

# RETAIL DAYS NEVA 2019



19-20 NOVEMBER, 2019

RUSSIAN  
RETAIL  
WEEK

[www.retailweek.ru](http://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






## WITH THE SUPPORT OF:



# 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.









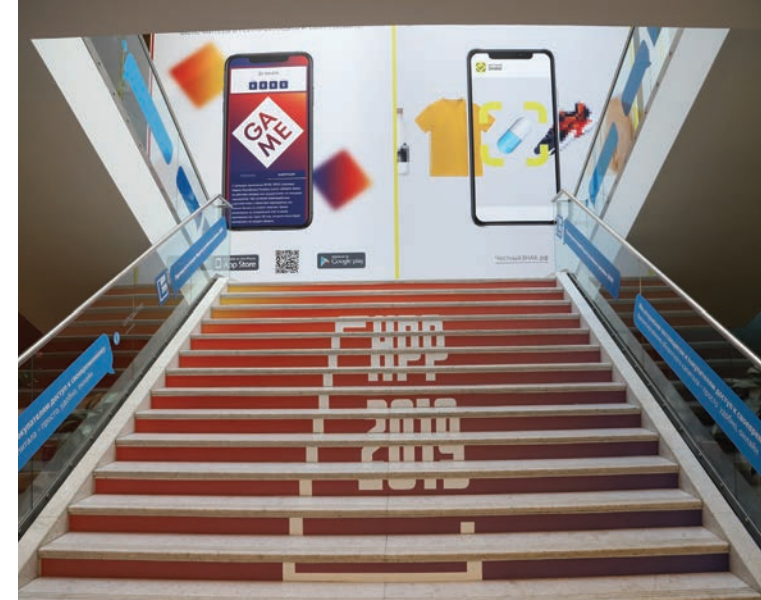
Product or service quality evaluation, opportunity to get feedback on the product and collect data on the target audience.



