art expert</p> <p><b>13.15–14.30</b> Where to look for a client in a crisis  Speaker:  <b>Nikolay Neledov</b>, furniture expert, expert in non-standard tasks, participant in The ABC of Renovation TV show</p> <p><b>14.30–15.15</b> How to woo a designer. Developing your brand and attracting new partners  Speaker:  <b>Yury Vorobyov</b>, architectural designer, expert in creating conceptual interiors, lecturer at VISUAL SCHOOL</p> <p><b>15.15–16.00</b> Import substitution: what furniture companies can offer design studios in today's realities  Speakers:  <b>Irina Dubinina, Natalia Dubinina</b>, interior designers, founders of the Di interior design studio</p> <p>Organised by the Union of Designers and Architects, EXPOCENTRE AO</p>
<p><b>11.00–12.00</b>  Pavilion No.1,  DESIGN LOUNGE</p>	<p><b>Flats with interior finishing: decorative techniques for working with space from my own experience</b>  Speaker:  <b>Natalia Vlasenko</b>, interior designer since 2000, decorator</p> <p>Organised by Archdialog, EXPOCENTRE AO</p>
<p><b>12.00–13.30</b>  Pavilion No.1,  DESIGN LOUNGE</p>	<p><b>Designer uniqueness</b>  Speaker:  <b>Stanislav Orekhov</b>, designer, 3D artist, head of a design studio, creator of an interior design training school, creator of an online channel on current issues in business and design</p> <p>Organised by Archdialog, EXPOCENTRE AO</p>
<p><b>13.30–14.30</b>  Pavilion No.1,  DESIGN LOUNGE</p>	<p><b>Kitchen: what I want / what I can afford. New products from Milan vs Russian-made products</b>  Speaker:  <b>Tatiana Skvortsova</b>, head of the Deni-Art furniture and design studio, professional furniture production technologist, winner of furniture competitions</p>

	Organised by Archdialog, EXPOCENTRE AO
<b>13.00–14.30</b> Pavilion No.8, Conference Hall	<b>RusMebel Forum 2022</b> <b>Conference on Secondary Vocational Education involving sectoral colleges, the Russian Ministry of Education</b> Speakers: <b>D. Tuzov</b> , head of department of College of Architecture, Design and Reengineering No.26 <b>V. Zaynutdinov</b> , head of a training workshop of Moscow Industry College Representative of Voronezh State University of Forestry and Technologies <b>E. Soboleva</b> , Angstrom <b>L. Prischenko</b> , head of a training centre, Felix OOO Organised by the Association of Furniture and Woodworking Enterprises of Russia, EXPOCENTRE AO
<b>14.30–16.00</b> Pavilion No.1, DESIGN LOUNGE	<b>How does colour affect a person's sense of space?</b> Speaker: <b>Elena Teplitskaya</b> , designer, architect, artist, broadcaster; corresponding member of the Russian Academy of Natural Sciences (Department of Architecture and Design); member of the Union of Artists of Russia, developer of her own programme on decor and styles in interiors, TV presenter of the Bottomless Mezzanine and the Colourful Revolution Organised by Archdialog, EXPOCENTRE AO
<b>14.30–15.30</b> Pavilion No.8, Conference Hall	<b>RusMebel Forum 2022</b> <b>Russian meeting of sectoral qualifications assessment centres of the furniture and wood processing industry under the auspices of the National Council for Professional Qualifications under the President of the Russian Federation with the participation of the Russian Ministry of Labour and Social Protection</b> Speakers: <b>A. Khmel</b> , head of a qualifications assessment centre <b>L. Prischenko</b> , head of a training centre, Felix OOO Organised by the Association of Furniture and Woodworking Enterprises of Russia, EXPOCENTRE AO
<b>16.00–17.30</b> Pavilion No.1, DESIGN LOUNGE	Panel on <b>designer - builder - furniture maker. Who's to blame and what to do</b> Speakers: <b>Sergey Galkin</b> , head and founder of the Made by Ideal Art furniture manufacturing company <b>Inna Azorskaya</b> , professional architect and designer, author of over 150 design projects that have been implemented in Russia and abroad, winner of international competitions including the Interior Design Awards London



