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CONFERENCE PROGRAMME

37th International Exhibition for Furniture, Fittings and Upholstery

MEBEL 2026

Halls 13, 14, 15, Pavilion 3, Crocus Expo

23 November		
1.	10:30–18:00 Pavilion 3, Hall 13, Forest Dialogue	Conference on **Markets of Timber Products 2026** Day One: **Results of the development of the Russian domestic market in 2026, prospects for 2027** Moderated by **Mikhail Dmitriev,** Director at ProDerevo 11:00–14:00 Session 1: The state of the Russian timber industry. Production, problems, development prospects 14:00–15:30 Session 2: Supply of raw materials for the timber industry: the current state 15:30–17:30 Session 3: Development drivers of the timber industry Organised by the ProDerevo web portal, EXPOCENTRE
2.	10:30–18:00 Pavilion 3, Hall 14, Sales Formula	Conference on **Furniture Business the Russian Way 2026. What to do in 2027 when there are no customers, sales have dropped, and money has run out** Moderated by **Aleksey Lopukhin**, CEO and founder at MIR. Furniture. Investments. Retail 11:05–11:25 Where will the demand be in 2027: furniture market figures, regional statistics, strategy for a type of market 11:25–11:55 Furniture marketing 2026-2030: changes that make companies grow faster than the market 11:55–12:25 Fact 1: there is five times less new traffic to my stores. Fact 2: I now make 80% of my sales on my own base and I have not gone downhill. Question: what have I rebuilt where the competitors are losing ground now? 12:25–12:55 Order, profit, and people: where to get money within the furniture business to keep it going in 2027 12:55–13:15 Reality 2026: the website and dealers no longer guarantee production capacity. How to integrate marketplaces into an anti-crisis model to retain revenue 13:15–14:10 My sellers are key! 14:10–14:35 An assortment strategy in an era of instability, or how not to drown in unsellable goods

		14:35–14:55 There is profit but there is no money: how to read accounting documents of a furniture factory and not let yourself be deceived. Nine mechanisms and how each of them can be caught out in a week 14:55–15:25 Leads are 33%, sales are on track: how AI works in the Pinskdrev online store 15:25–15:55 How can an owner of a furniture company free up time for business development 16:10–17:00 Panel on results of 2026 and development strategy for 2027 17:00–17:10 Closing remarks Partner: MIR. Furniture. Investments. Retail Organised by EXPOCENTRE
3.	11:00–13:30 Pavilion 3, Hall 15, Business Formula	**10th Russian Conference of Furniture Manufacturers** Moderated by **Timur Irtuganov,** Director General at the Association of Furniture and Woodworking Enterprises of Russia 11:00–11:10 Welcome speech by the representative of the Russian Ministry of Industry and Trade 11:10–11:40 The current state of the industry 11:40–12:10 Unresolved problems–old and new. What can be fixed, what will have to be lived with 12:10–12:50 The interdependence of timber industry sectors and related industries 12:40–13:30 Opinions of key players on the issues of human resources, AI, and market prospects Organised by the Association of Furniture and Woodworking Enterprises of Russia, EXPOCENTRE
4.	11:00–16:00 Pavilion 3, Hall 15, Design Formula	**Design Hour** Day One. **Furniture in a Contemporary Interior: Trends, Products, Space** Moderated by **Svetlana Kotlukova**, a journalist, interior marketer, founder of ArchDialog, lecturer at the British Higher School of Design 11:00–12:40 Furniture 2027: what is changing in our interiors 11:50–12:40Designer × factory collaborations: how to create a collection that will be bought 12:40–13:20 Small flats — big tasks: how to design interior and furniture for compact spaces 13:30–14:20 Trends of 2027 based on the results of recent trade shows: China vs Europe 15:20–16:00 Light and interior: how lighting changes the perception of shape, color, and materials Organised by ArchDialog, EXPOCENTRE

