



MEXA MOSCOW

19th INTERNATIONAL TRADE FAIR FOR FUR AND FUR
PROCESSING
EXPOCENTRE FAIRGROUNDS
SEPTEMBER 28 – 30, 2010 IN MOSCOW

Press Release

MEXA MOSCOW 2009: Final Report

The 18th MEXA MOSCOW came to a successful conclusion with satisfied exhibitors and visitors. Changing the date from June to October proved to be the right decision: At the start of the fur season in Russia, the Russian fur market demonstrated its outstanding importance - even in tumultuous economic times. The 70 exhibitors from 11 countries concluded favourable business transactions and received orders from the 4,259 visitors. Among the visitors, the fashion shows and competition for up-and-coming designers "Stars of the Kremlin - Fur" were especially popular.

Positive mood among the exhibitors

70 exhibitors from 11 countries presented their collections and products at MEXA MOSCOW 2009. An increase of 32% over 2008! The exhibitors enjoyed brisk business since the order volume was particularly high. While few buyers were placing orders at the beginning of the year because of the difficult economic situation - reducing interim financing costs by postponing their orders - the exhibitors now received numerous orders at the start of the fur season.

Among others, the following companies were represented at MEXA MOSCOW 2009 with large, attractive booths: American Legend, Carla Mosse, Centropel, Chrisos Furs, Emfasi Pelle, Fanbo, Kallisthenis, KN Furs, Kussenkovv Fashion House, Lowenstein & Sons, Manzari International, Meerstein, New York Furs.

The Russian fur market continues to offer outstanding business opportunities for international companies. The great importance of this market was once again illustrated by the level of international participation this year: 47% of all exhibitors came from abroad. The joint company exhibition of the Federal Republic of Germany with 18 participating companies and the joint Greek booth with 9 participating companies also confirmed the high ranking of the Russian fur industry and the leadership position of MEXA MOSCOW as the most important international trade fair in Russia.

Full halls - satisfied visitors and exhibitors

4,259 visitors from all over Russia attended MEXA MOSCOW 2009 in the Russian capital. This represents a 15% increase in industry visitors over 2008.

According to the official visitor survey, buying and ordering furs, fur apparel and accessories is the focal point of their visit to the trade fair for 69% of industry visitors in Russia. Continuing education (43%) and gathering market development information (61%) are other key objectives of visitors to MEXA MOSCOW.

88% of the visitors said the trade fair met their expectations.





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Russian design takes centre stage in the shows

The shows offered at MEXA MOSCOW prove to be a major attraction for visitors year after year. Half of the industry visitors once again enjoyed the models and collections put on display this year.

"Stars of the Kremlin - FUR" contest for up-and-coming designers

The highlight of the shows in 2009 was the contest for up-and-coming designers "Stars of the Kremlin - FUR" sponsored by the organisers of MEXA MOSCOW in cooperation with the national Moscow University for Design and Technology.

A total of 50 students and young designers from all over Russia participated in the contest. The 15 finalists presented their designs to the international jury on the MEXA catwalk. Svetlana Pirozhkova, a student at the Ivanovo Textile Academy, won the grand prize and therefore an internship at the German fur finisher Meerstein with her collection "Angelika". Svetlana Pirozhkova also won the audience award and was invited to the show "Voice of Russia" by Radio Russia.

Alena Shpatshkova, a student at the Moscow University for Design and Technology, won a trip to Copenhagen with a tour of the Copenhagen Fur Studios. She received this special prize for her collection "Pelagea". Furthermore Alena Shpatshkova won the special prize of the Moscow University: an Eleandr CAD system for projecting clothes automatically.

Fashion shows highly popular

The fashion shows by leading international fur finishers are part of the repertoire of MEXA MOSCOW. This is where numerous companies present their new collections and creations for the upcoming season.

MEXA MOSCOW 2010:

MEXA MOSCOW 2010 will be held from **September 28 to 30, 2010** at the Expocentre exhibition site in Moscow.

Current information, images and other materials related to MEXA MOSCOW can be found on our website www.mexa-moscow.com.

Public relations:

Public and media relations for MEXA MOSCOW are provided by EMPOREX GmbH. Please do not hesitate to contact us if you have any questions or to request information materials.

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