

INFORMATION REPORT
International Exhibition of Textile and Clothing Industry
«FASHION INDUSTRY»
October 6-9, 2010

Organizers: FAREXPO Exhibition Group (Saint Petersburg)
 Concern «Rostextile» Public Corporation, «Textilexpo» Close Corporation, «RLP-Yarmarka» (Moscow),

Under support of: The Ministry of Industry and Trade of Russia, Saint Petersburg City Administration, the Government of Leningrad region, Saint Petersburg Trade and Commerce Chamber

Venue: Saint Petersburg Sports and Concert Complex

CONFIRMATION OF THE POSITION IN THE MARKET

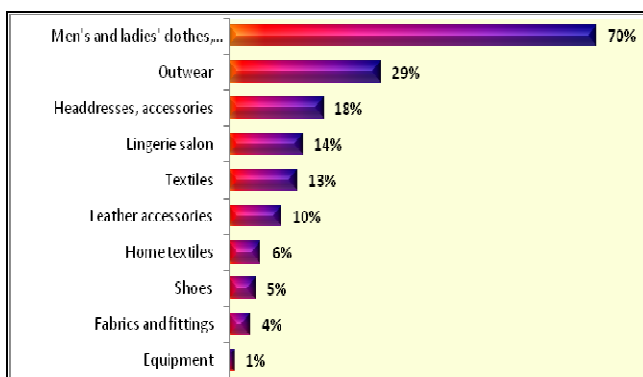
- Fashion Industry International Fair is the largest and most attended fair in the North-Western region of Russia.
- Fashion Industry International Fair is listed as among the most significant events supported by the Ministry of Industry and Trade of Russia, Saint Petersburg City Administration and the Government of Leningrad region.
- Fashion Industry International Fair has a close partnership with the Chambers of Trade and Commerce of the Saint Petersburg and other North-Western cities of Russia.
- Fashion Industry International Fair has been an approved event of the Global Association of the Exhibition Industry (UFI) since 2004

STATISTICAL DATA

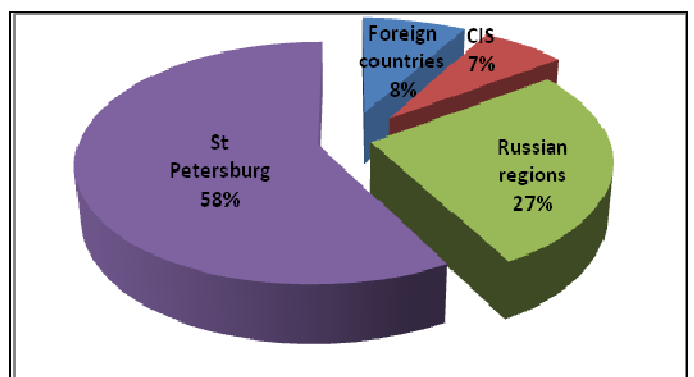
- Gross total space, sq.m. – **10 640**
- Total net space, sq.m. – **3 800**
 incl. net hall space rented by Russian exhibitors, sq.m. – **2 992**
 net hall space rented by foreign exhibitors, sq.m. - **567**
- Total number of exhibitors - **265**
 incl. number of national exhibitors - **219**
 number of foreign exhibitors - **46**
- Number of participating countries - **9**
- Total number of visitors – **12 170**
 incl. number of specialists – **7 180 (59%)**