5.	14:00–15:30 Pavilion 3, Hall 15, Business Formula	**Scientific and Methodological Council for the Development of Education in the Forest Industry** Moderated by **Timur Irtuganov,** Director General at the Association of Furniture and Woodworking Enterprises of Russia Organised by the Association of Furniture and Woodworking Enterprises of Russia, EXPOCENTRE
6.	14:30–15:00 Pavilion 3, Hall 14, Home Staging Laboratory	**Interior for Millennials** Home Staging Battle Organised by EXPOCENTRE
7.	16:00 Pavilion 3	Practical tour around the show to see **New Products, Trends, Lighting** Organised by ArchDialog, EXPOCENTRE
8.	16:30–17:30 Pavilion 3, Hall 15, Design Formula	Session on **Creating a Personal Brand for Designers and Architects Through TV Integration** Moderated by **Venera Ali,** a TV producer, creator of the Artdesign, Stroyka, Smart Home and Dacha Academy TV projects Partner: the Artdesign TV project Organised by EXPOCENTRE
24 November		
9.	10:30–18:00 Pavilion 3, Hall 13, Forest Dialogue	Conference on **Markets of Timber Products 2026** Day Two: **Results of global market development in 2026, prospects for 2027** Moderated by **Mikhail Dmitriev**, Director at ProDerevo 11:00–14:00 Session 4: Export of timber products: promising markets in 2027 14:00–16:00 Session 5: Localization of production and replacement of European equipment in investment projects in the field of forest development Organised by the ProDerevo web portal, EXPOCENTRE
10.	10:30–18:00 Pavilion 3, Hall 14, Sales Formula	**Furniture Retail Festival** Day One: **The Omnichannel Reality** Websites, marketplaces, salons, dealers, search, delivery and service converged at one point: in the buyer's path. How to make this way effective? Moderated by **Valeria Zelinskaya,** Managing Partner at FCP Media, **Maria Gagloeva,** Managing Partner at FCP Media 11:00–11:30 How to choose furniture on the Internet in 2026. Demand, purchase structure, and communication tools

		11:30–12:00 SEO vs GEO: who controls the visibility of furniture brands in search and AI today 12:00–13:00 Who controls the furniture buyer? Plenary discussion on three channels, one purchase, and different economies 13:00–13:30 Seamless e-com: products, packaging, fulfillment, and delivery in one system 13:30–14:30 Conversion in the furniture industry 14:00–14:30 E-com transformations: what businesses should prepare for in 2027 15:00–16:00 Plenary discussion on marketplaces in the new reality: what affects the sustainability of the platform business in 2026? 16:00–17:00 EMO INDEX from Adgasm and FCP. Fresh and updated 17:00–18:00 Business networking & a closed draw Organised by FCProject, EXPOCENTRE
11.	11:00–12:30 Pavilion 3, Hall 15, Business Formula	Session on **Labelling** Moderated by **Timur Irtuganov**, Director General at the Association of Furniture and Woodworking Enterprises of Russia Organised by the Association of Furniture and Woodworking Enterprises of Russia, EXPOCENTRE
12.	11:00–16:00 Pavilion 3, Hall 15, Design Formula	**Design Hour** Day Two. **From a Sketch to Implementation: Production, Technology, and the Future** Moderated by **Svetlana Kotlukova**, a journalist, interior marketer, founder of ArchDialog, lecturer at the British Higher School of Design 11:00–12:00 Panel from technologists on the path from pictures to production: common mistakes of designers in sketches and visualizations. What a designer should know about structure and production technology 12:00–12:40 AI in the interior business: from concept to sales. Where designers and furniture makers can now use neural networks 12:50–13:30 Colour and its influence on the interior: the psychology of the client 2027 14:30–15:20 Panel on the Russian furniture design: can we create a product rather than copy trends 15:20–16:00 A kitchen of a new generation kitchen: what is changing in the main furniture space of the house: technology, new products, materials Organised by ArchDialog, EXPOCENTRE
13.	13:00–14:30 Pavilion 3, Hall 15, Business Formula	Session on **Automation of Production** Moderated by **Timur Irtuganov**, Director General at the Association of Furniture and Woodworking Enterprises of Russia Organised by the Association of Furniture and Woodworking Enterprises of Russia, EXPOCENTRE

