

RETAIL DAYS. NEVA

From the 19th till the 20th of November, St. Petersburg will host **RETAIL DAYS. NEVA**, a forum with the participation of business and government.

RETAIL DAYS. NEVA is one of the interregional events preceding the Russian Retail Week forum, which is the main retail industry event bringing together consumer market participants: retailers, solution and consumer goods suppliers, consumer market authorities, industry associations and unions, etc.

RETAIL DAYS. NEVA is planned to provide a platform to discuss current retail market situation, the directions of retail industry development, the prospect of using new business management tools, consumer experience development issues, as well as to ask questions directly and get answers from the authorities.

The Forum program is aimed at the development of retail industry and its trends. It will comprise plenary sessions with the participation of the authorities and business representatives, thematic sessions on marketing, IT, category management, digital transformation in retail industry, as well as Russian Retail Market Experts Association Academy, which is a series of educational activities for business.

The organizers of the **RETAIL DAYS. NEVA** are the Ministry of Industry and Trade of the Russian Federation and the Russian Retail Market Experts Association.

The Forum allows its participants to expand retail opportunities and learn about new tools for solving business issues, while products and B2B service suppliers have an opportunity to increase their sales. The aim of the event is to formulate effective mechanisms to develop retail industry for professionals and experts of Russia.

One of the key parts of the Forum is the Russian Wine Days Congress, a unique platform to address Russian wines promotion issues in Russia and abroad.

The aim of the Russian Wine Days, which take place twice a year, is to draw attention to the wines produced from Russian grapes.

The Congress encourages the campaign growth, fosters wine consumption culture, and promotes the best domestic wines.

Russian Wine Days is an initiative of the Ministry of Industry and Trade of the Russian Federation and the Ministry of Agriculture of the Russian Federation and aimed to popularize domestic wines and identify promising techniques of trade promotion.

The campaign allows its participants to find modern ways of wine promotion among potential buyers and in HoReCa sector.

The event will take place in Park Inn by Radisson Pulkovskaya Hotel & Conference Centre, 1 Pobedy Square, St. Petersburg.

RETAIL DAYS NEVA 2019



19-20 NOVEMBER, 2019

RUSSIAN
RETAIL
WEEK

www.retailweek.ru



RETAIL DAYS. NEVA



DATES:
19-20 November



VENUE:
Park Inn by Radisson Pulkovskaya, 1
Pobedy Square, Saint Petersburg

RETAIL DAYS. NEVA is an interregional forum with the participation of business and government, a retail industry event for professionals and experts from the North-West of Russia.

RETAIL DAYS. NEVA forum is one of the events preceding the Russian Retail Week annual International forum of business and government, which will be held from the 8th till the 12th of June 2020 in Moscow.

Among the Forum participants there are federal and regional retailers operating in the North-West of Russia, leading consumer goods suppliers, public authorities and regional consumer market government bodies, and others.



ORGANIZERS



RUSSIAN RETAIL
MARKET EXPERTS
ASSOCIATION



AKORT
RETAIL COMPANIES
ASSOCIATION



UNION OF
INDEPENDENT RETAIL
CHAINS OF RUSSIA



ROS
KACHESTVO
Russian System
of Quality



MINPROMTORG
RUSSIA



AST
Association
of Small-Scale Traders



RUS
PROD
SOYUZ








POPAI
PART OF THE SHOP
GLOBAL NETWORK



PROGRAM



Retail Days. Neva is planned to provide a platform to discuss current retail market situation in the North-West of Russia, the directions of retail industry development, retail industry trends.

-  Plenary session with leading retailers of the North-West of Russia
-  Thematic sessions on marketing, IT, category management, digital transformation and others
-  Russian Wine Days Congress
-  Wine Retail Meeting Center
-  Russian Retail Market Experts Association Academy, a series of educational activities for business

FIVE REASONS TO PARTICIPATE IN RETAIL DAYS. NEVA



1

Government and business face to face meeting.

2

Platform for experience sharing and discussion of arising problems.

3

New business contacts and cooperation agreements.

