09-11.04.2024 | IEC "Crocus Expo", Moscow

POST SHOW REPORT

EXHIBITORS



86 companies



from $\mathbf{8}$ regions of Russia



and 4 countries

VISITORS



3 560 specialists

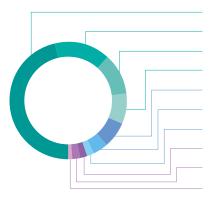


from 72 regions of Russia



and 18 countries

SCOPE OF VISITOR ACTIVITIES



45% General management of the company

15% Sales

11% Supply / Procurement

Marketing / Advertising / PR

Manufacturing / Quality control

Research and development

Designing

Logistics, warehouse

Other

Technical maintenance / Mounting

VISITOR INTERESTS*

Clothing fabrics	72%
Finishing and fittings	42%
Apparel Sourcing	37%
Materials for packaging and labeling of clothing	31%
Sewing equipment	26%
Fashion accessories	22%
Installation hardware	19%
Programs and technologies of digital printing on fabric	18%
Fibers and yarn	17%
Fillers	17%
Equipment for the wet heat treatment	12%
Equipment and technologies for equipping stores	9%
Other	7%

^{*}Several options were possible

FRINGE PROGRAM



5 master classes



20 hours of fringe program



33 speakers

TRENDS • MANUFACTURING • MANAGEMENT • FINANCES • LOGISTICS • BRANDING • SALES • PROMOTION • E-COM MARKET PLACES

Fringe program partners































































