

RUSSIAN RETAIL WEEK 2020



retailweek.ru

25-29 August 2020, WTC, Moscow

INTERNATIONAL FORUM OF BUSINESS AND
GOVERNMENT

About Russian Retail Week

6th INTERNATIONAL FORUM OF BUSINESS AND GOVERNMENT

Russian Retail Week – leading retail industry event organized by the Ministry of Industry and Trade of the Russian Federation and the Russian Retail Market Experts Association. In 2019, the forum was visited by 6,500 participants, including federal and regional retailers (both online and offline), consumer market government bodies, suppliers of services and consumer products.



The program of RRW 2020 includes:

- **WORLD RETAIL DAY**

International retail day which will bring together top-level managers of multinational retail chains and associations, as well as foreign regulators and experienced international business consultants

- **THREE-DAY BUSINESS PROGRAM**

More than 100 events, including plenary sessions, conferences, expert sessions, educational lectures, panel discussions and round tables

- **RETAIL WEEK EXPO**

More than 80 stands demonstrating innovations for business, high-tech solutions for retail industry, and new products of domestic manufacturers



The program of RRW 2020 includes:



- **RETAILER PURCHASES CENTER**

Platform for individual negotiations on supplies featuring the participation of purchasers and suppliers from 50 retail chains. It will allow to expand business contacts directly communicating with a number of retailers, suppliers, and managers

- **THEMATIC CONGRESSES**

Each congress addresses manufacturers and suppliers belonging to only one category (meat, bakery, dairy etc.). Manufacturers and retailers will discuss the key issues of these industries during the whole day

Drink Retail Congress (Alcohol Congress) – one of the key events of the forum. The three-day program includes plenary and strategic sessions, educational seminars, as well as exhibition, innovative wine room and tasting room



The program of RRW 2020 includes:

- **AWARDS CEREMONIES FOR ANNUAL CONTESTS**

Retail Week Awards, Trade of Russia, and Top Retail Managers Celebration of the most effective Russian companies and the most successful retail top-level managers, demonstration of the best ideas and solutions in different trade formats. Awards ceremonies

- **RETAIL TOURS**

Excursions to innovative production facilities, flagship stores and robotic logistics centers

- **RUSSIAN RETAIL WEEK MINI-FOOTBALL CUP**

The traditional industry tournament Russian Retail Week Mini-football Cup among Russian retail managers and their families will take place on the last day of the forum



Russian Retail Week in figures



2018

6000+
participants

80+
business events

500+
retailers

600+
speakers

23
nominations
RETAIL AWARDS

170+
journalists

2019

6500+
participants

80+
business events

500+
retailers

650+
speakers

25
nominations
RETAIL AWARDS

170+
journalists

2020*

7000+
participants

100+
business events

500+
retailers

700+
speakers

25
nominations
RETAIL AWARDS

200+
journalists

*organizers' expectations

7 reasons to take part in Russian Retail Week 2020:

- 1 More than 100 events on retail issues
- 2 700 speakers and 7000 participants
- 3 Representative participation of retail top managers and decision makers
- 4 GR agenda featuring the participation of the Russian Government, federal ministries and departments, regional and municipal bodies
- 5 Master classes of leading experts: working techniques, business trainings, discussions
- 6 Thematic events with buyers and suppliers
- 7 Innovative technologies for retail, latest industry solutions, case studies





World Retail Day

World Retail Day is planned to be organized for the first time within the Russian Retail Week. It will bring together:

- Top-level managers of foreign retail chains
- Heads of international business associations
- Multinational consumer products suppliers
- International suppliers of solutions for retail industry
- Consulting companies



Retail Week Expo

During RETAIL WEEK EXPO leading suppliers, service and consulting companies will demonstrate innovations and technologies in retail as well as the latest products and services

Guests of RETAIL WEEK EXPO 2020 will take part in interactives and master classes, get access to the best store solutions and special offers from exponents



Participation in RETAIL WEEK EXPO 2019 provides:

useful business contacts

new clients

eye-catching brand presentation to clients

evaluation of product or service quality, possibility to get feedback on the product and collect data on the target audience

