



2015



RUSSIAN
RETAIL
WEEK

REPORT

RUSRETAILWEEK.RU

TRADE – A KEY SEGMENT OF RUSSIAN ECONOMY

The core industry event of 2015 was presented in Moscow World Trade Center from June 2 to 6.

Both federal and local authorities' officials, top management of leading retail outlets and corporate supply and production companies were engaged in progress of the forum chaired by the Ministry of Industry and Trade of the Russian Federation

The participants exchange included briefings and presentations of various achievements, discussing means and formats of further cooperation.

Process of conferences, discussion sessions and forums displayed a new constructive terms of cooperation of retail business and state executive bodies.

Trade is the vital sector of Russia's economy, which turnover endows 1/3 of GDP.

«Specifically we aim for a further business activity boost in this area»

Arkady Dvorkovich

«It's necessary to design and implement the foremost trading means and tools, elaborate and improve cooperation basis with producers and suppliers. The events, like Russian Retail Week, are set to assist»

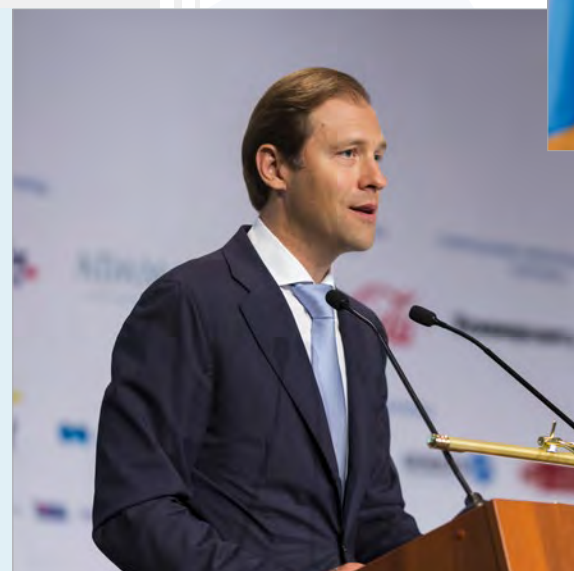
Denis Manturov

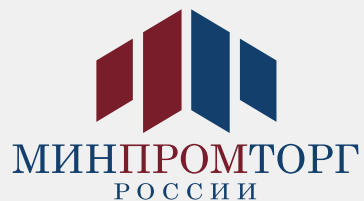
«I am convinced that the planned Russian Retail Week agenda will lead to the introduction of the professional goals presentation, share experience, bluntly discuss the most urgent industry problems, overhaul of the trade development strategy for the following years»

Alexander Shokhin

«Russian Retail Week is set to become a new global discussion platform for the dialogue of authorities and business. I reckon the new possibilities and prospects will appear available»

Ilya Yakubson





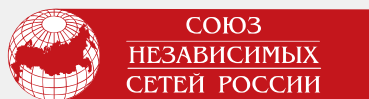
ORGANIZER НЕДЕЛИ РОССИЙСКОГО РИТЕЙЛА:

THE MINISTRY OF INDUSTRY AND TRADE OF THE RUSSIAN FEDERATION



CO-ORGANIZERS:

THE RETAIL COMPANIES ASSOCIATION



THE UNION OF INDEPENDENT RETAILERS OF RUSSIA



PUBLISHING HOUSE RETAILER



FRANCO-RUSSIAN CHAMBER OF COMMERCE AND INDUSTRY



RUSBRAND, THE ASSOCIATION OF BRANDED GOODS MANUFACTURERS IN RUSSIA



CO-ORGANIZERS CHAIN WHOLESAL CENTER™ AND EXHIBITION RETAIL'S WORLD:

CONGRESS AND EXHIBITION COMPANY «IMPERIA»

MAIN TRADING FORUM OF RUSSIA

The country's Main Trading Forum Russian Retail Week was presented with a new global business forum status.

Its main target is to reach the reciprocity level of state and business, which will enable most dynamic and effective growth of the retail network and production.

It's planned that the forum will settle within the annual list of key industry events, as a platform to shape the growth vectors of civilized retail trade, to tackle industry's challenges.

LIST OF PARTICIPANTS OF THE FORUM:

- Leading Russian retailers, top managers of federal and regional retail trade networks;
- Food and consumer goods, equipment production and supply companies;
- Industry cartels of production and supply companies;
- Federal, regional and municipal State authorities;
- Construction, development and investment companies.

THE RUSSIAN RETAIL WEEK AGENDA INCLUDED VARIOUS FORMAT EVENTS:

- Conference and public discussions;
- Round tables, business sessions and workshops;
- Trade session involving supply companies and purchase departments of retail networks;
- Exposition presenting the products of leading trading corporations, foremost technologies and innovations of retail, investment and construction projects;
- Innovative tours of logistic complexes and retail outlets;
- Sport competitions of leading retailers' teams and much more.



