



**6 - 9 APRIL
2022**

**ONE OF THE LARGEST EXHIBITIONS
of furniture, interior items, materials,
components and equipment
for woodworking and furniture
production in Russia**

Krasnodar
Russia
Expograd Yug



**UMIDS.
FURNITURE.
INTERIORS ITEMS**



**UMIDS.
EQUIPMENT
FOR WOODWORKING.
COMPONENTS**

Organiser



International
Exhibition
Company

+7 (861) 200-12-39
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umids@mvk.ru

WWW.UMIDS.RU

17 628 visitors*

from **80** Russian regions
attended
UMIDS 2021

*26% more than in 2019

**UMIDS.
EQUIPMENT
FOR WOODWORKING.
COMPONENTS**

Visitors breakdown by type of activity

205

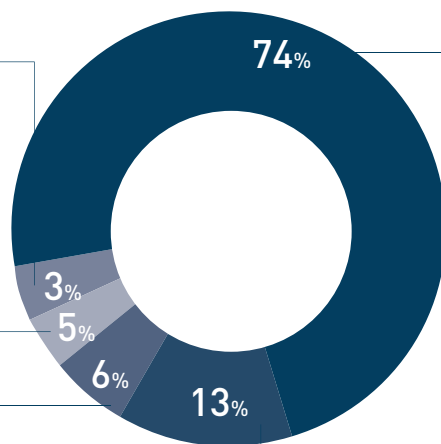
Sale of equipment
and tools

319

Other*

400

Production of furniture
materials and components



4 941

Furniture and interior
items production

840

Sale of furniture materials
and components

*Other: construction, repair, woodworking, metalworking, design, restoration, furniture assembly, outdoor advertising and souvenirs, production of windows, doors, stairs, glass production, art production, foundry production, stone processing, manufacture of household appliances, etc.

Visitors interest to products at the exhibition

8 323
(49%)

6 834
(40%)

4 231
(25%)

3 175
(19%)

2 605
(15%)

2 508
(15%)