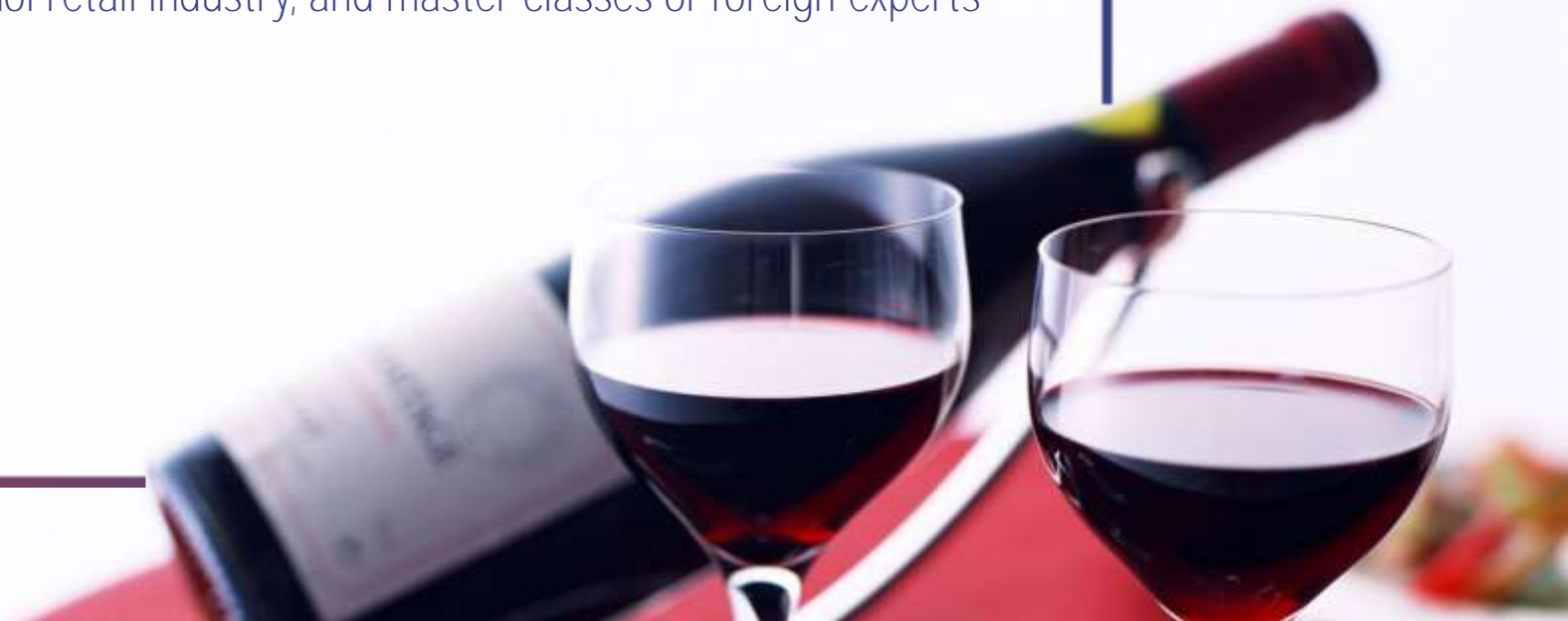


Drink Retail Congress (Alcohol Congress)

In 2020, the Alcohol Congress will be held for 3 days and will include 4 tracks:

- **BUSINESS PROGRAM:** plenary sessions, strategic sessions, discussions
- **EXHIBITION AREA:** stands of Russian and foreign wineries
- **INNOVATIVE WINE ROOM:** exhibition of advanced technologies for retailers, digital and automated solutions
- **TASTING ROOM:** educational and blind tasting sessions, workshop

The business program will include a plenary session on the alcohol market regulation, the discussion of points of growth in alcohol retail industry, and master classes of foreign experts