RUSSIAN RETAIL WEEK IN FIGURES

3121

PARTICIPANTS

the total number of event visitors during 5 days, on June 2-6

42

BUSINESS EVENTS

conferences, roundtable discussions, sessions

300+

TRADING NETWORKS

representatives of International and top companies

250

SPEAKERS

representatives of trading networks, government authorities and large producers

24

NOMINATIONS

of industry professional contest
RUSSIAN RETAIL AWARDS

152

JOURNALISTS

from 73 news media gave coverage to the forum

RETAIL SEGMENTS PRESENTED AT THE FORUM



FOOD
RETAIL



HOUSEHOLD
GOODS



CLOTHING AND
FOOTWEAR



ELECTRONICS
AND MOBILE
COMMUNICATION



COSMETICS AND
PHARMACEUTICALS



JEWELRY
RETAILS



IT SERVICES
AND SOFTWARE



WAREHOUSING
EQUIPMENT

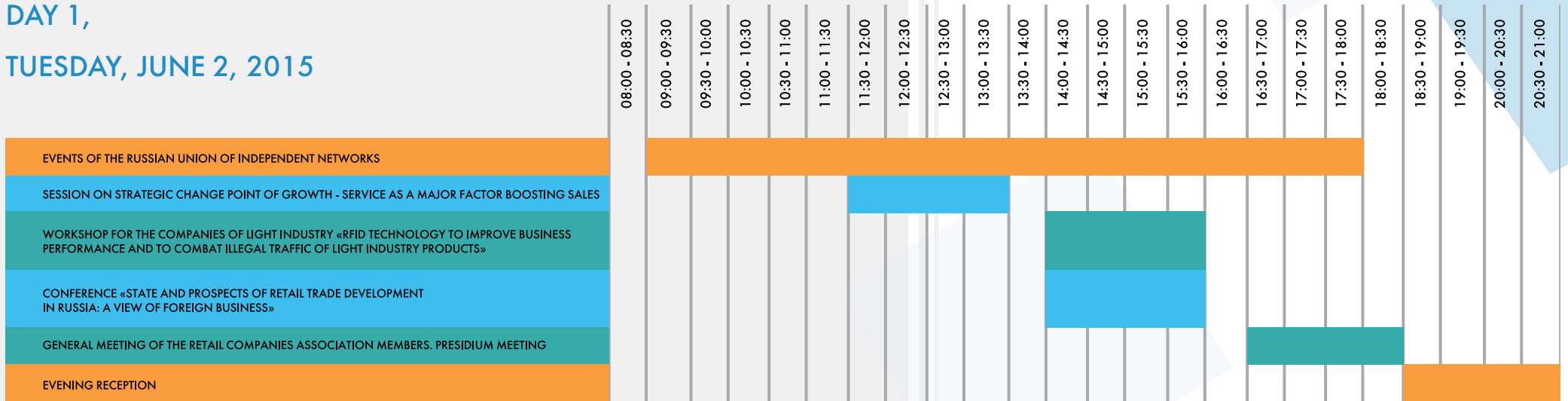


PROGRAM RUSSIAN RETAIL WEEK

Color indicates halls World Trade Center:

- Amphitheater Hall
- Congress Hall
- Coliseum Hall
- Retail Hall
- Ural Hall
- Baikal Hall