4

Review of the latest retail industry trends.

5

Opportunity to enter retail market.

RUSSIAN WINE DAYS

Russian Wine Days is an initiative of the Ministry of Industry and Trade of the Russian Federation and the Ministry of Agriculture of the Russian Federation and aimed to popularize wines produced from Russian grapes. The event, which 66 large-scale retail chains and restaurants have already taken part in, takes place twice a year. Russian Wine Days Congress is intended to increase the project efficiency.

THE PROGRAM INCLUDES:

-  Plenary session with the participation of the Ministry of Industry and Trade of the Russian Federation, winery owners, wine buyers from large-scale retail chains, wine experts.
-  Winery products exhibition.
-  Innovative wine room: advanced solutions for wine storage, sale and promotion.
-  Workshops and tastings.



PARTICIPATION IN RETAIL DAYS.NEVA EXHIBITION IS:



Useful business contacts.



New clients.



Eye-catching brand presentation to clients.









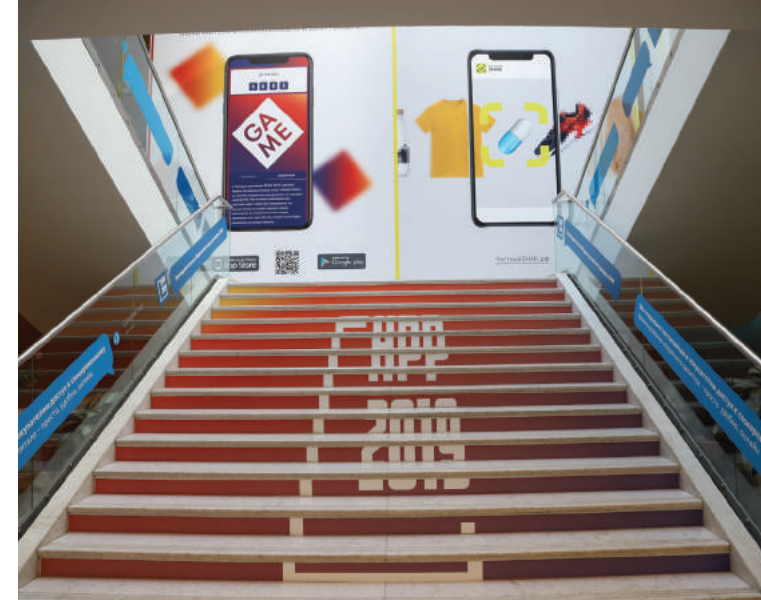
Product or service quality evaluation, opportunity to get feedback on the product and collect data on the target audience.



ADVERTISING AND SPONSORSHIP OPPORTUNITIES

During the **Retail Days. Neva** forum you can use the following options for advertising your brand or service:

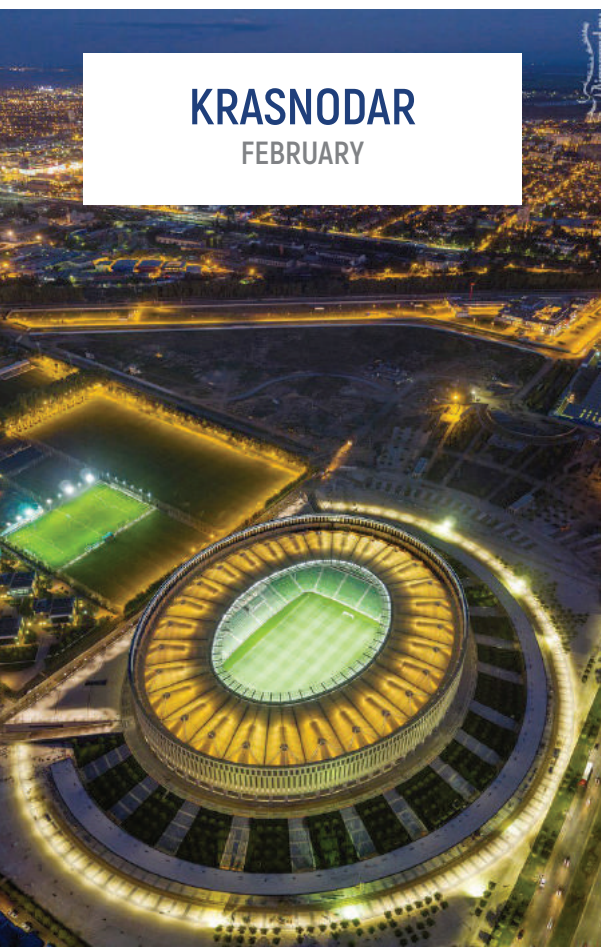
-  Individual stand with your company's products.
-  Your company's promotional items in attendee gift bags/kits.
-  Promotional video played on main screen before the plenary session.
-  Room for private meetings.
-  Columns and stairs branding.
-  Other individual offers.



