



Press release

Final Report 2010

MEXA MOSCOW strengthens its position as the most important international Trade Fair for Fur and Fur Processing in Russia

- Russia's fur market is experiencing an upswing
- Satisfied exhibitors from 11 countries
- Buying and ordering in the focus of the professional visitors' interest
- Highlights: daily fashion shows and the Contest "Stars of the Kremlin – FUR"

Weiden / Moscow, October 25, 2010 – the 19th MEXA MOSCOW International Trade Fair for Fur & Fur Processing ended on a very successful note, with both exhibitors and professional visitors feeling satisfied. The start of the Russian fur season confirmed the exhibitors that the fur market with the richest tradition worldwide has once again gained in strength.

Satisfied Exhibitors from 11 Countries

At MEXA MOSCOW 85 exhibitors from 11 countries presented their furs and fur products to a predominantly Russian professional audience: this represents an exhibitor increase of 21 percent in comparison to 2009! In addition to this the hall space also doubled when compared to the previous year.

Positive-feeling exhibitors were pleased to see the keen interest of the professional visitors. Especially for the international fur companies and designers the Russian fur market once again offers optimal business conditions, as the previous year's crisis appears to be a thing of the past. The importance of the market and the significance of MEXA MOSCOW as the most important international B2B-platform in Russia is emphasized by the renewed take-up of the Trade Fair in the Federal Republic of Germany's programme of fairs abroad. In 2010, 11 companies presented themselves within the context of the German Pavilion, sponsored by the Bundesministerium für Wirtschaft and Technologie (Federal Ministry of Economics and Technology) and the AUMA (Association of the German trade fair industry).





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In addition to this, the Greek Pavilion, with 13 participating firms, reflects the enormous significance of MEXA MOSCOW for the international fur trade in Russia.

Buying and ordering in the focus of interest of the professional visitors

In 2010, 4335 visitors from 26 countries came to MEXA MOSCOW, which is located in the Russian capital.

At the centre of the visitors' interest were new collections as well as high-grade raw furs: according to the result of the official and representative visitor survey, 80% percent of the visitors mentioned the buying and ordering of furs and fur clothing as their most important trade fair goal.

Other targets of the professional visitors were to gain information on novelties and trends (42percent) as well as the initiation of business contacts (35 percent).

70 Percent of the professional visitors have already visited MEXA MOSCOW at numerous previous occasions.

Highlights: daily fashion shows and the Contest "Stars of the Kremlin – FUR"

As in the previous year, the daily fashion shows and the grand finale of the Contest "Stars of the Kremlin – FUR", presented at MEXA MOSCOW, set some sparkling accents.

Within the context of the fashion shows, the companies Comeroz, Centropel, El-Ezer, G & Z Collection, Imperia Furs, Kussenkovv Fashion House, M-Style, Seal and Versavi presented their latest collections. For more than 16 years already, the daily Fashion Shows at the MEXA MOSCOW have been an attraction for trade fair visitors and the best possibility of presenting for fur fabric manufacturers and designers.

A further highlight of the MEXA MOSCOW 2010 was again the grand finale of the designer Contest "Stars of the Kremlin – FUR". The competition addressed students from Russian and CIS State universities and was jointly organised by Ost-West-Partner GmbH, the organiser of MEXA MOSCOW and the Moscow State University of Design and Technology.

For the first time, the 14 finalists from entire Russia and CIS States had the opportunity of presenting their creations before an international jury. The Russian Designer Irina Krutikova was the chairwoman of the jury. Other members of the jury were Michael Holm, from Kopenhagen Fur, the principal sponsor of the contest, Bente Andersen, Danish designer, Katharina Papageorgiou, owner of Centropel





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Group, Elena Jessin, head of the project design and technical laboratory of the fur research institute as well as the general director of the scientific-technical centre for design and technology, Alewtina Martynova.

The jury was unanimous in its decision to award the 19-year old student Alena Zimbal from Kiev the grand prize as winner of the competition. With her "Don't Stop" collection, she convinced both the audience as well as the jury. Michael Holm awarded her the prize, a one-week workshop in the Kopenhagen Fur Studios, and expressed his enthusiasm for the great talent of the young student from the National Kiev University for Technology and Design.

The second prize was won by the "Amazonas" collection of the two young designers Linara Galijeva and Almira Minjaseva. The pupils of the Kazan Technical College for Textile industry can look forward to a one-week traineeship at Centropel in Greece.

Further prize-winning participants were Elena Gladkova (special prize by Mexovoje Buro) as well as Anna Selenko, together with her team colleague Anastasija Burmistrovoj (special price by the company Melita). All three prize winners are students of the Moscow State University for Design and Technology.

Apart from this, Elena Gladkova was awarded the third place and won design software by Eleandr CAD.

MEXA MOSCOW 2011

The next MEXA MOSCOW will be taking place from October 9 – 11, 2011 at the Expocentre Fairgrounds in Moscow.





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MEXA MOSCOW

With 85 exhibitors and almost 4,500 expert visitors the MEXA MOSCOW is the most important information and contact platform for the international fur industry in Russia. Fur traders and commission agents, producers and processors of ready-to-wear fur, furriers and service providers, suppliers of chemicals, machines and equipment present their products to high-ranking experts at MEXA MOSCOW. The daily fashion shows, the attractive gala show in the evening as well as the designer contest "Stars of the Kremlin – FUR" are special highlights in the frame of MEXA MOSCOW.

Pictures and further press releases:

www.mexa-moscow.com/press

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