DAY 1, TUESDAY, JUNE 2, 2015

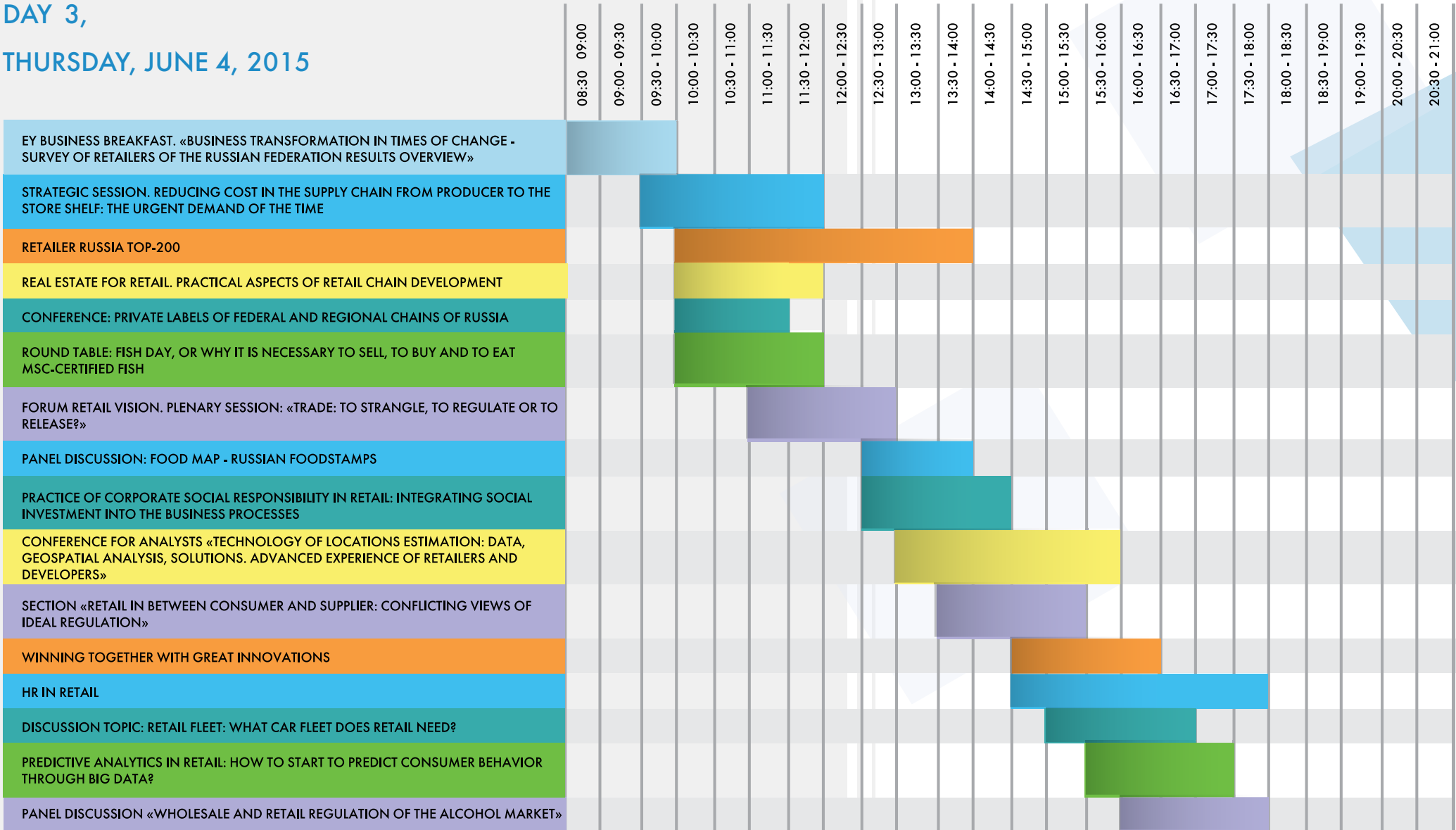


DAY 2

WEDNESDAY, JUNE 3, 2015

	08:00 - 08:30	09:00 - 09:30	09:30 - 10:00	10:00 - 10:30	10:30 - 11:00	11:00 - 11:30	11:30 - 12:00	12:00 - 12:30	12:30 - 13:00	13:00 - 13:30	13:30 - 14:00	14:00 - 14:30	14:30 - 15:00	15:00 - 15:30	15:30 - 16:00	16:00 - 16:30	16:30 - 17:00	17:00 - 17:30	17:30 - 18:00	18:00 - 18:30	18:30 - 19:00	19:00 - 19:30	20:00 - 20:30	20:30 - 21:00
BUSINESS BREAKFAST WITH THE DEPUTY PRIME MINISTER OF THE GOVERNMENT OF THE RUSSIAN FEDERATION A.V.DVORKOVICH																								
FORUM RETAIL VISION. PLENARY SESSION: «WHAT IS BETTER FOR THE PRODUCER – DEVELOPED TRADING COMPETITION FORMATS OR SOVIET OBLIGATION WITH EGALITARIANISM?»																								
DISCUSSION: THE ROLE OF MARKETING COMMUNICATIONS IN THE DIFFICULT ECONOMIC CONDITIONS THE ASSOCIATION OF COMMUNICATION AGENCIES OF RUSSIA																								
WORKSHOP PROFICIENT SUPPLIER PREPARATION FOR CHAIN WHOLESALE CENTER™																								
RUSSIAN MARKET OF ELECTRONICS AND HOUSEHOLD APPLIANCES. STRATEGY OF DEVELOPMENT IN AN ACTUAL SITUATION																								
WORKSHOP FOR BUYERS: EASY TALKS ON DIFFICULT PURCHASE. HOW TO NEGOTIATE?																								
KOMMERSANT PUBLISHING HOUSE ROUNDTABLE: NEW TRENDS IN FINANCING BUSINESS																								
X5 RETAIL GROUP EVENT «PARTNERSHIP WITH PYATEROCHKA»																								
THE ANALYTICS SESSION «THE FASTEST GROWING AND MOST EFFECTIVE: ANALYSIS OF TOP – 100 LARGEST RETAILERS IN RUSSIA»																								
EXTENDED MEETING WITH THE HEADS OF THE GOVERNMENT AUTHORITIES OF THE REGIONS OF RUSSIA IN THE SPHERE OF CONSUMER MARKET. TRADE DEVELOPMENT - ONE OF THE MAIN TASKS OF THE REGIONS																								
ROUND TABLE «FROM DATA QUALITY TO SALES INCREASE: PERFORMANCE MANAGEMENT AT THE PRESENT STAGE OF THE RETAIL DEVELOPMENT»																								
PANEL DISCUSSION: FACTORING IN RETAIL																								
DISCUSSION CLUB PROFESSIONALS OF RETAIL																								