# 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.

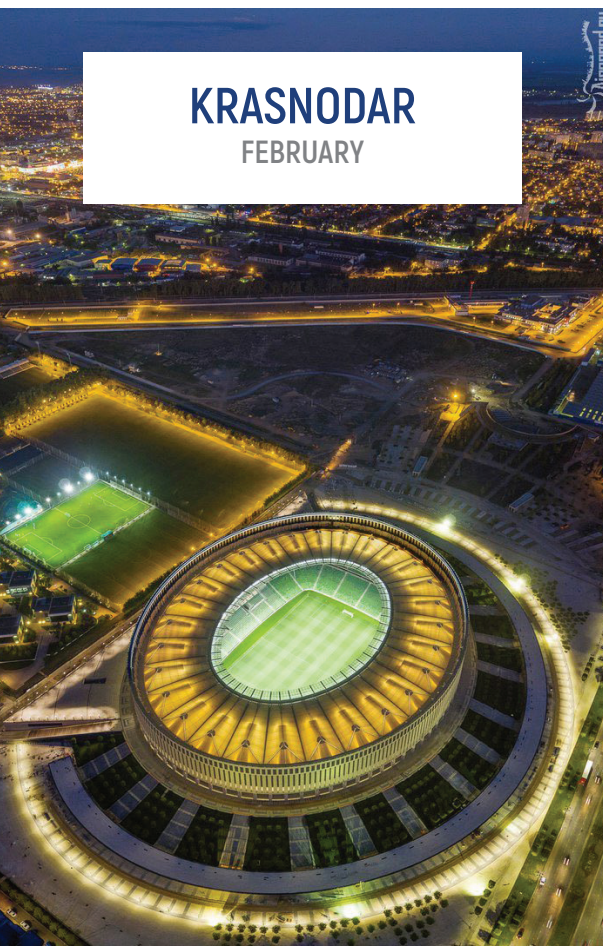




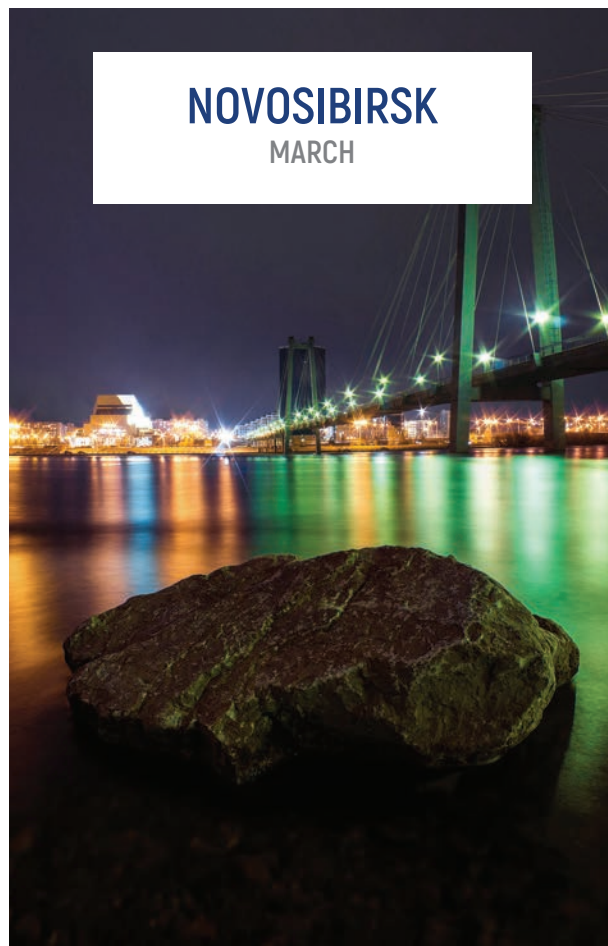
# REGIONAL RETAIL DAYS 2020

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.