PARTICIPANTS OF THE FAIR

Exposition structure

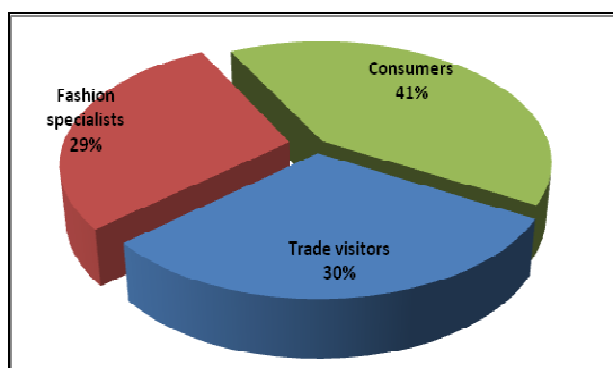


Exhibitors by regions

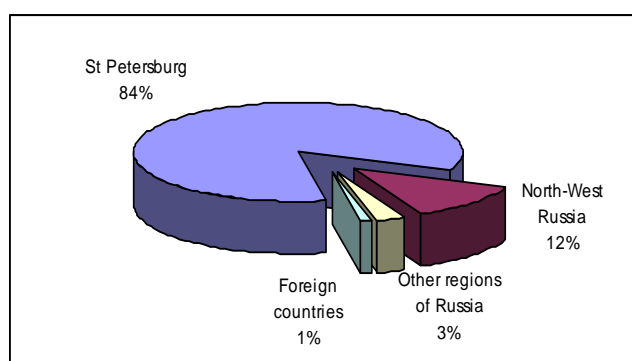


VISITORS OF THE FAIR

Production interested to be bought



Professional visitors by regions



SPECIAL-PURPOSED SUPPORTING PROGRAMME

Economic Forum of the Industry of Fashion

In Autumn 2010 XII Economic Forum of the Industry of Fashion included 6 events with over 350 participants from Russia, Netherlands, Italy, Estonia and Kazakhstan. Representatives of over 80 retail store chains, department stores and shops came to the Forum from St Petersburg, Ekaterinburg, Kaliningrad, Moscow, Vologda, Murmansk, Tver, Tumen, Cherepovets, Yaroslavl, Ivanovo, Penza, Petrozavodsk, Chelyabinsk, Kostroma and other Russian cities.

The program:

- Specialized Conference «Responses to fashion market challenges», Speaker is Andrey Magarik, editor-in-chief of «RusTM.ru» (Saint Petersburg)
- Round table meeting Practical use of the Federal Law “About the governmental control over trading activities in Russia», Sergey Zimin, the head of the North-Western Official Representative Department of the President of Russia.
- Seminar «Fashion trends spring / summer 2011)», Speaker is Luba Popova, professor of Milan New Academy of Fine Arts (NABA, Italy)
- Training «Sales in a trade hall: from standard to improvisation», Speaker is Irina Kuzyutina, director of «Personnel Training Group» (Saint Petersburg)
- Interactive training «Visual fashion merchandising: theory and practice», speaker is Andrey Burmatikov, director of the consulting department «Fashion Consulting Group» (Moscow)
- Master-class «Trademark promotion on the fashion market. Low cost variants», speaker is Andrey Magarik, editor-in-chief of «RusTM.ru» (Saint Petersburg)

Special Buyer Program

In Autumn 2010 a Special Buyers Program was participated by **70** trade companies from Saint Petersburg, Pskov, Petrozavodsk, Vologda, Cherepovets, Velikiy Novgorod, Kaliningrad, Syastroy, Selivanovo, Borovichi, Nizhnokamsk, Dmitrov, Fryazino, Kursk, Tumen, Yaroslavl, Rostov-na-Donu, Kondratovo, Chalyabinsk, Kirov, Moscow, Ekaterinburg, Kaluga, Saratov, Penza, Murom, Krasnokamsk, Michurinsk.

Special Buyer Program is an actively developing project of the international level: during the autumn trade fair it welcomed first trade visitors from Finland and Bulgaria.

In frames of the Special Buyers Program a contest for “The most active buyer” was organized. The winner of the spring 2010 became Natalia Savchits, the director of “Zima-Leto” store chain from Kaliningrad. She was awarded a special prize – Certificate for participation in all events of Economic Forum of Fashion Industry.

In the frames of the fair a contest of FASHION BUYER AWARDS was organized. The contest was participated by buyers of North-Western Russian region high evaluated by exhibitors. Criteria for evaluation were reliability, financial discipline, paying capacity, awareness of consumer’s demand at sales points, professionalism in assortment management, awareness of garments and its promotion onto the market. The winners of the contest

have become trade companies that had got the maximum of voices during open vote on www.Rustm.net. The vote was held on September 17 – October 4, 2010.