DAY 3, THURSDAY, JUNE 4, 2015



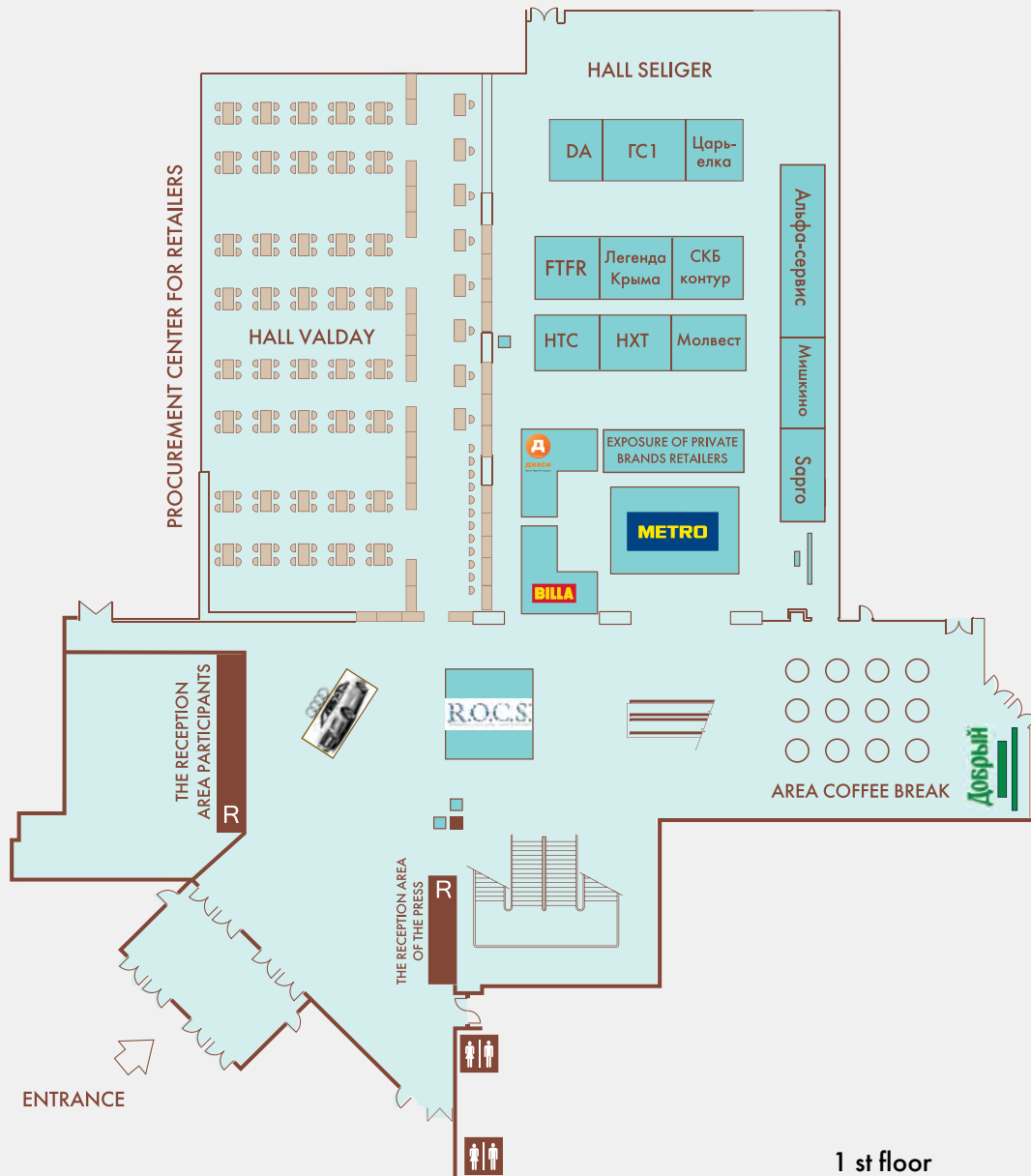
DAY 4,
FRIDAY, JUNE 5, 2015

	08:00 - 08:30	09:00 - 09:30	09:30 - 10:00	10:00 - 10:30	10:30 - 11:00	11:00 - 11:30	11:30 - 12:00	12:00 - 12:30	12:30 - 13:00	13:00 - 13:30	13:30 - 14:00	14:00 - 14:30	14:30 - 15:00	15:00 - 15:30	15:30 - 16:00	16:00 - 16:30	16:30 - 17:00	17:00 - 17:30	17:30 - 18:00	18:00 - 18:30	18:30 - 19:00	19:00 - 19:30	20:00 - 20:30	20:30 - 21:00	
TENANTS AND LANDLORDS OF RETAIL REAL ESTATE NEGOTIATIONS CENTRE				[Orange bar]																					
EFFECTIVE WAY TO DEAL WITH RETAILERS				[Teal bar]																					
PROBLEMS BETWEEN SUPPLIERS AND RETAILERS							[Teal bar]																		
STANDARDIZATION IN RETAIL: FROM PRODUCT QUALITY TO PROCESS QUALITY												[Blue bar]													
PANEL DISCUSSION «SHOPPING CENTERS AND RETAIL COMPREHENSIVE SECURITY. SAFETY CONTROL AT THE TRADE ENTERPRISES»												[Teal bar]													
RUSSIAN RETAIL AWARDS																	[Orange bar]								

DAY 5,
SATURDAY, JUNE 6, 2015

9.00 – 20.00 – RETAILIADA ACORT RETAILER CUP 2015.

PLANNINGS OF HALLS OF WORLD TRADE CENTRE



PARTNERS OF RUSSIAN RETAIL WEEK

STRATEGIC PARTNER:



OFFICIAL PARTNERS:



SPONSORS:



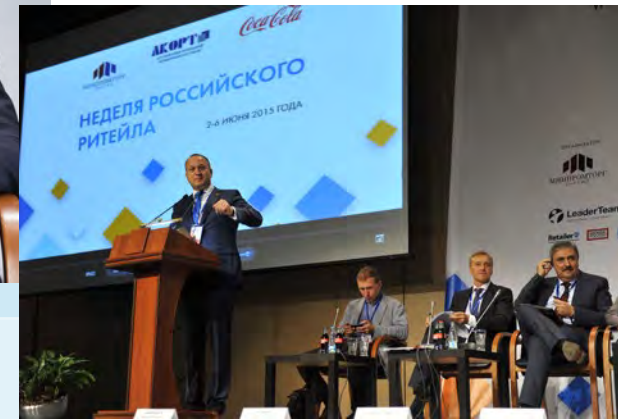
PLENARY SESSION

Plenary session “Trade: To Strangle, To Over-Regulate or To Liberate?” within the frames of the RETAIL VISION Forum has become the major event of the second and the third days of the Russian Retail Week. The list of plenary session speakers included Deputy prime minister of the Russian Federation Arkady Dvorkovich, Minister of Industry and Trade of the Russian Federation Denis Manturov, Deputy Director of the Federal Antimonopoly Service Andrey Kashevarov, Co-Chairman of the Retail Companies Association (ACORT) Presidium, DIXY GROUP President Ilya Yakubson, M.video Company President Aleksander Tinkovan, METRO Cash & Carry International General COO Pieter Boone, President of the Small Trade Formats Owners and Stallmen Coalition Vladlen Maksimov, Director General of Nielsen Russia Ilona Lepp and antimonopoly economist, Member of the Affiliated to the RF Government Expert Council Vadim Novikov. The session was moderated by State Secretary – Deputy Minister of Industry and Trade of the Russian Federation Viktor Evtukhov.