Retailer Purchases Center

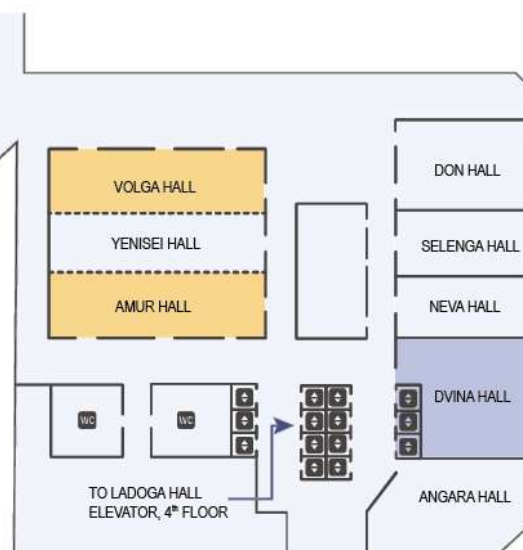
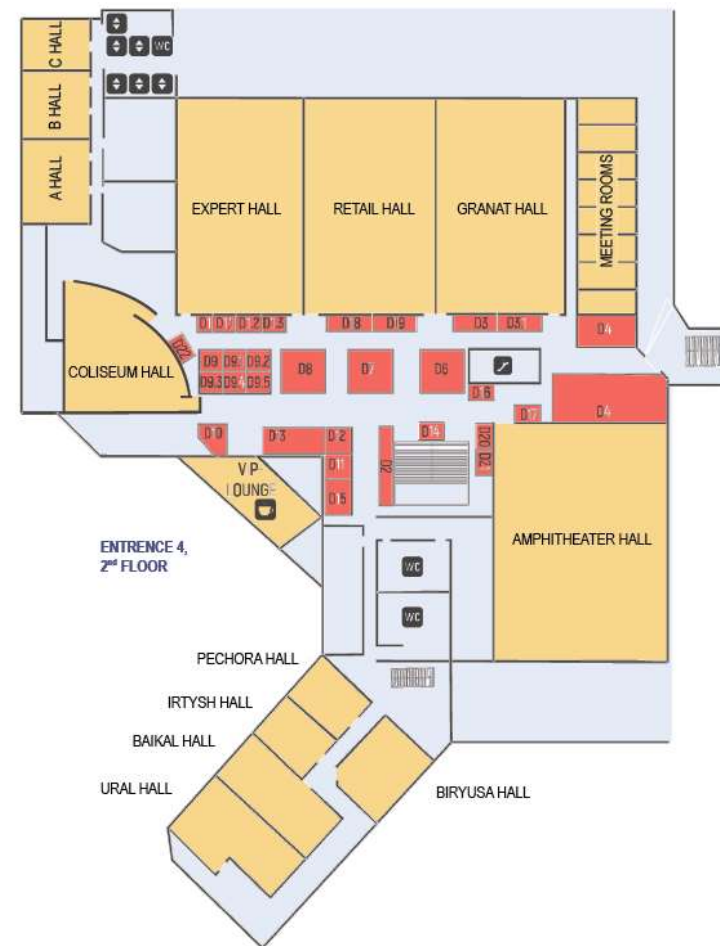
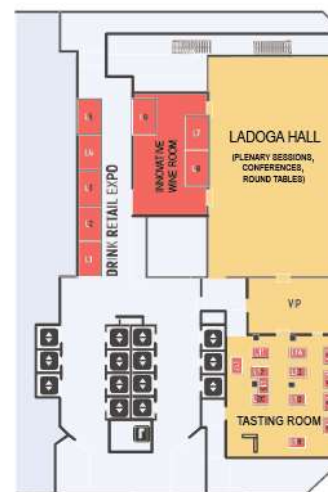
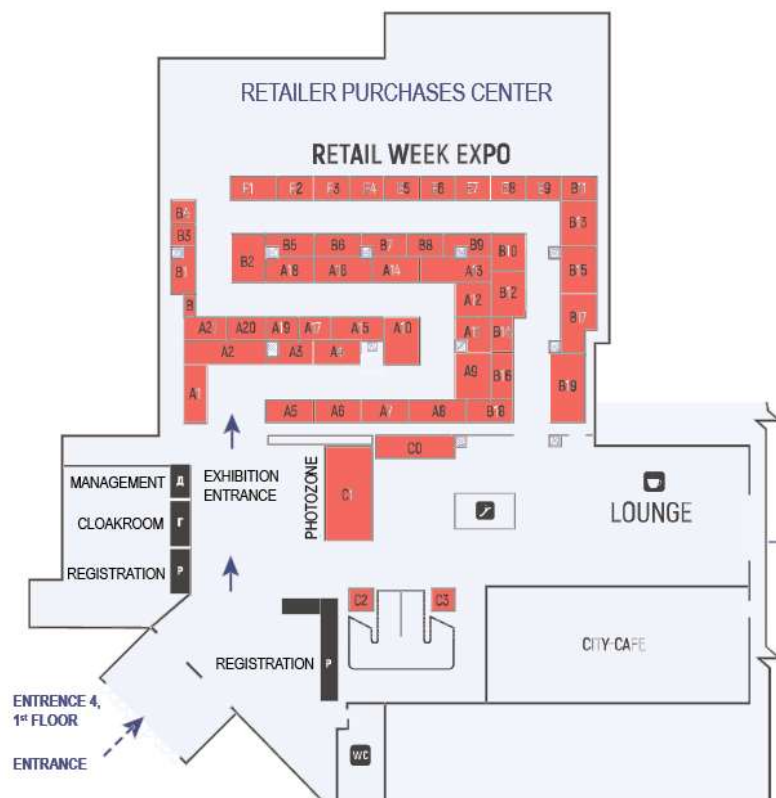
RETAILER PURCHASES CENTER PROVIDES OPPORTUNITY TO NEGOTIATE WITH:

- leading federal and regional retailers;
- purchasers of retailers;
- heads of private labels that are searching for suppliers.

Taking part in Retailer Purchases Center, you will be able to engage in negotiations with 50 retailers, contact directly with a number of suppliers and managers, and present your brand to those interested in purchasing it







Signs:

- | | | | |
|--|--------------|--|----------------------------------|
| | CLOAKROOM | | ELEVATOR |
| | MANAGEMENT | | ESCALATOR |
| | REGISTRATION | | COFFEE BREAK ZONE |
| | STAIRS | | EXHIBITION AND ADVERTISING AREAS |
| | WC | | BUSINESS ADVERTISING AREAS |

RETAIL WEEK AWARDS

THE AIM OF THE AWARD is to celebrate the outstanding representatives of the Russian retail market, attract industry community attention to the most significant achievements in retail development in the last year, as well as provide the best industry practices to retail professionals.

In 2020 the winners will be celebrated in the following nominations:

- Largest Russian Retailer;
- Fastest Growing Retailer;
- Most Informationally Transparent Retailer;
- Best Customer Experience;
- Best Employer of the Year;
- Most Effective Collaboration;
- Store of the Year;
- Shop Design;
- Social Responsibility;
- and others

Awards RETAIL WEEK

2015-2019 winners of the RETAIL WEEK AWARDS:

X5 Retail Group, Wildberries, Auchan, Dixy, Lenta, Magnit, Ulmart, VkusVill, Eldorado, M.video, Sportmaster, Metro Cash&Carry, Krasnoe&Beloe, Finn Flare, Askona, Bristol, WINELAB, Detsky Mir, L'Etoile, Sunlight, Azbuka Vkusa, Ozon.ru, Fix Price, Vernyy, Leroy Merlin, Respublica, Zenden, 36,6, Ile de Beaute, Hamleys, Leonardo, Chitay-gorod, Unilever, re:Store, Tele2 etc.





Mini-football Cup

Traditionally, the final event of the Russian Retail Week is Mini-football Cup.

Teams of retailers contest the victory, while their fans enjoy entertainment show – bright sports festival, which unites the representatives of Russian retail in an informal setting.

Score goals against partners and competitors!





Advertising and sponsorship opportunities at RRW-2020:



- **Various sponsorship packages**
participation statuses (from general partner to session partner)
- **Individual stand with the company's products at Retail Week Expo**
- **Advertisement page in Russian Retail Week printed materials**
in Retail Week magazine, catalogs and program (7000 copies circulation, distributed free of charge among the forum participants)
- **Your company's promotional items in attendee gift bags/kits**
- **Promotional video played on main screen before the plenary session**
- **Room for private negotiations**
- **On-site branding: columns, escalators, WTC stairs, and the stairs**
(6x8 m banner)

Advertising and sponsorship opportunities at RRW-2020:

- Assigning a company's/brand's name to the conference room at the World Trade Center (WTC) during the forum
- A number of sessions of the business program will be held in the room named after your organization. Room branding is also available.
- Other individual offers



*For more information about advertising opportunities scan the QR code



Advertising and sponsorship opportunities at RRW-2020

The World Trade Center (WTC) is located in the center of Moscow, in close proximity to the Kremlin, the Government House of the Russian Federation and the Moscow Government building.

The Congress Center of the World Trade Center Moscow comprises 32 conference halls of various configuration with 50 to 1500 seats capacity, including convertible rooms



The Management of the Russian Retail Week:

www.retailweek.ru

+7 (495) 924-02-80

info@retailevent.ru

7 Yamskogo Polya 5-ya Street, Building 2, office 2201, Moscow

Location of event

World Trade Centre, 12 Krasnopresnenskaya embankment, Moscow