14.	13:40–14:10 Pavilion 3, Hall 14, Home Staging Laboratory	**Interior for Zoomers** Home Staging Battle Organised by EXPOCENTRE
15.	15:00–16:00 Pavilion 3, Hall 15, Business Formula	Session on **TV Advertising for Large Business** Moderated by **Venera Ali,** a TV producer, creator of the Artdesign, Stroyka, Smart Home and Dacha Academy TV projects Partner: the Artdesign TV project Organised by EXPOCENTRE
16.	16:00 Pavilion 3	Practical tour around the show to see **Fittings of the Future** Organised by ArchDialog, EXPOCENTRE
17.	16:30–17:30 Pavilion 3, Hall 15, Design Formula	**Presentation of Kastamonu Kastomization** **Organised by Kastamonu Russia**
	25 November	
18.	10:30–18:00 Pavilion 3, Hall 14, Sales Formula	**Furniture Retail Festival** Day Two: **The Power of Products** How do companies find their product strength? They assemble modular systems, manage variability, work with decorations, fittings and fabrics, turn customization into a clear offer, and do not destroy the economy with the complexity of production. Moderated by **Valeria Zelinskaya,** Managing Partner at FCP Media, **Maria Gagloeva,** Managing Partner at FCP Media 11:00–11:30 Who makes money, and who makes future? Saving, reactive and inertial design in the furniture business 11:45–12:45 Plenary discussion on product strategies and adaptive production 12:45–13:15 Hoff: how the Blox storage system was created 13:15–13:45 How to assemble a decor matrix without warehouse chaos 13:45–14:15 From premium to a box: how does the product line work in the manufacture of bedtime products 14:15–15:15 Custom-made products without illusions. Specifics of the Russian custom furniture market 15:15–15:45 Product concepts of Mr.Doors 15:45–16:15 No school, no product: why the furniture business needs education 16:15–17:15 Your furniture business in a highly competitive environment: how to sell when a customer compares you to five other companies Organised by FCProject, EXPOCENTRE

19.	11:00–12:30 Pavilion 3, Hall 13, Forest Dialogue	Session on **People or Machinery: Where Do the Owners of Production Facilities Invest?** Partner: the Tcech Community of Manufacturers Organised by EXPOCENTRE
20.	11:00–17:00 Pavilion 3, Hall 15, Design Formula	**Design Hour** Day Three. **Design as a Business: Clients, Designers, Sales, Brand** Moderated by **Svetlana Kotlukova**, a journalist, interior marketer, founder of ArchDialog, lecturer at the British Higher School of Design 11:00–11:40 Panel on what a designer really needs from a furniture brand and how to attract attention of designers 11:50–12:30 How a designer can earn money on furniture and accessories in the current realities. Bundling on marketplaces as a new reality 12:40–13:20 Homesteading: how the market is developing in 2026 14:30–15:10 Content that sells. Tools for making trending videos 15:20–16:00 Anti-crisis solutions in the design market of 2026 that really worked Organised by ArchDialog, EXPOCENTRE
21.	12:00–14:00 Pavilion 3, Hall 15, Business Formula	Session on **the Current Trends in the World of Paints and Coatings and Adhesive Systems** Organised by Aricon LK Systemy
22.	13:00–16:00 Pavilion 3, Hall 13, Forest Dialogue	**The future of the Timber Industry Until 2030: How to Win in New Conditions** Investments, access to new markets, development, and fight for efficiency according to top managers of the industry Organised by the Wooden Housing Association, EXPOCENTRE
23.	13:40–14:10 Pavilion 3, Hall 14, Home Staging Laboratory	**New Year's Transformation** Home Staging Battle Organised by EXPOCENTRE
24.	14:00–18:00 Pavilion 3, Hall 15, Business Formula	**UNIHOPPER Academy** Industry trends, new products, practical recommendations for selection and use Organised by UNIHOPPER

	26 November	
25.	12:00–13:00 Pavilion 3, Hall 13, Forest Dialogue	Session on **Cameras in Furniture Production: Accounting for Output and Downtime, Quality Assessment** Video analytics at furniture production facilities Organised by EXPOCENTRE
26.	12:00–13:30 Pavilion 3, Hall 15, Design Formula	Award ceremony of the **Golden Cabriole** National Award for Industrial Furniture Design **Nominations:** – Cabinet Furniture – Upholstered Furniture – Furniture for Public Spaces – Kitchen Furniture – Future Stars Organised by the Association of Furniture and Woodworking Enterprises of Russia, EXPOCENTRE

Subject to alteration