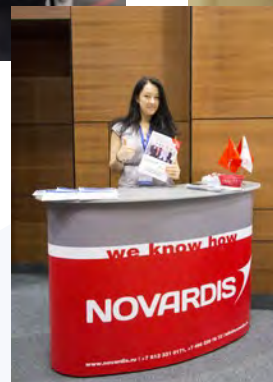
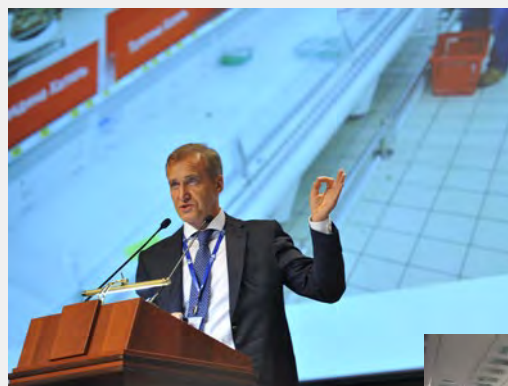
Discussion participants talked over trade industry development paths, ways to advance its competitive environment, to increase the multiformat trade and other issues.

In his speech during the plenary session Deputy PM Arkady Dvorkovich mentioned the trade as the largest segment of national economy with the turnover equal to about one third of the GDP. He qualified industry self-regulation as the overriding priority but along with this it is necessary to build up the dialogue with market regulators. He spoke out negative position regarding restrictive trade business freedom practice in the regions inter alia through redundant hard selling of local products. A. Dvorkovich speech broached an issue of sales tax introduction: “Cities with federal status were given the right to introduce sales tax long ago. Until now it wasn’t introduced however discussion of the matter is in progress”. Vice prime minister believes that in this case we are not talking about some additional load for those who already pay taxes. But those who don’t pay taxes now will have to pay.





CONGRESS PROGRAMME EVENTS OF THE RUSSIA RETAIL WEEK. SPEAKERS. PARTICIPANTS.



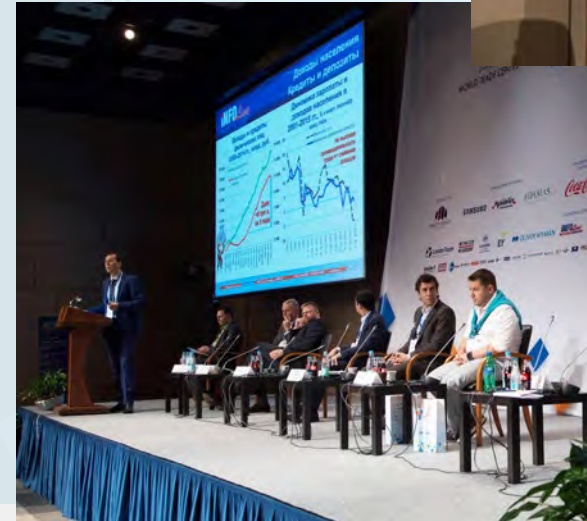


FORUM PROGRAM INCLUDED PRESENTATIONS ON RETAIL MARKET RESEARCH: TOP 100 AND TOP 200

INFOLine news agency organized the main Analytical section of the forum congress program named "The Most Fast Growing And The Most Efficient. Analysis of TOP 100 Biggest Trading Networks". INFOLine Analytical session gathered over 250 leading retail representatives and directors of Russia industrial associations. INFOLine Analytical section has become a place for representatives of Russia leading retailers' top management to share successful cases describing their companies' development and to discuss business strategies in a down economy. In his speech INFOLine General Director Ivan Fedyakov spoke about the results of INFOLine study on regional development and networks competition all over Russia regional markets; this study covered over 1000 trading networks in the year 2015. Also the results of INFOLine FMCG Retail Russia TOP and INFOLine Non-Food Retail Russia TOP ratings were introduced to the audience.

RETAILER publishing house presented a large-scale study of Russian retail market of the year 2014 – RETAILER RUSSIA TOP-200.

The research features analysis of retail companies operation core indicators, amongst others revenue trend, sales area development and addition, outlets net opening, rate factors (earnings per square metre) and effectiveness (payroll share in the income and rent costs), as well as new indicators – shelf inflation and market share. This research product initiated by Retailer publishing house is intended to assist retail sector managers in taking reasonable managerial decisions basing on actual data. RETAILER RUSSIA TOP-200 2015 research key update consists in market share change analysis for each retail company. In particular, 9 of 14 retail companies in the Food Hypermarket segment lost their market share as of the end of the year 2014. Research authors claim that in terms of consuming capacity decrease this factor can be used by many companies as a key one in the process of strategic decision making.



PROCUREMENT CENTER FOR RETAILERS

3 and 4 June 2015 were entered in the logbooks of various production and distribution Food & Consumer brands as a kick-start of a long term successful cooperation with major Russian retailers.

For two days, in the framework of Russian Retail Week, bargains on procurement and production under were held by leading federal and regional retailers' category managers.

More than 400 participating company origins were Russia, Belarus, Kazakhstan, Serbia, Italy, Spain, Uzbekistan, Turkey, Iran, Azerbaijan and others.

Both ends at the bargains – procurement and supply teams – stressed on immense potential of the event held: 30 to 60% of bargains to become regular.