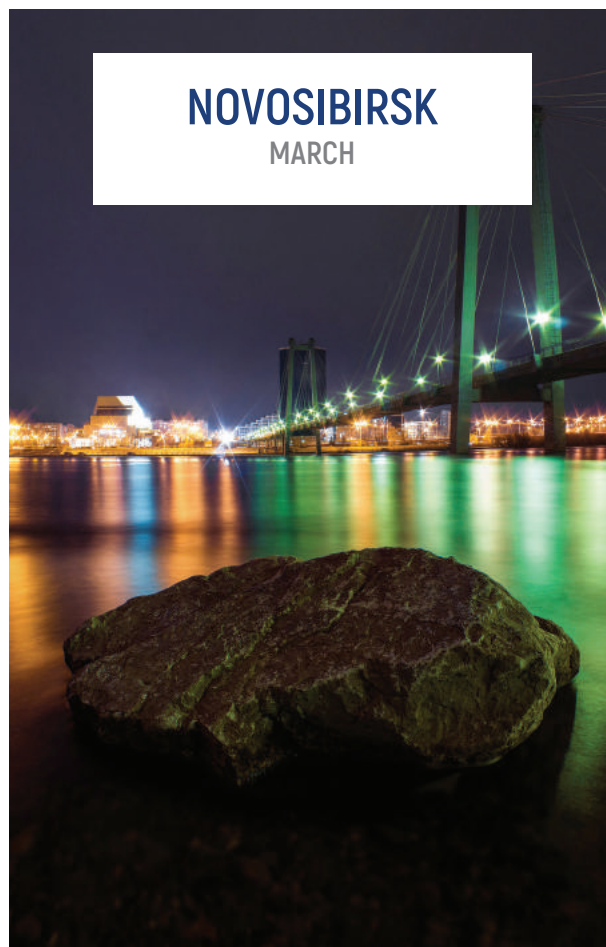
REGIONAL RETAIL DAYS 2020

During 2020, it is planned to hold a number of regional events in the format of mini Russian Retail Week in the North-West, South, Volga, Ural, Siberian, and Far Eastern Federal Districts of the Russian Federation.