	<p><b>Andrey Khrisanov</b>, head of Foreman Ltd, repair management expert</p> <p>Organised by Archdialog, EXPOCENTRE AO</p>
<b>24 November</b>	
<p><b>11.00–18.00</b> Pavilion No.8, Conference Hall</p>	<p>Conference on <b>Furniture Business the Russian way. Unconventional Sales Growth Opportunities in the New Crisis 2023</b></p> <p><b>11.10–11.30</b> Market analysis and forecasts  <b>11.30–12.45</b> Marketing and know-how  <b>12.45–13.05</b> Blitz interview with store owners: what is the sales situation now? What measures are helping? What is the anti-crisis plan?  <b>13.05–13.40</b> Break  <b>13.40–14.55</b> Trainings and education  <b>14.55–15.40</b> Sales management  <b>15.40–16.00</b> Blitz interview with store owners: what is the sales situation in wholesale now? What is the plan to support your turnover and sales of your customers (dealers)?  <b>16.00–16.40</b> Personnel  <b>16.40–16.55</b> Aggregators and marketplaces  <b>16.55–17.15</b> Manufacturing  <b>17.15–18.00</b> Strategic discussion with renowned owners in the furniture industry: global growth points or survival strategy? How do we see the market and what changes do we need to prepare for?</p> <p>Organised by MIR (Furniture. Investments. Retail), EXPOCENTRE AO</p>
<p><b>11.00–18.00</b> Pavilion Forum, Marble Hall</p>	<p><b>Furniture Retail Fest</b> Topic of the Day: <b>FURNITURE STORE 4.0</b></p> <p><b>12.00–13.30</b> Panel on changing consumer behaviour and digital technology for new retailers on tight budgets  <b>14.00–15.30</b> Panel on D2C strategy for manufacturers and retailers: going directly to the customer, what is the difference between the strategies</p> <p>Organised by FCProject, EXPOCENTRE AO</p>
<p><b>11.00–12.00</b> Pavilion No.1, DESIGN LOUNGE</p>	<p><b>Storage systems: new technologies and rules for spaces of all sizes</b></p> <p>Speaker: <b>Nadezhda Lashku</b>, interior designer, head of the Lashku design studio, member of the Moscow Union of Designers</p> <p>Organised by Archdialog, EXPOCENTRE AO</p>
<p><b>12.00–13.00</b> Pavilion No.1,</p>	<p><b>Influence of light on the image of an interior. Practical workshop</b></p>

DESIGN LOUNGE	<p>Speaker: <b>Konstantin Tsepelev</b>, founder and CEO of BRIGHT BURO, professional lighting technician and lighting designer</p> <p>Organised by Archdialog, EXPOCENTRE AO</p>
<p><b>12.00–13.00</b> Pavilion No.3, Seminar Hall No.3</p>	<p><b>The practice of preparing documents for expert examination to confirm the production of industrial products in the Russian Federation in accordance with Russian Government Decree No. 719 of 17.07.2015</b></p> <p>Organised by Soyuzexpertiza ANO of the Russian Chamber of Commerce and Industry, EXPOCENTRE AO</p>
<p><b>13.00–14.00</b> Pavilion No.3, Seminar Hall No.3</p>	<p><b>RusMebel Forum 2022</b></p> <p><b>Furniture market 2022-2023 through the eyes of consumers. Customer Journey in the context of change 2022–2023. What is changing in consumer behaviour and how furniture companies should respond</b></p> <p>Organised by DEMIND, the Association of Furniture and Woodworking Enterprises of Russia, EXPOCENTRE AO</p>
<p><b>13.00–14.00</b> Pavilion No.1, DESIGN LOUNGE</p>	<p><b>Trends from international shows 2022: shapes, materials, colour</b></p> <p>Speaker: <b>Lina Knyazeva</b>, interior designer, studio manager, participant in design internships in Italy, Germany and Macedonia, visitor to design exhibitions</p> <p>Organised by Archdialog, EXPOCENTRE AO</p>
<p><b>14.00–15.00</b> Pavilion No.3, Seminar Hall No.3</p>	<p><b>Research on staff performance in the furniture industry</b></p> <p>Organised by SteadyControl, EXPOCENTRE AO</p>
<p><b>14.00–15.30</b> Pavilion No.1, DESIGN LOUNGE</p>	<p><b>Choosing partners. Technology 2022</b></p> <p>Speaker: <b>Diana Balashova</b>, interior designer, one of the top 10 best decorators in Russia according to ELLE Decoration (Russia), more than 15 years of experience in design, founder of a design bureau for private and public interiors, a regular participant in the Apartment Question TV show</p> <p>Organised by Archdialog, EXPOCENTRE AO</p>
<p><b>15.30–17.30</b> Pavilion No.1, DESIGN LOUNGE</p>	<p><b>Award ceremony of the Golden Cabriole National Award for Industrial Furniture Design</b></p> <p>Organised by the Association of Furniture and Woodworking Enterprises of Russia, EXPOCENTRE AO</p>
<b>25 November</b>	

<p><b>12.00–14.00</b> Pavilion No.1, DESIGN LOUNGE</p>	<p><b>Award ceremony</b> <b>17<sup>th</sup> International Competition of Soyuzexpertiza ANO of the Russian Chamber of Commerce and Industry</b></p> <p>Organised by the Russian Chamber of Commerce and Industry, Soyuzexpertiza ANO of the Russian Chamber of Commerce and Industry, EXPOCENTRE AO</p>
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**\*Subject to alteration**