The event offered vast variety of conference agenda, related to wide range of network delivery aspects – assessment and selection of vendors, margin boost, production brands to join in STM networks extension.

Among the staged were:

– WORKSHOP "THE APPROPRIATE VENDOR", in support of the vendor's initiating bargains with retail outlets.

– XI CONFERENCE "RUSSIA STM FEDERAL AND REGIONAL RETAIL NETWORKS" turned up to be a sufficient platform for production and retail management interaction on store brands sales issue. STM Departments' officials of Russia biggest retailers revealed their projects on private brands expansion in various product segments, briefed on the requirements for the production companies to be met.

– Procurement Workshop "DELIBERATE PROCUREMENT NEGOTIATIONS".



WRAP-UP AND CEREMONY FOR RUSSIAN RETAIL AWARDS CONTEST WINNERS

Closing session of RUSSIAN RETAIL WEEK included ceremony for RUSSIAN RETAIL AWARDS pro industry contest winners.

Leading customer preference nominees for the year 2014 were estimated in 24 nominations.

Major retailers, federal and regional state officials, most prominent local and outbound vendors attended the awarding ceremony.

RUSSIAN RETAIL AWARDS runners-up were selected by a national board, packed with top-ranked trading experts.

The decision measure was a complex of quality and quantity indexes – production style, effective solutions in marketing, positioning at local and international markets, personnel integration related programs.

Award winners are rewarded with RUSSIAN RETAIL AWARDS logo qualification, backing up its customer confidence in retail, vendor and expert status.

All the winners were marked with personal ceremony and certification. According to award organizers idea this prize should become the quality symbol proving trading network's expertise for customers and partners as well as honor prominent industry achievements of top managers who provided significant input to retail development and civilized consumer services market forming in Russia.



THE WINNERS OF RUSSIAN RETAIL AWARDS 2015 NOMINEES WERE:

FMCG segment Manager of the Year 2014	Jahn Dunning, LENTA
NON-Food Segment Manager of the Year 2014	Aleksandr Tynkovan, M.VIDEO
FMCG Commercial Director of the Year 2014	Natalia Markicheva, AZBUKA VKUSA
NON-Food Segment Commercial Director of the Year 2014	Oleg Pchelnikov, ULMART
Web Shop Best Manager	Tatiana Bakalchuk, WILDBERRIES
Clothing and Footwear Best Manager	Anton Titov, OBUV ROSSII
Business Creative Approach	Vitaly Nasolenko, DOBRYANKA
Effective Logistics	MAGNIT
Fast Growing NON-Food Segment Retail Revenue	FIX PRICE
Fast Growing FMCG Segment Retail Revenue	VERNYI
Social Commitment	PANORAMA RETAIL
Progress of the Year	DETSKYI MIR
Local Production Support	CHELNY-HLEB
Business Retail	METRO
Recession-Proof Strategy	RED & WHITE
Best Merchandising, Household	GLOBUS
Consumer Tendency	RESPUBLIKA
Snug Home	YUTERRA
Omni-channel	M.VIDEO
Home Bakery	ARTEMIDA-DON (Volgodonsk)
Private Label Food Segment	DIXY GROUP
Private Label in NON-Food Segment	POSUDA CENTER
Expansion of the Year	SPORTMASTER



RETAILIADA 2015



Outstanding industry event was a sport Retailiada games for Russian retailer's staff members and their families, held on June 6 as a final event of Russian Retail Week.

Eight contesting teams: "Lenta", "X5 Retail Group", "Adamas", "DIXY", "METRO", "Sportsmaster", "O'Key", "M.video" clashed for a victory in «ACORT Retailer Cup 2015» and first ever Retailiada title. After group stage encounters, in out of contest match RETAILERS STARS and showmen "STAR CO" drew 2:2. Attractions and various contests were arranged throughout all the sport event of Retailiada.

Children took part in animation and entertainment shows. Through tough semifinal and final battles emerged the contest winner and the "ACORT Retailer Cup 2015" holder – "METRO United" of Metro Concern. Retailiada was a genuine festival, promoting friendship, team spirit and unity.



ACORT RETAILER CUP



SCREEN SAVERS, BANNERS AND ADVERTISEMENTS

НЕДЕЛЯ РОССИЙСКОГО РИТЕЙЛА

Форум RETAIL VISION
Пленарное заседание

Что лучше для производителя — развитая торговля с конкуренцией форматов или советская обязателька с уравниловкой?

10:00–12:00
Конгресс зал

Модератор: Сергей Юшин, руководитель исполнительного комитета Национальной Мясной Ассоциации.



RUSSIAN RETAIL WEEK
2-6 JUNE, 2015
WORLD TRADE CENTRE

2-6 ИЮНЯ 2015
ЦЕНТР МЕЖДУНАРОДНОЙ ТОРГОВЛИ
НЕДЕЛЯ РОССИЙСКОГО РИТЕЙЛА

Спонсоры: M, SAMSUNG, PepsiCo, ADAMAS, Coca-Cola, Коммерсантъ, Retailer 9, АКОРТ, LeaderStore, SASSA, EV, АТ-ИНВЕСТИЦИИ, JIFFY, АМТ-О, Retailer 2, Samba, MARKET.