Furniture accessories
and components

Equipment and tools
for furniture production

Facing materials
for furniture

Paints and adhesives

Upholstery materials
and fillers

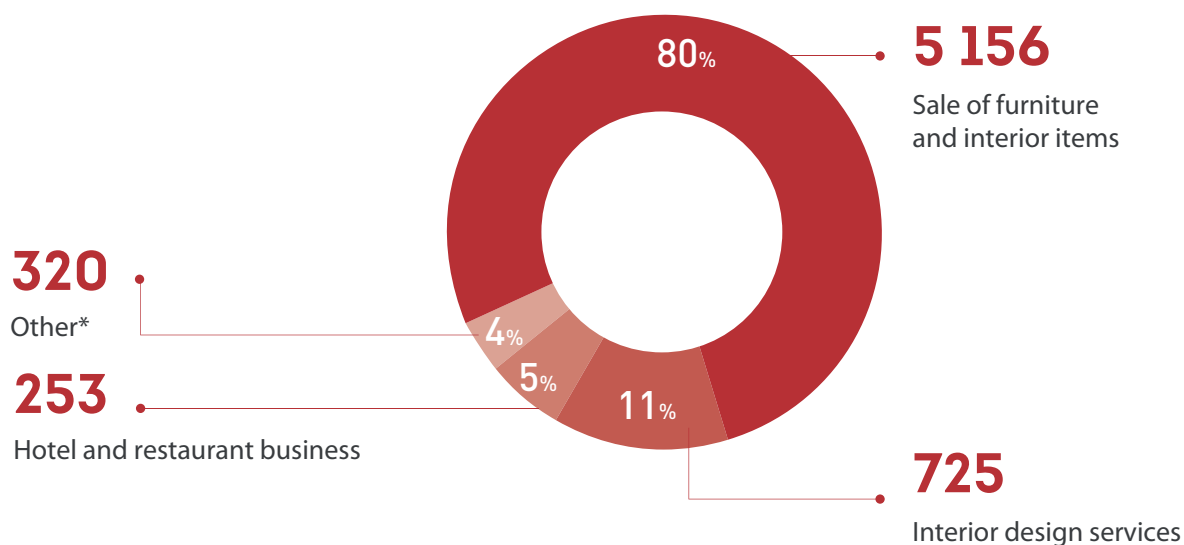
Transformation
mechanisms for furniture

83% of visitors are going to make purchases after visiting the exhibition

67% of visitors do not attend other exhibitions of similar subject

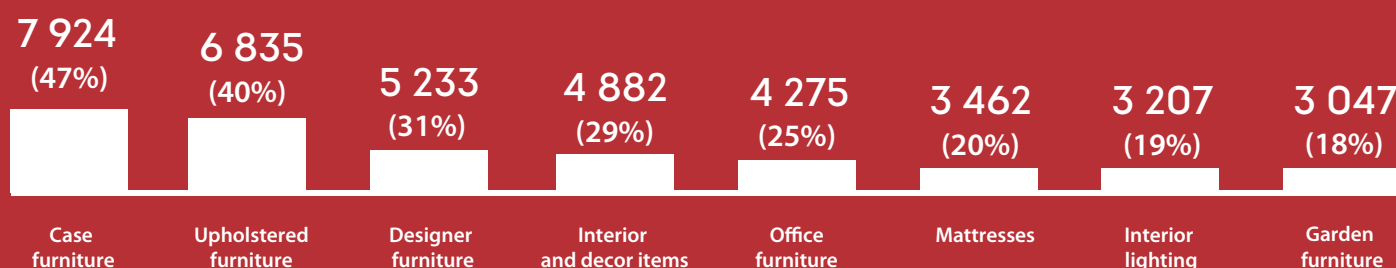
**UMIDS.
FURNITURE.
INTERIORS ITEMS**

Visitors breakdown by type of activity



*Other: educational, preschool, medical, administrative institutions, sale of household appliances, textile, trade of household goods and cottages, repair, design, interior photography, purchasing of building materials, author's supervision, landscape design, architecture, floristry, etc.

Visitors interest to products at the exhibition





Geography of visitors

15 059 (85%)

South of Russia

2 372 (14%)

Other Russian regions

197 (1%)

Foreign visitors

421

companies exhibited
at UMIDS 2021

4

pavilions

26 600 sqm.
of exhibition space

UMIDS.
WOODWORKING
EQUIPMENT.
COMPONENTS

212
exhibitors

UMIDS.
FURNITURE.
INTERIOR ITEMS

209
exhibitors

59%
of visitors
are new comers



EVENT PROGRAMME



40+
speakers

FURNITURE FRANCHISE FESTIVAL

with participation of leading companies of the furniture industry and the largest retailers of the South of Russia.

Organiser: FC Project Communication Agency

A SERIES OF LECTURES AND MASTER CLASSES

presented by well-known industrial and interior designers.

MVK Company

SEMINARS AND CONFERENCES

for furniture manufacturers and retailers

EXHIBITORS REVIEWS



UMIDS. WOODWORKING EQUIPMENT. COMPONENTS

We received a lot of contacts at the exhibition, and these were visitors not only from the Southern region, but also from Siberia, the Far East, and the Central Federal District, so the exhibition turned out to be all-Russian. We were happy to exhibit, and we will definitely exhibit again.

Natalia Surkova,
General Director
Total M Company

The woodworking equipment presented at the stand has already been sold. But the most important result is the promotion of our equipment among specialists. We can see that exhibition visitors are very active. We have 8-10 sales managers working simultaneously at the stand, and each meeting is a new contact.

Oleg Ignatenko,
Head of SAVINSNAME Company

I would like to note very large visitor traffic at the exhibition. I see that people want more live communication. For the moment I can't say anything about the received contacts, but I can say that we are completely satisfied with the meetings held at the exhibition. I hope, this exhibition will give us new opportunities for development of Verso brand and will bring us new reliable partners.

Elvira Eflaeva,
Marketing Specialist
Ecopol TM Verso Company

It is very busy at the exhibition this year. We had a lot of stand visitors, not only from the Southern regions, but also from different parts of Russia: for example, we had meetings with partners from Novosibirsk.

Alexander Mamakin,
Commercial Director
Korner Company

EXHIBITORS REVIEWS



UMIDS. FURNITURE. INTERIOR ITEMS

We gathered 300 contacts of new potential customers and met over 50 regular customers at the exhibition. There were successful sales right at the stand. We had negotiations with a large Moscow salon and sold 3 exhibition samples from the stand. I would like to note the good exhibition organisation, the number of visitors, and the overall positive impression at UMIDS.

Armen Avakyan,
Commercial Director
Veles Mattress Factory

We sold all our furniture presented at the exhibition. We accepted a lot of applications from both old and new customers and signed at least 15 new contracts for furniture supply. Thanks to the exhibition we resumed cooperation with at least 50 old customers and gathered over 450 promising contacts.

Andrey Sorotin,
Department Head
TMK LLC

We laid the groundwork for the next year, and now we understand what we need to do next. We already received a potential order for furniture supply from one of the Armenian trading companies. We had also many meetings with visitors from such regions as Sverdlovsk, Tyumen and other regions of Russia.

Alexander Baranov,
Marketing Specialist
Progress Furniture Factory (Belarus)

We presented our new products of the premium series and received the most positive feedback from visitors about the quality. At the moment, we already received about 300 new contacts. One of the bright exhibiting results was an agreement to supply products to one of wholesale buyers from Makhachkala.

Natalia Yakovleva,
Head of Sales Department
MEBIUSROTANG Furniture Factory



Book
your stand
at UMIDS 2022
and present
your products to

18 000
visitors

WWW.UMIDS.RU

Statistics of UMIDS 2021



**VIDEO
REVIEW**

Organiser

MVK International
Exhibition
Company

For further enquiries, please contact the organiser :
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