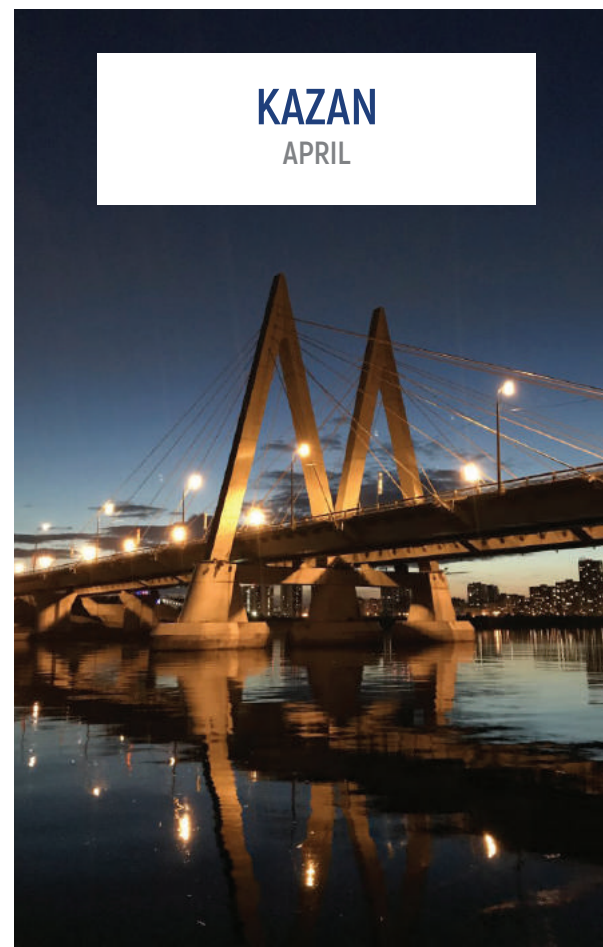
VENUES



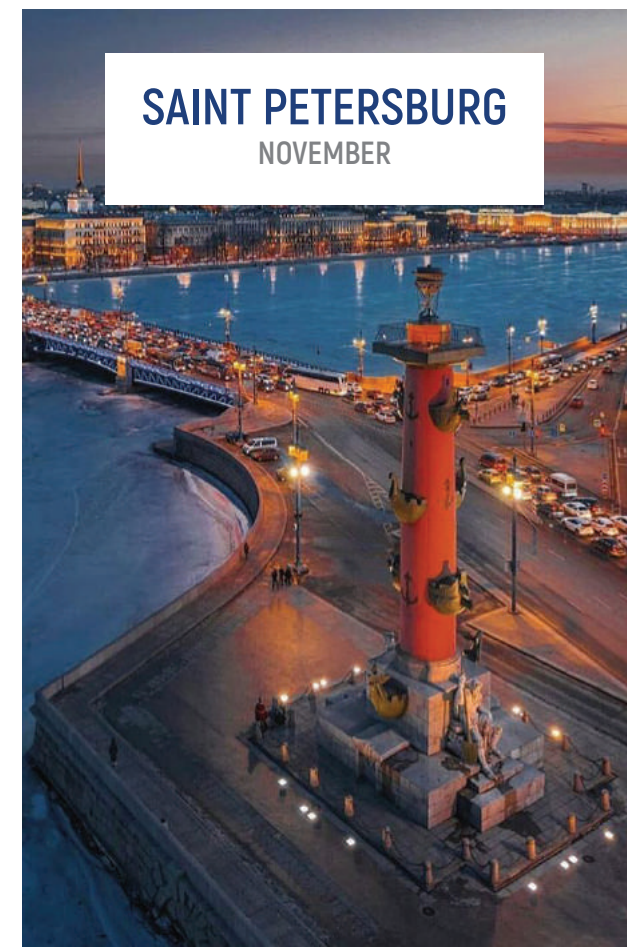
KRASNODAR
FEBRUARY



NOVOSIBIRSK
MARCH



KAZAN
APRIL



SAINT PETERSBURG
NOVEMBER

RUSSIAN RETAIL WEEK

INTERNATIONAL FORUM OF BUSINESS AND GOVERNMENT

Russian Retail Week is a leading retail industry event, organized by the Ministry of Industry and Trade of the Russian Federation and the Russian Retail Market Experts Association. In 2019, the 5th anniversary forum was visited by 6,500 participants, including federal and regional retailers (both online and offline), consumer market government bodies, service and consumer goods suppliers.