НЕДЕЛЯ РОССИЙСКОГО РИТЕЙЛА

Круглый стол ИД Коммерсантъ: Новые тренды в кредитовании бизнеса

13:00–14:00 | Российские торговые сети: ключевые потребности. Опыт финансирования бизнеса в кризис

13:00–15:00
Зал Колизей

Коммерсантъ

техноло- а. При-

RUSSIAN RETAIL WEEK

ORGANIZERS:
MINIFRONTORG RUSSIA | **АКОРТ**
THE RETAIL COMPANY ASSOCIATION

Спонсоры: SAMSUNG, PepsiCo, ADAMAS, Coca-Cola, Коммерсантъ, Retailer 9, АКОРТ, LeaderStore, SASSA, EV, АТ-ИНВЕСТИЦИИ, JIFFY, АМТ-О, Retailer 2, Samba, MARKET.



RUSSIAN RETAIL WEEK MEDIA PARTNERS, DATA AND MEDIA PARTNERS, REAL ESTATES, WEB PARTNERSHIP

GENERAL INFORMATION PARTNERS:

Коммерсантъ



ИНФОРМАЦИОННОЕ АГЕНТСТВО РОССИИ

GENERAL INFORMATION PARTNER IN COMMERCIAL REAL ESTATE:



коммерческая недвижимость

GENERAL INDUSTRY INTERNET PARTNER:



Ежедневные коммуникации

GENERAL ANALYTICAL PARTNER:



информационное агентство information agency

GENERAL MEDIA PARTNER:



РБК

GENERAL INDUSTRY INFORMATION PARTNER:



Отраслевые медиа и коммуникации

OFFICIAL MEDIA PARTNERS:



RETAIL & LOYALTY



Владельцам и топ-менеджерам

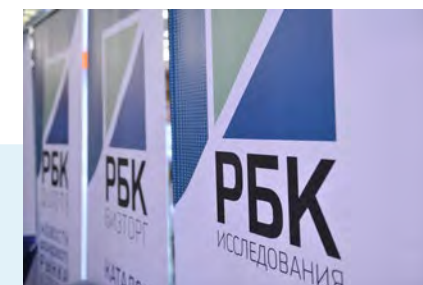
MEDIA PARTNERS:



БИБЛИОТЕКА ЛОЯЛЬНОСТИ



Российский Совет Торговых Центров



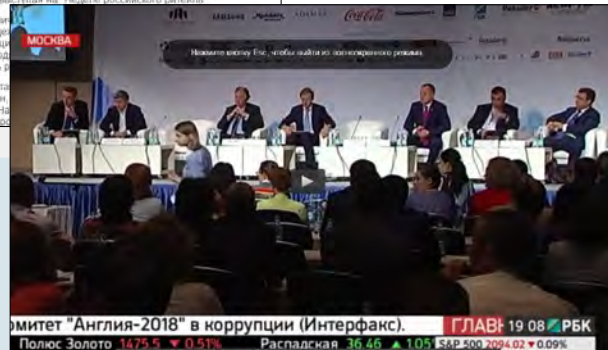
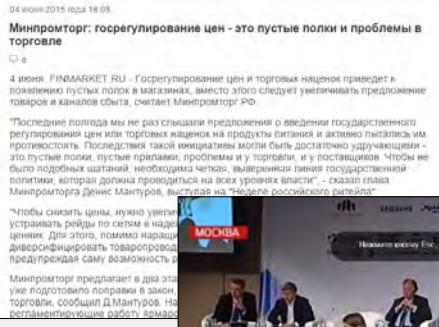
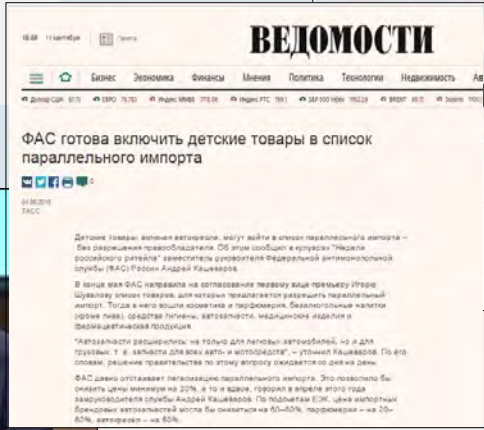
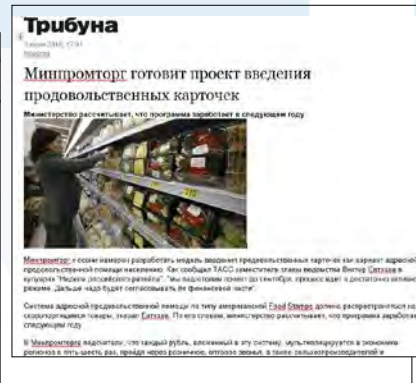
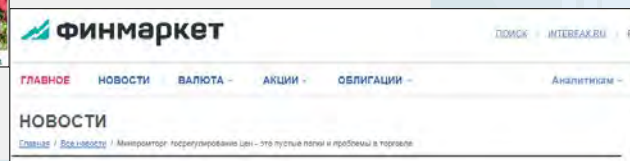
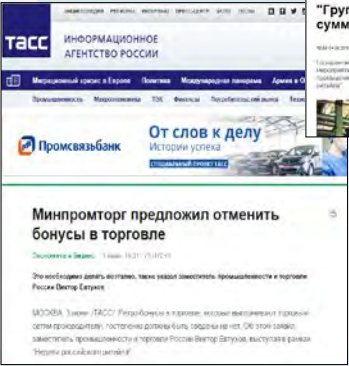
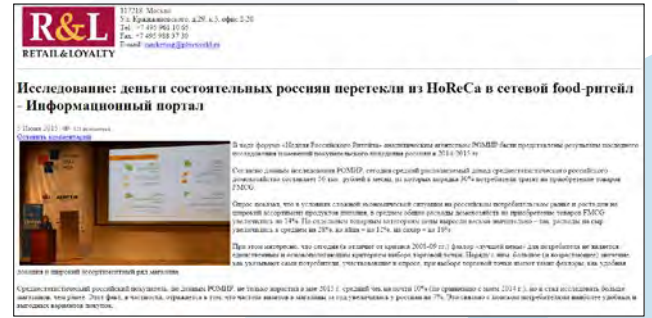
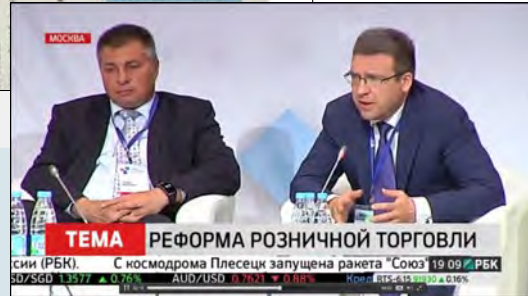
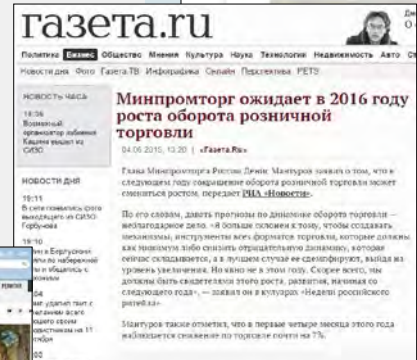
LIST OF MASS MEDIA ACCREDITED AT RUSSIAN RETAIL WEEK

