PRODUCT SECTORS

- Cabinet furniture for living rooms, study rooms and halls
- Upholstered furniture
- Fabrics, upholstery materials
- Kitchen furniture. Household appliances. Tables and chairs
- Mattresses and furniture for bedrooms
- Furniture for children and teenages
- Office and special purpose furniture
- Home décor
- Components and fittings
- Built-in furniture and partitions
- Decorative and floor coverings
- Furniture for country houses and gardens, accessories
- Equipment for furniture production
- Designer furniture. Contemporary design

SUPPORTING EVENTS

- The RusMebel Forum with representatives of the Russian Ministry of Industry and Trade, the Association of Furniture and Woodworking Enterprises of Russia, and experts from allied industries
- Purchasing Centre for Retail Chains™
- The Festival of Furniture Retail
- The Conference on Neuromarketing
- Workshops on interior and furniture design
- Master classes on sales development in the furniture industry
- The Golden Cabriole National Award for Furniture Design
- The International Competition for the Best Consumer Properties and the Successful Promotion of High Quality Goods

JOIN US AT RUSSIA'S LARGEST EXHIBITION FOR FURNITURE, FITTINGS AND UPHOLSTERY!

SEE YOU AT MEBEL 2022!

Venue

EXPOCENTRE Fairgrounds
14, Krasnopresnenskaya nab., Moscow, Russia

Dates

Mounting: 16–20 November 2022
Running: 21–25 November 2022
Dismantling: 26–28 November 2022

Exhibition Management

Phones: +7 (499) 795-37-36
795-38-82
795-38-64
E-mail: mebel@expocentr.ru
ts@expocentr.ru

Mebel interior design

33rd International Exhibition for Furniture, Fittings and Upholstery

21–25.11.2022

EXPOCENTRE Fairgrounds, Moscow, Russia

www.meb-expo.ru/en

12+

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MEBEL

The largest trade show for furniture, fittings and upholstery in Russia and Eastern Europe

Facts & Figures[1]

76,000
sq m of floor space

618
companies from

21
countries

32,082
visitors from all regions of Russia and

54
countries

517
Russian companies

more than

90
supporting events

[1] Source: Results of Mebel 2021

EXHIBITORS

In 2021 group stands were represented by 19 Russian regions:

Arkhangelsk, Chelyabinsk, Ivanovo, Kaliningrad, Kirov, Kursk, Leningrad, Penza, Tambov, Ulyanovsk, Voronezh, Yaroslavl Oblasts, Krasnodar Krai, Republics of Adygea, Buryatia, Komi, Mari El, Tatarstan, Udmurtia

75% of exhibitors are manufacturers

91% of exhibitors expanded sales territory and opened new markets

93% of exhibitors generated sales leads

VISITORS

The annual renewal of visitors

30–35%

Source: Results of Mebel 2021

Visitor interests, %[2]

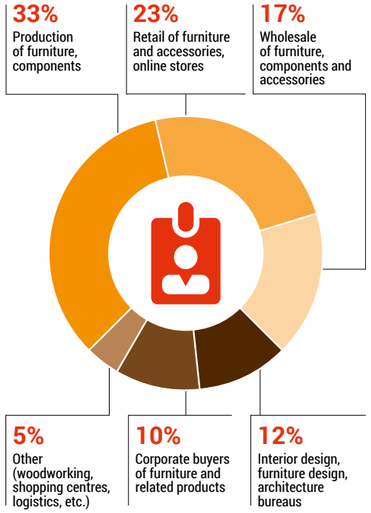
[2] Multiple replies possible

89% of visitors influence purchasing decisions

94% of visitors attend Mebel to generate sales leads and find new suppliers

99% of industry professionals would recommend Mebel to their colleagues and peers

Visitor profile[3]



[3] Source: Mebel 2021 visitor registration

EXHIBITOR FEEDBACK

Sergey Zmievsky, President at Lyubimy Dom

"Mebel shows all design solutions for kitchens, bedrooms, and children's rooms. There are a lot of visitors not only from Russia but from other countries as well."

Oleg Kotlyar, an official representative of JAGO in Russia

"Participation in Mebel is a great promotion tool for both a brand and any startup. It is always a great opportunity to increase your brand awareness and generate new leads."

DESIGNERS CHOOSE MEBEL

Elena Teplitskaya, an interior designer

"Mebel is very important. Russian manufacturers showed their amazing capabilities here. Many companies have really taken off."

Sergey Tregubov, an interior designer

"This show is an opportunity to see products. I need to understand their quality so that in the future I could describe tactile sensations to my clients using only a picture."