MORE INFORMATION ON THE WEBSITE WWW.RETAILWEEK.RU



RUSSIAN RETAIL WEEK IN FIGURES



2018

6 000+
PARTICIPANTS

80+
BUSINESS EVENTS

500+
RETAILERS

600+
SPEAKERS

23
NOMINATIONS
RETAIL AWARDS

170+
JOURNALISTS

2019

6 500+
PARTICIPANTS

80+
BUSINESS EVENTS

500+
RETAILERS

650+
SPEAKERS

25
NOMINATIONS
RETAIL AWARDS

170+
JOURNALISTS

2020*

7 000+
PARTICIPANTS

100+
BUSINESS EVENTS

500+
RETAILERS

700+
SPEAKERS

25
NOMINATIONS
RETAIL AWARDS

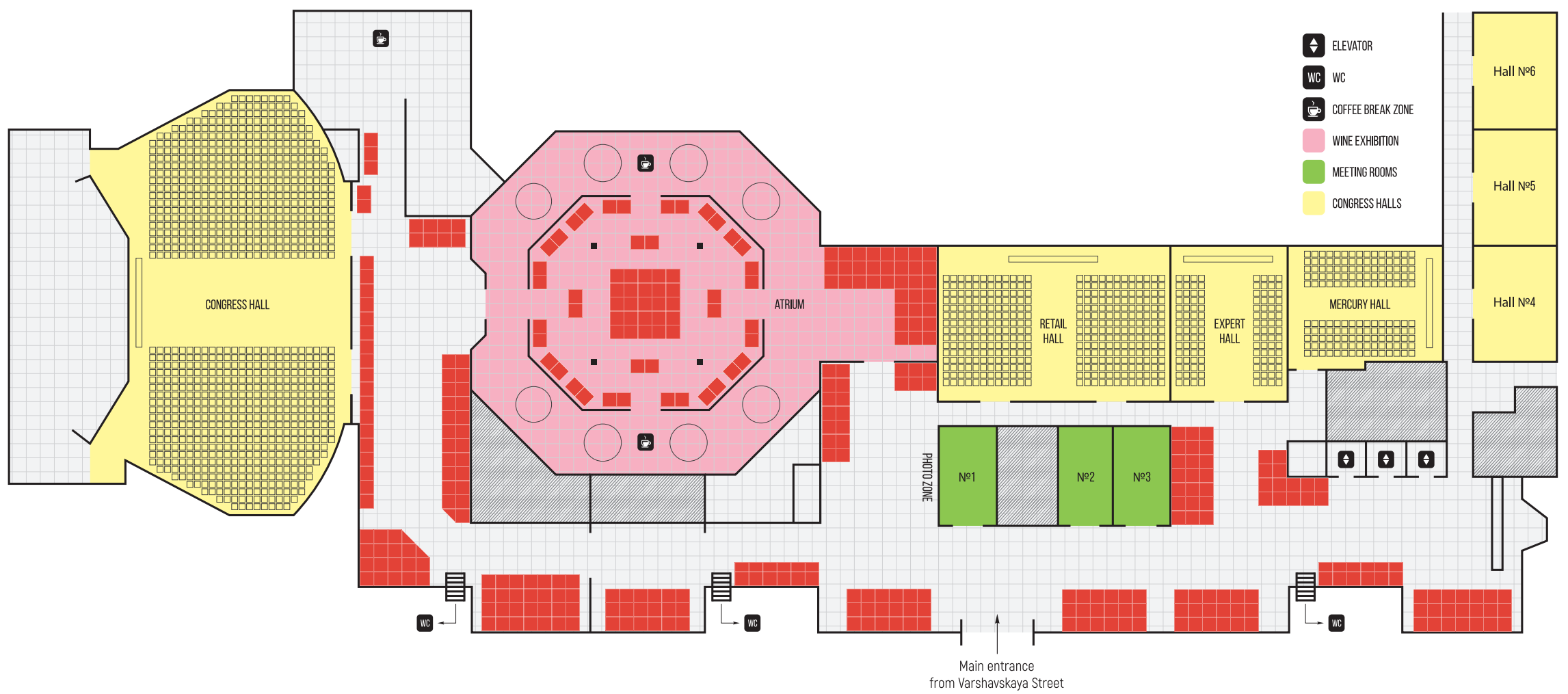
200+
JOURNALISTS

* organizers' forecast





MAP OF RETAIL DAYS. NEVA 2019 VENUE



CONTACTS

www.retaildays.ru

+7 (495) 924 02 80

info@retailevent.ru

Moscow, 7 Yamskogo Polya 5-ya Street,
Building 2, office 2201