1. BUSINESS FM
2. BLOOMBERG NEWS
3. RUSSIAN SERVER OF NEWS RS NEWS
4. «VEDOMOSTI» - THE DAILY BUSINESS NEWSPAPER
5. ITAR-TASS NEWS AGENCY
6. CRE.RU
7. THE NEWSPAPER «VECHERNYAYA MOSKVA»
8. DOM.LENTA.RU
9. FISH NEWS
10. THE NEWSPAPER «DELOVOI PETERBURG»
11. IIA «RUSSIA TODAY»
12. FISHNET.RU
13. THE NEWSPAPER «KOMMERSANT»
14. MODNIY MAGAZIN
15. GREEN CITY
16. THE NEWSPAPER «MIR NOVOSTEY»
17. MALLS.RU
18. INTELLIGENT ENTERPRISE
19. GAZETA.RU
20. THE NATIONAL BANKING JOURNAL
21. JOB.RU
22. THE MAGAZIN «MALL»
23. PRAVDA.RU
24. LE COURRIER DE RUSSIE
25. THE MAGAZIN «NOVAYA APTEKA»
26. RBC-REALTY
27. MEDIA PRO
28. THE MAGAZIN «NOVOSTI TORGOVLI»
29. THE SITE DEVINO TELECOM
30. MERGERMARKET
31. THE MAGAZIN «PRAKTIKA TORGOVLI»
32. THE SITE GOODSMATRIX
33. NEO HR
34. THE MAGAZIN «MODERN TRADE»
35. THE SITE TIMESELLER.RU
36. NEW RETAIL
37. THE MAGAZIN «STRATEGY»
38. THE SITE OF THE MINISTRY OF INDUSTRY AND TRADE OF RUSSIA
39. RETAIL.RU
40. THE MAGAZIN «THE POINT OF SALE»
41. THE SITE «EXPERTS OF LABOUR MARKET»
42. REUTERS
43. THE MAGAZIN «FORBES»
44. THE SITE OF THE RUSSIAN COUNCIL OF SHOPPING CENTERS
45. SUPPLYCHAINS.RU
46. THE MAGAZIN «PROFASHION»
47. THE SITE OF RUSBRAND ASSOCIATION
48. THE RUSSIA CORPORATE WORLD
49. THE MAGAZIN «RETAIL&LOYALTY»
50. THE SITE RUSSRETAIL.INFO
51. WZOR
52. THE MAGAZIN «MY BUSINNES.MAGAZINE»
53. TV CHANNEL «MIR»
54. THE NEWS AGENCY RAMBLER&CO
55. THE MAGAZIN «RERAILER»
56. TV CHANNEL «PRO BUSINNES»
57. TV CHANNEL AGRO TV
58. INFORMATION AGENCY «INFOLINE»
59. TV CHANNEL RBC
60. ARENDATOR.RU
61. INTERFAX
62. TV CHANNEL «360»
63. INFORMATION AGENCY «ROSBUSINESSCONSULTING»
64. THE MAGAZIN «PHARMACEUTICAL BULLETIN»
65. AFISHA.EDA
66. THE PUBLISHER «RETAILER»
67. FINAM.RU
68. BUSINNES ONLINE
69. THE PUBLISHER «KOMMERSANT»
70. THE MAGAZIN «LIBRARY OF LOYALTY»



RELEASES

More than 310 editions related to Russian Retail Week were distributed through electronic and paper sources including 26 reports and interviews. 5 reports were broadcasted on TV. On Radio 7 reports were aired.



OPERATOR AND MASTER DEVELOPER



GRANAT[®]
GROUP OF COMPANIES

Russian Retail Week official operator – Retail Event company. “Retail Event” is engaged in organizing and holding International specialized themed exhibitions, conferences and seminars in Moscow, Russia regions, in countries near and far abroad. Russian Retail Week is one of company’s key events held in business to government and business to business format.

Technical part of event organization and exhibition building for Russian Retail Week was totally provided by GRANAT group of companies. This company is distinguished by professional approach to participation in exhibitions. Exhibition booths mounting, souvenirs design, media content development, business conferences maintenance and other services should be delegated to “Granat” only!



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