The winners of the contest are:

- Best buyer of children's clothes
Company «Spetsobsluzhivanie», store chain «Zdoroviy malysh» (Saint Petersburg)
- Best buyer of underwear, beach fashion and clothes for home
Company «Charovnitsa», store chain «Charovnitsa» (Saint Petersburg)
- Best buyer of casual wear
Company «Parking city», multibrand boutique Ultima Ratio (Saint Petersburg)

Winners were given with special prizes – Certificates for participation in all events of Economic Forum of Fashion Industry.

National exposition of Finland

In autumn 2010 at the Fashion Industry International Fair a national exposition of Finland was organized. On October 6 a “Day of Finland” was arranged to present Finnish trademarks for Russian buyers and mass media. Presentations were made by NP-collection, TamSilk, TopKnit, Nini's Belts and Sakari Sauso. **36** fashion specialists and trade visitors were registered to visit the event. They were from Dmitrov, Kursk, Petrozavodsk, Tumen, Kaliningrad, Yaroslavl, Vologda, Kondratovo, Syasstroy, Selivanovo, Moscow, Ekaterinburg, Saint Petersburg, Fryazino, Kaluga, Kirov, Saratov, Penza, Murom, Michurinsk, Pskov, Velikiy Novgorod, Burgas (Bulgaria).

National exposition of Bulgaria

In Autumn 2010 at Fashion Industry International Fair a National Exposition of Bulgarian Companies was presented. On October 7 at stands of Bulgarian companies was organized a presentation of Markam, Boriana, Vayana, Yasha, Anex, Monteli for traders and mass media. There were **28** trade companies registered to visit the presentation. They were from Pskov, Kaliningrad, Kursk, Tumen, Rostov-na-Donu, Chelyabinsk, Syastroy, Selivanovo, Kirov, Cherepovets, Penza, Murom, Michurinsk, Velikiy Novgorod, Burgas (Bulgaria).

National exposition of Italy

In Autumn 2010 at Fashion Industry International Fair a National Exposition of Italian Companies “Area Italia” was presented. At the exposition visitors could see new collections of ladies' and men's clothes, outwear, clothes for home and accessories presented by Lovini (TM Le donne di Mariella Burani), DPM furs, Interpiume (TM OHO), Pan Am, Calze Elit, Dal Mondo, Nick Bronson, Vema, Sandra Milani, Crespy, Pozzi, Raganella Princess, Castellary, Olympia, Paola Todesco.

On October 7 for the first time Fashion Exclusive - a Day of Exclusive Italian Fashion - was organized in cooperation with Italian Fair Service and I.C.E local Italian Trade office. In the Corinthia Nevskiy Palace Hotel **52** buyers of up-middle and high price segment from Saint Petersburg, Kaliningrad, Cherepovets, Moscow, Chelyabinsk, Borovichi had B2B meetings with owners of Italian companies Lovini, Vema, Interpiume (TM OHO), Pelletteria Vaccari, Milano Centro Storico, Lamperti, Daritex (TM SWS), Verderame (TM Silvano Ori), Spruzzi (TM Donatella De Paoli), Gandolfi, Carlo Actis (TM Cabirio), Maglificio Castiglioni (TM ANNARE). The event was followed with an evening fashion show of new collections from Vema, Lamperti, Gigliotti, Anna Cristy.

Competition of creative projects “GENERATION NEXT”

In Autumn 2010 “FAREXPO” in cooperation with Innovative Education Technology Bureau organized “GENERATION NEXT” - the 4th International Contest of creative projects of young fashion professionals. Participants of the contest were over 45 young specialists of fashion garments. According to the voting of professional juries a Grand prix winner became a collection «TRAUM: A» created by Kristina Vasilevskaya, a student of Design Institute of St Petersburg State University of Textile and Design.