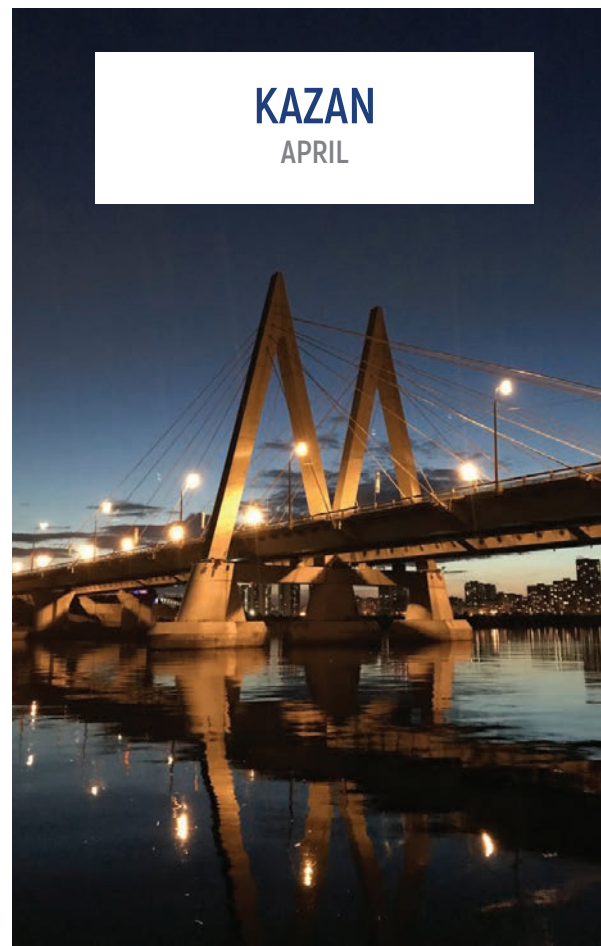
## VENUES



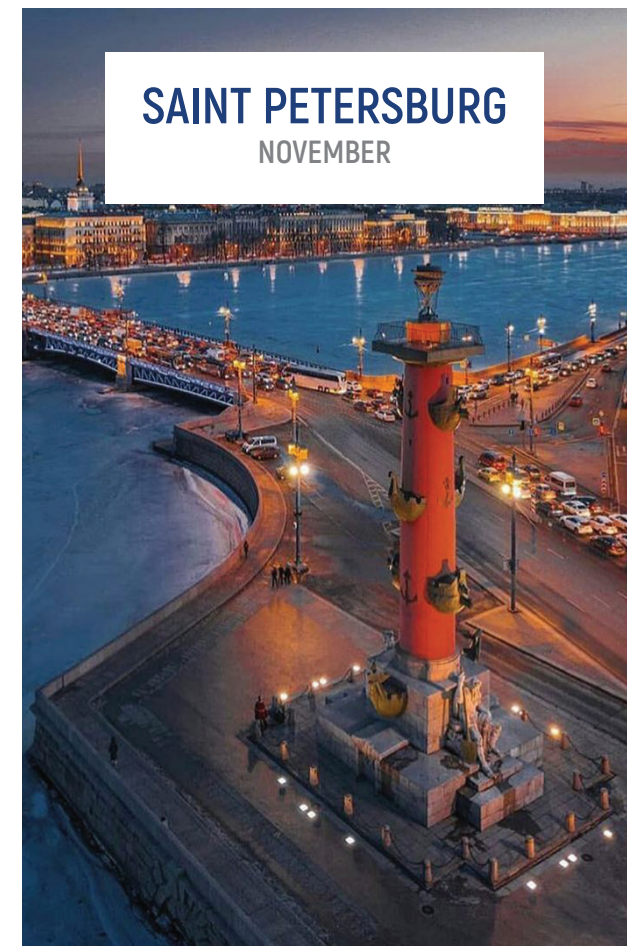
**KRASNODAR**  
FEBRUARY



**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](http://WWW.RETAILWEEK.RU)**



# RUSSIAN RETAIL WEEK IN FIGURES



\* organizers' forecast



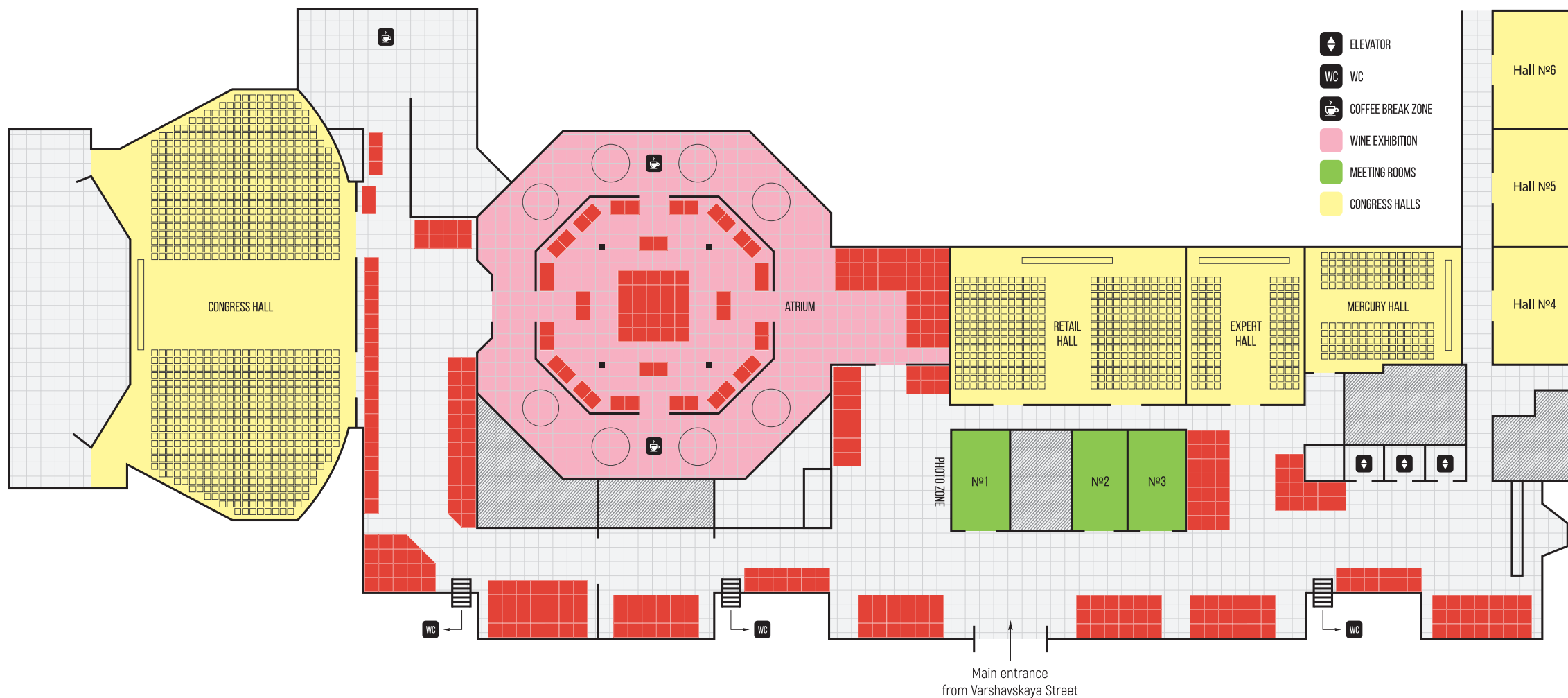








# MAP OF RETAIL DAYS. NEVA 2019 VENUE



# CONTACTS

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