



**DESIGN
DECOR**
ST. PETERSBURG



7th International exhibition of interior and decor items

18–20 April 2019

EXPOFORUM,
St. Petersburg, Russia



Alongside with:



Organised by MVK
Office in St. Petersburg

Find out more at:
designdecor-expo.ru

Expand your business in Russia — take part in the key exhibition of interior and decor items in St. Petersburg



Participation in Design&Decor St. Petersburg exhibition is a great opportunity to increase sales and expand the geography of distribution

Exhibition profile:
●●●●●●●●●●●●●●●●●●●●

- Interior and decor items
- Interior textile
- Designer furniture
- Interior lighting

2018 exhibitors
70 companies



89%
of exhibitors found new clients and partners at the exhibition

89%
of exhibitors were satisfied with the quantity and professionalism of visitors

83%
of exhibitors consider participating in the exhibition to be valuable for future sales

74%
of exhibitors successfully presented new products



We took part in Design&Decor St. Petersburg exhibition for the first time. We had three intensive and productive days. We held more than 1,000 meetings and managed to develop a base of new designers from St. Petersburg as well as from other regions of Russia, such as Far Eastern, Southern, Ural and Siberian Federal Districts. Now we can point out a good potential of collected leads, the result will be evaluated later.

Tatiana Lagunova,
CEO of ETRE
| HOME INTERIOR STUDIO

This is the third consecutive year our company has taken part in Design&Decor St. Petersburg exhibition. Every time the exhibition meets our expectations and even exceeds them. We set the certain goal to achieve by means of exhibiting — to find new customers from among designers and decorators audience, and we did it. The exhibition is an efficient and right tool for us to attract new customers, and we will continue to use this tool further more. Looking forward to meeting you in 2019!

Alexey Tikhomirov,
CEO of Aquastyle company

Participating in the exhibition, we've reached a high quality audience, including designers, decorators and that is even more important, trading companies of the Northwest Russian region — our wholesale buyers. A very high interest was shown to our products that also confirmed that the organisers of the exhibition did a huge work to attract B2B audience and managed with it perfectly. We recommend Design&Decor St. Petersburg exhibition to everybody who works with designers, decorators and interior design shops.

Vitaliy Tarnyavskiy,
brand manager
of Proplanters company



St. Petersburg interior market has a huge commercial potential:

1 500+
design and decor items studios

2 500+
furniture salons

2 000+
interior designers

5 247
specialists
attended 2018 exhibition

+12% to 2017

95% of visitors make or influence purchasing decisions

62% of visitors plan to sign contracts with the exhibitors

We visit Design&Decor St. Petersburg exhibition to get acquainted with the range of presented interior and decor items. We worked several times with suppliers that we had met at the exhibition.

I'd like to note the expansion of the range and the higher quality of presented items at this year exhibition.

What I remember most are interesting interior paintings that have not been previously exhibited. Next year me and my colleagues also plan to visit the exhibition.

Olga Orlova,
architect of design studio Art House

Visitor profile:

Representatives of wholesale and retail companies

Architects

Designers, decorators

Meet your customers at the exhibition!

Put your business in front of over 5 000 potential customers!

Visitors' interest to represented products*

number of people

| | |
|----------------------------------|-------------|
| Interior and decor items | 4140 |
| Furniture | 3201 |
| Interior lighting | 2886 |
| Interior textile | 1836 |
| Bathroom accessoires | 1821 |
| Home textile | 1732 |
| Crockery and kitchen accessories | 1574 |

* Multiple choice questions were used in visitors' questionnaire

Every year we visit Design&Decor St. Petersburg exhibition, looking for new suppliers to expand the range of our decor gallery. First of all we are interested in home interior items and furniture. This year we've found interesting accessories of the Nambé company and some exciting furniture designs. Now we are negotiating on cooperation with these suppliers.

Ksenia Doroshenko,
director of Decor Gallery (decor4home)

2019 exhibition business programme



DESIGNERS
club

Designers Club —
discussion platform
for practicing designers



DESIGN
DECOR
school

Design&Decor School —
intensive course
for decorators and designers



ARCHI
SPACE

ArchiSpace —
forum for architects,
involved in engineering
of indoor spaces

More opportunities!

In 2019, the **Design&Decor St. Petersburg** exhibition

will be held simultaneously with the largest in the Northwest Russia construction exhibitions: InterStroyExpo and Country Living



- Synergy of the large-scale exposition
- Additional categories of visitors: your booth will be visited by representatives of trade companies and representatives of companies involved in construction and finishing works, private customers

Make Design&Decor St. Petersburg your most successful show!



International
Exhibition
Company

Organised by MVK
Office in St. Petersburg

+7 (812) 380 60 17
decor@mvk.ru



Book your stand now

designdecor-expo.ru