

# OUTDOOR DACHA

ТОВАРЫ ДЛЯ ДОМА И ДАЧИ

МОСКВА

МВЦ «КРОКУС ЭКСПО»

## International exhibition and festival Outdoor Dacha'23

The leading in Russia International exhibition and festival Outdoor Dacha'23 of goods for country life, garden design, picnics in the garden, garden furniture and stylish ideas for outdoor life.

Present your company and your products on March 21 – 23 at Crocus Expo IEC on the 10<sup>th</sup> Exhibition Outdoor Dacha'23.

### About exhibition

Fast changing world forces modern people to arrange their life and remoted work in the country, in connection with what a demand for a country lifestyle, cozy living space in the garden, summer kitchen, ecological concepts for goods, technologies, ideas grows for creation of a beauty around yourself.

A garden has become a continuation of a guestroom, barbecue zone – a new kitchen, pavilions – a new place for work. More often people celebrate New Year holidays and spend vacations in the cottage villages and their country houses. Big spaces, remoteness of a city noise, an opportunity to embody creative ideas, and harmony in all the fields of life of a man that is achieved maximum in a country life style.

Outdoor Dacha Exhibition presents a wide range of new products and solutions for a country life style. The four main segments of the exhibition: country house, garden design and tools, picnic and street food, garden furniture and HoReCa.

### Opportunities

New needs require new challenges. New concept of the international Outdoor Dacha exhibition - it is a new theme 'Green garden', it is new visitors – landscape designers and decorators, florists, people constantly living in the country, new ideas of organization of ecological countryside space. Outdoor Dacha is a unique space for presentation of your new range:

- you will meet with the leading specialists, which make decisions on purchases
- you will give a new impulse to additional sales of your products
- you will find new economic opportunities for your business, new niches for sales
- present your novelties to a wider circle of potential B2B and B2C clients, among which there are gardeners, landscape designers and florists, private buyers
- you will be able to sale your products in the period of running of the exhibition

More than 200 companies - manufacturers of goods for country life and garden take part in the exhibition annually: among the regular participants there are: Finedesign, Floory, Git Invest, Koopman International, Aquapulse, Alternativa, ArnoVerk, Veles, Venik mechty, Vozrozhdenie, Globus, Dekart mebel, Dekostek, Izhplast, Invest Dekor, Kedr +, Kolorit, Kompaniya Lider, Korol' Lev, Lex-C, Leto Lux, Livinggreen, Link Group, Mebeltorg, Mir kleenki, MKHT, Nadezhda, Newlight, Optorg Izhevsk, OSK, PVKH Group, Podarki leta, Polivchik,



Poliform, Posuda Pak, Prosto i udobno, Posuda Pak, Raduzhniy dom, Redford, Roplast, Rustrade Zhasmina, Federal chain of Samogon Ural stores, Private label trade, Teza Trade, Techlab Term, Technoexport, Tula Sad, Udachnaya mebel TU. Fargaz, Chemiline, Edrem Plast, Elastic Plast, Yarmarka Tver and many others.

## Outdoor Dacha in facts and numbers\*

In 2022, specialists from **83 regions** of Russia visited the exhibition. The biggest number of retailers and buyers came from the Moscow region, Saint Petersburg, Sverdlovsk region, Krasnodar kray, Republic of Tatarstan and Nizhniy Novgorod. **51,3%** of buyers visited the exhibition for the first time.

Among the regular buyers there are the major marketplaces in Russia, online stores, federal and regional retail DIY, Household and Garden chains: Auchan Retail Russia, DNS, Familia, FIX Price, Globus, HOFF, IKEA, Metro, OBI, O'Keй, OZON, Tmall, Wildberries, X5 Retail Group, Lenta, Leroy Merlin, Magnit, Pochta Rossii, SberMarket, SDEK Market, Stokmann, Tvoy dom/Crocus, Expeditiya, Yuzhniy dvor, Yandex.Market and many others.

*\*Data as a result of 2022*



## Sections of the exhibition

### ***Garden – goods for garden design and décor, 'living greens' for garden creation***

- living greens for garden and home, planting materials
- goods for floriculture and floristics, packaging for flowers, products for plants protection and care, fertilizers
- garden hand tools and household tools, greenhouses, composters; covering material
- garden mini appliances, electric tools (chainsaw, lawn mower, hedge trimmer, cultivator)
- watering systems and engineer equipment (hoses, pumps, filters)
- equipment for aqua design (waterfalls, fountains, garden pools)
- garden and landscape lighting
- garden décor, country and garden sculptures, winter garden, garden ceramics, items for landscape design, decorative fences,
- workwear and footwear for work in the garden



### ***Picnic in the garden – the most various modern models of equipment for cooking in the open space are presented in the section***

- goods for picnics
- grills, barbecues, outdoor grills, smokehouses, garden ovens
- sets of kitchenware and accessories for kitchen, containers, disposable tableware, napkins
- folding knives and tools
- textiles and baskets for picnics





## ***Furniture for open spaces – novelties and new samples of traditional goods, furniture for home, garden and open cafes***

- garden and camping furniture
- pavilions, arches, tents, umbrellas, swings
- loungers, chaise-longues
- HoReCa: furniture for summer cafes and restaurants
- tourism furniture

## ***Country house – creation of creative and cozy interior***

- textile, light, decor, fireplaces
- children play complexes, airbeds, pools, trampolines, slides
- air conditioners
- gas burners
- accessories for hammam, saunas, bio toilets
- home appliances and household goods
- goods for homemade preparations
- paintwork materials: paints, enamels, glues, sealants

## Visitors

- Wholesale and retail companies, stores of goods for country house, tourism and recreation
- Garden centers, shops of accessories and appliances for garden
- Distributors, wholesale buyers
- Federal and regional retail chains
- Directors and buyers of cafes, restaurants
- Country clubs, hotels and tourist centers
- Companies engaged in projecting of landscape design
- Floristic companies
- Buyers for state and municipal needs
- Managing companies of countryside settlements
- Owners of countryside houses
- Services

## For gardeners, landscape designers and florists there is always at the exhibition

- a big range of tools and materials for work in the garden
- new colors, creative ideas and accents for decoration



Permanent platform [www.expo-retail.ru](http://www.expo-retail.ru) provides online interaction between participants and visitors, introduces the premieres and novelties of the upcoming exhibition beforehand. Gives an opportunity to schedule meetings on the stands of the participants.

## Business program spring 2023

**Festival 'Kaleidoscope of country life'** – the program is dedicated to the most important tendencies of upcoming season 2023 in gardening, landscape design, pragmatic and ecological solutions for convenient country life any time of the year:

- demonstration site
- ideas of resource-saving on the open space



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