

Heimtextil Russia Program 2021

Business Space

14 September

HORECA&Textile Forum

10.30-11.00 GUESTS REGISTRATION

11.00-12.00

Session 1. Summer season results of the hotel industry. Future plans

Moderator of the session: **Ksenia Bezbordova**, expert on pricing and revenue management in hotels, industry expert on business development

Topics and speakers of the session:

- **Hotel development and management in the conditions of priorities redistribution for domestic tourism**
Alexey Volov, Managing Partner of Hotel Business Forum & Hotel Business Academy
- **The reasonableness of the price increase in 2021 season. Validity and effectiveness**
Eduard Demidov, Head of Hoteliers Commission of the All-Russian Public Organization Small and medium-sized businesses Opora Russia

12.15-16.00

Session 2. Equipping Horeca facilities: from safety to comfort

Moderator of the session: **Ksenia Bezbordova**, expert on pricing and revenue management in hotels, industry expert on business development

12.15-13.15

Amendments to the fire safety legislation of the Russian Federation: curtains and upholstered furniture under the control of the regulatory authorities of the Russian Federation. Standards of hotels and inns. Financial side: for or against?"

Session speakers:

Elena Gilmanova, CEO, co-founder of Treartex, member of TC 135 "Furniture" on issues related to fire safety, speaker of the Russian Academy of Design

Natalia Konstantinova, Chief Researcher of the Federal State Budgetary Institution VNIPO of the EMERCOM of Russia, Professor of the Department of PBS of the UNK "Fire Safety of Protection Objects" of the AGPS of the EMERCOM of Russia, Doctor of Technical Sciences, Professor, laureate of the Russian Government Award

Vadim Prasov, Vice-President of Russia Restaurateurs and Hoteliers Federation

13.30-14.00

Discoveries and renovations-from design to profitable operation

Svetlana Kinunnen, founder of SK Qualitysupplies

14.15-14.45

The mattress is in the hotel. How to make sure that guests come back to you again and again?

Elena Sotnikova, Director of International Sales, Hotel business Hilding Anders

14.45-16.00

Round table discussion. Purchase or rent of textiles. How to extend the service life of textiles?

Moderator of the session: **Eduard Demidov**, Head of Hoteliers Commission of the All-Russian Public Organization of Small and Medium-sized Businesses Opora Russia

Topics and speakers of the session:

- **Purchase standards of underwear. What should I pay attention to during quality control?**
Tatyana Yudina, Hotel Services Director at the Moscow Marriott Royal Aurora Hotel
- **Unsuitable laundry or low-quality textiles?**
Natalia Aseeva, Head of the Premises Maintenance Service, Azimut Olimpiyskaya
- **Rent of straight linen and terry cloth. Factors affecting wear and solutions for efficient operation**
Victoria Startseva, Head of Sales Department at Blesk inCare

16:00 – End of Horeca&Textile Forum

16.15-16.45

Trends and demand changes in the global textile business

Maria Belova, Founder, WilliZ, reviewer of key international exhibitions Heimtextil, Proposte, Maison&Objet, etc.

Anna Runof, Business Development Director, Williz, speaker of international exhibitions Heimtextil, Intertextil Shanghai, R+T Asia, Hometex Shenzhen, practicing business consultant

17.00-18.00

Sustainable development principles and certification in the field of interior and home textiles

Moderator of the session: **Alexander Makedonsky**, Chief operating officer, "Second breath" Foundation

Topics and speakers of the session:

- **Environmental certification of textiles is a new standard! Why are manufacturers and retailers interested in its appearance?**
Evgenia Kuznetsova, Head of the certification body "Ecological Union", Leading expert of the "Leaf of life" system
- **A new concept of environmental friendliness of fabrics**
Marina Kudashova, member of Textile Designers and Decorators Union of Russia, Head of Decosfera

15 September

11.00-12.30

Retail Forum.

10.30-11.00 GUESTS REGISTRATION

Session 1. Textile market analysis and the DIY market 2021-2022

Session moderators: **Valeria Zelinskaya**, Managing Partner of FCProject Communication Agency
Maria Gagloeva, Managing Partner of Fcproject Communication Agency

Topics and speakers of the session:

- **Bed linen market in Russia - trends and prospects for the development: how the market changed during the pandemic**
Ekaterina Kolina, Executive Director of IndexBox
- **The Russian buyer in the transforming space: dynamics of consumer sentiment and expectations**
Anastasia Sidorina, Head of the Romir Client Group
- **Largest DIY stores dynamics during the pandemic and forecasts for 2021-2022**
Andrey Shapovalov, Leading analyst at Data Insight

12.40-16.00

Session 2. Transformation of textile retail business models in the post-pandemic period

Session moderators: **Valeria Zelinskaya**, Managing Partner of Fcproject Communication Agency
Maria Gagloeva, Managing Partner of Fcproject Communication Agency

12.40-13.30

Plenary session with market leaders and manufacturers in the field of interior and home textiles

Topics of the plenary session: **the state of the home and interior textiles market, distribution channels, growing networks, competition, segmentation, retail digitalization**

Session speakers: **Hoff, Sophie de Marco, Cozy Home, Togas**

13.30-14.00

Omnichannel experience in the DIY furniture segment

Ekaterina Bashilova, Marketing Director of Ascona Group of Companies

14.00-14.30

Consumer trends in retail. How to manage the tastes of customers and effectively interact with suppliers of home textiles

Yulia Kalyukina, Head of the Textile Department of the Hoff

14.30-15.00

Case: The role of the trade format in interaction with consumers

Speaker for approval, Cozy Home

15.00-15.30

Textile own trade mark for interior regional markets. How to build up from the leaders and federal networks

Natalia Peretz, Head of retail agency Peretz Consulting

16:00 – End of Retail Forum

16.30-17.30

How to simultaneously trade on different marketplaces

Ivan Kirillin, Sales Director, "Moi Sklad"

16 сентября

11.00-12.00

Round table "Equipment for textile decoration – which areas are chosen by professionals?"

Session Moderator: **Evgenia Krivosheeva**, Head and Chief technologist of the sewing workshop #1

Topics and speakers of the session:

- **Demonstration of the steam generator. Advantages of using a steam generator at home**
Victoria Bogdanova, practicing coach of Braunhousehold in the territory of the Russian Federation, Ukraine, CIS countries and Mongolia
- **JUKI digital factories and robotization of sewing processes**
Gadji Kadiyev, Head of JUKI Representative Office in Russia

12.00-12.45

LUXURY bedding - difficulties and opportunities

13.00-13.30

The textile business is not only about design

Denis Guseynov, Development Director, Dardeco

13.30-14.00

Formation and development of wholesale sales channels

в программе возможны изменения