



Dear Partner,

We are honoured to invite you to participate in the annual gift Fair of Home and Festive Décor 'PRESENTICA' which will take place at 'Gostiny Dvor', in Moscow between 20 to 23 September 2021.

The aim of PRESENTICA

This remarkable exhibition is an excellent opportunity for vendors in our industry to showcase their latest creations and pieces which can bring numerous business opportunities. This fair acts as a product information exchange centre for the exhibitors, and this is an ideal place to know the current worldwide trends whilst interacting with new consumers and trade people, achieving a great business exposure and increased transactions.

To promote the business of the show's exhibitors and to provide participants with the tools to interact with the target audiences in order to increase the number of their sales, the exhibition will be structured and formed to focus on the following:

- targeted attraction of B2B audience using digital technology;
- categorizing the exhibition on thematic sections in line with the latest industry trends;
- a new architectural solution to the exhibiting space and the designing of the stands;
- organizing business sessions and presentations in Match Making format;
- organizing hybrid format of participation for those who are still in quarantine due to COVID-19; meaning that it will combine an in-person event with online components.

The line-up design of exhibitors will be formed by the Expert Group, namely:

- General director of the Exhibition complex Gostiniy Dvor Atrium "Trade house Shater" Vyacheslav Korol;
- Deputy CEO of the Alliance of Regional Retailers «Good choice» Olga Astapchenko;
- Chairperson of Moscow Chamber of Commerce Commission on Foreign Economic Cooperation with Partners in China Anna Bessmertnaya.

One of the Experts' Group tasks is to attract industry buyers in order to increase the number of international participants.

Exhibitors from Russia, CIS and other countries will present products in eight thematic sections:

- home décor
- arts and crafts
- souvenirs
- awards VIP gifts
- festive goods
- "smart" gifts
- fashion gifts
- gourmet gifts

More information on stands and pricing, to be provided in the Application of Participation.

To secure your place, please send your application and information about your products at: **addressinfo@presentica.net**.

We hope that you will be able to join us to this unique opportunity! We look forward seeing you among the participants of **PRESENTICA 2021 EXHIBITION!**

Contacts

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