ADVERTISING AND INFORMATION SUPPORT

1. Announcement of the fair and its business program in publications:
 - Print mass media specialized in fashion industry: «LegPromBusiness», «Director», «Modny Madazin», Fashion Report, Upravlenie Magazinom, Upravlenie Sbytom, «Industriya Mody», «International Textiles», «Atelier», «KNIT&MODE», Teoria Mody, «Modnoe bieljo» (Russia, Poland), «Catalogue-Moscow. Odezhda», «Catalogue-Moscow. Muzhskaya moda», «Catalogue-Moscow. Brand», «Catalogue-Moscow. Obuv'» «Legkaya Promyshlennost'. Courier», «Ivanovskaya manufactura», «Profashion», «Beljo i kolgotki», «Mekha mira», «RIB Postavschik», «Hit Seasona», «TriSH: shapki, shlyapki, shubki» «Optovik info», «Stil' i moda», «Stil' i moda. Muzhskoy vypusk», «Mimi moda», «Torgovoe oborudovanie», «Kladez», «Shveynaya promyshlennost'», «Kozhevenno-obuvnaya promyshlennost'», «Ars Sutoria», «Ars Fair», «Modin», «Vse golovnye ubory & accessories», «Catalogue Uralo-Sibirskogo regiona», «Busines Image», «Tovary oprom na Urale. Odezhda»
 - Print mass media of general orientation: «Sankt-Peterburgskie vedomosti», «Delovoi Peterburg», «Vechernii Peterburg», «Na Nevskom», «Free Time», «Nevskoe vremya», «Metro», «Pigmalion», «Otdyh ot A do Ya», «Liniya poleta», «Sankt-Peterburgskii kur'er», «Petrovskii kur'er», «Tvoi den'», «Zhizn'», «Mnogo TV», «Exclusive Emotions», «St. Petersburg Times», «Sovershenstvo», «Sankt-Peterburgskii biznes-zhurnal», «Business Partner», «Zvyazda», «Soyuz predprinimatelei», «Trade Fairs International», «ExpoCentry», «Dress Code», «Biznes inform», «Vash dosug», «Telesem'», «Megapolis.ru», «Zolushka vyazhet», «Telegramma Travel», «Dance Line», «Draiv. Dvizhenie zhizni».
2. Advertising on the Internet by means of banners and context advertisement: fashioner.ru, opt-union.ru, Be-in.ru, Fashion Mag, expoinfo.ru, retail.ru, importer-magazine.ru, modny-spb.ru, rustm.ru, intermoda.ru, modnaya.ru, , rosbalt.ru, Peterburg2.ru, legprominfo.ru, rosdr.ru, lp-magazine.ru, e-mm.ru, trademanagement.ru, fashionnolimit.com, katalog-moscow.ru, textile-press.ru, lpb.ru, womanspb.ru, openmarket.ru, businesscom.ru, ElModa.ru, fashion-report.ru, kurier-media.ru, b-mag.ru, Delinform.ru, yell.ru, zviazda.by, exponews.ru, profashion.ru, dp.ru.
3. Distribution of preview commercials at the popular radio and principal television channels: 154 radio trailers on Russian Radio, Eldorado, Autoradio, Monte Carlo and 400 TV-trailers on Russia-1, 5th channel, Domashnii, REN Peterburg, RBK TV, Euronews, ORT, Tvoi TV Peterburg, LOT, LentFil'm, Peterburgskii Teletekst
4. Street advertisement: 13 bill boards of 3x6 at the main streets of the city
5. Metro advertisement: 300 stickers of 1000x155 and 28 audio trailers.
6. Enclosure to “Delovoy Peterburg” newspaper – circulation of 15 300 pieces dated 04.10.10
7. Mailing of invitation cards and info leaflets to managing directors of fashion trading companies and fashion specialists: over 20 000 addresses.
8. Distribution of personal invitation cards to managing directors of fashion trading companies and fashion specialists by means of courier service for 4 500 adresses
9. Informational support from Trade and Commerce Chambers of Arkhangelsk, Vologda, Murmansk, Petrozavodsk. Distribution of over 1000 invitation cards and info brochures to traders and specialists of North-Western region.
10. Organization of regional trade business delegations from Velikiy Novgorod, Pskov, Vologda accompanied with cities' Administrations, TV and mass media.

The report prepared by FAREXPO Marketing Dept.

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