

# market chances

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## Economic growth 2008 continuously strong

Due to income increases and the increased availment of credits the prosperity of the Russian population continues to grow. The growth rate of the GDP is to be 2008 by 6,2 %. Investments rise annually around 10 per cent. The high consumer propensity and the pent-up demand of the Russian population offer international companies and investors a large chance to place their products on the Russian market. Particularly the better import duties because of the planned WTO entry 2008 benefit the factors for foreign enterprises.

In order to realize the market entrance it is important to trust on experience from enterprises which were established on the Russian market. As the first step it always offers a fair participation in the country to learn the local conditions as well as the mentality of there living humans.

## The Russian fur market

Russian fur had already a long history before it became a substantial part of the world fur market. In former times furs were used in the household as warm clothes in cold winter days and as soft bed linen. Fur was an important part of the economic life: Skins of sables, marten, beaver and of other fur animals served even than currency. Only in the mid 20th century the fur in Russia began to conquer catwalks and became a symbol of the taste and success - utterly a prestige object.

In the year 2006 the gross income of fur goods in Russia is estimated to 2.25 billion USD which corresponds to an increase of 17,2 per cent in comparisons to the previous year. In accordance with expert opinions the real number lies by 30 per cent higher since the sales of the goods which were sold on markets do not appear in the official statistics. The production of fur products increased in the year 2006 by 27 per cent in comparison to the year 2005.

## MEXA MOSCOW – 24 to 26 April 2008 – The Magic of Fur

The MEXA MOSCOW is the only international trade fair in Russia and offers thereby the Russian fur dealers exclusively the possibility of place their orders locally at considerable foreign manufacturer.

Use the synergies the leading international fur trade fair offers you in Moscow for getting to know new customers and generating big turnovers for your business. You can establish firm and intensive ties to the people who matter and meet all the best specialist business visitors at MEXA MOSCOW 2008. Make sure of your place now at MEXA MOSCOW 2008.

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