

# CPM

COLLECTION  
PREMIÈRE  
MOSCOW

## WELCOME

21.–24.02.2011

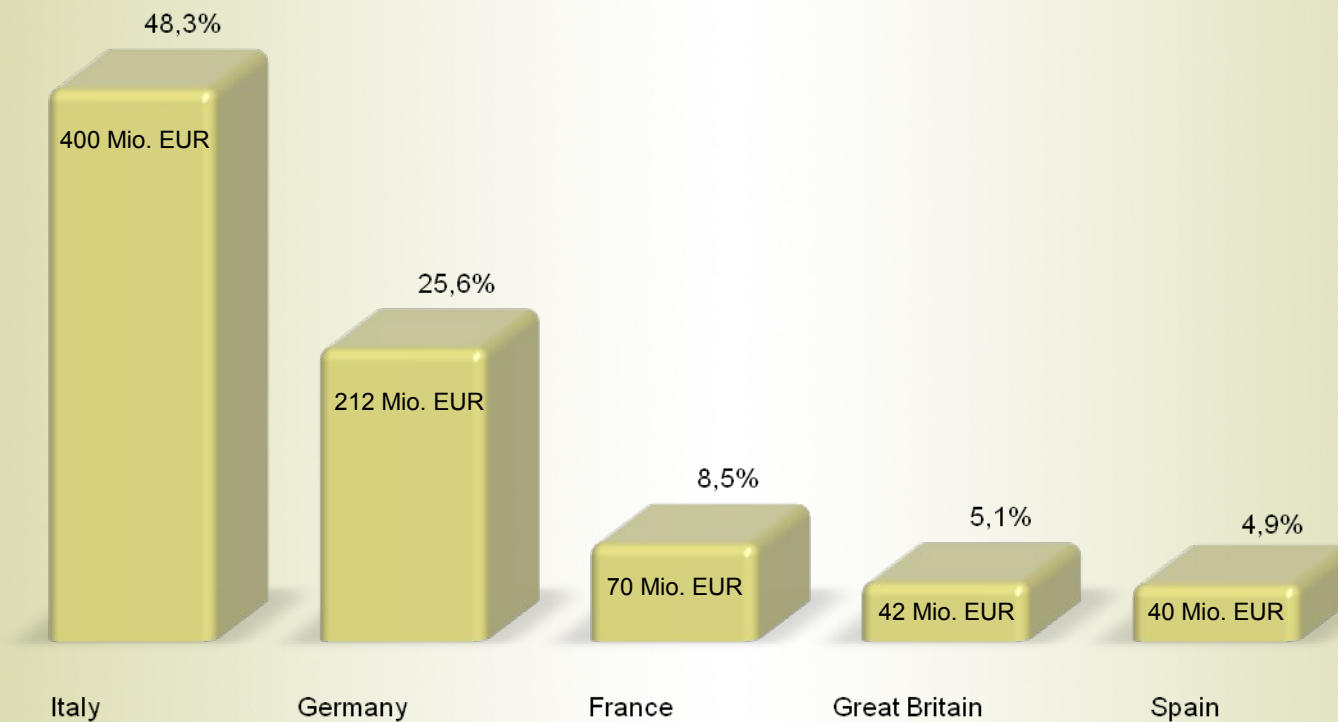
16<sup>th</sup> INTERNATIONAL FASHION FAIR  
FOR EASTERN EUROPE  
EXPOCENTRE FAIRGROUNDS, MOSCOW





## TOP EU EXPORT COUNTRIES TO RUSSIA 2010

Total Exports: 764 Mio. EUR



## CPM – THE DRIVER FOR TRADE AND INDUSTRY



- The sector's meeting point for the Eastern European market
- Comprehensive market overview, direct comparison as well as a preview of the coming fashion trends
- Impulse for and promotion of creative competition
- Planning security at the right point in time
- High media impact with more than 180 journalists and more than 20 TV channels

## FACTS AND DETAILS AT A GLANCE



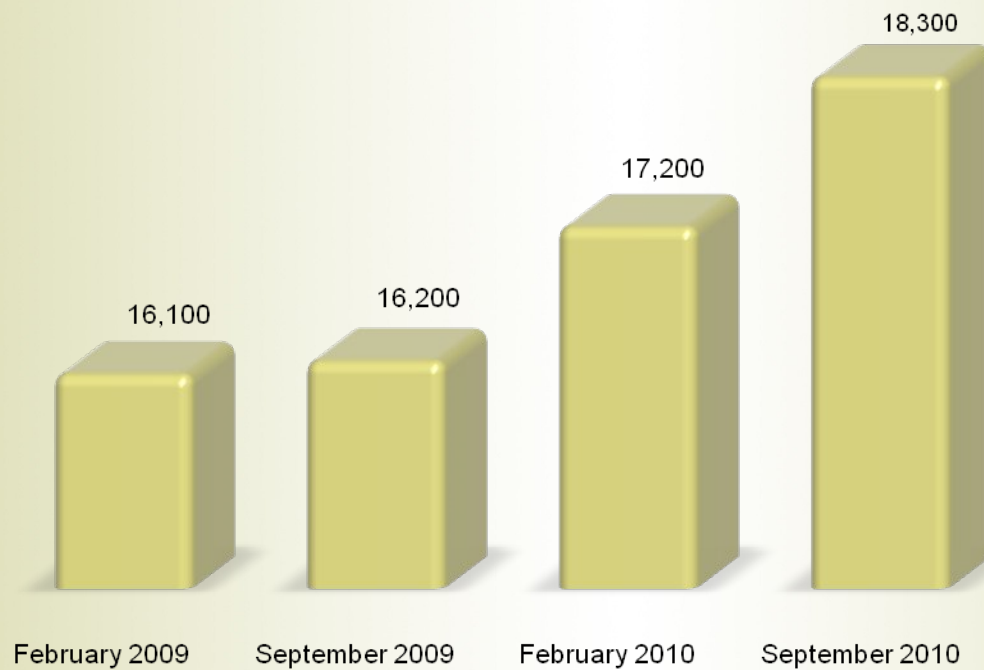
- International order platform for Womenswear, Menswear, Childrenswear, Knitwear, Leisurewear, Leatherwear, Fur Fashion, Bridal & Cocktailwear, Lingerie, Body & Beachwear, Homewear as well as Accessories
- Subdivided into the segments: CPM Kids, CPM Lingerie, CPM Wedding, CPM Premium, CPM Premium accessories & shoes, CPM Young Fashion
- Held twice a year for Spring/Summer and Autumn/Winter collections
- Duration from Monday to Thursday

## CPM SEPTEMBER 2010 – REVIEW



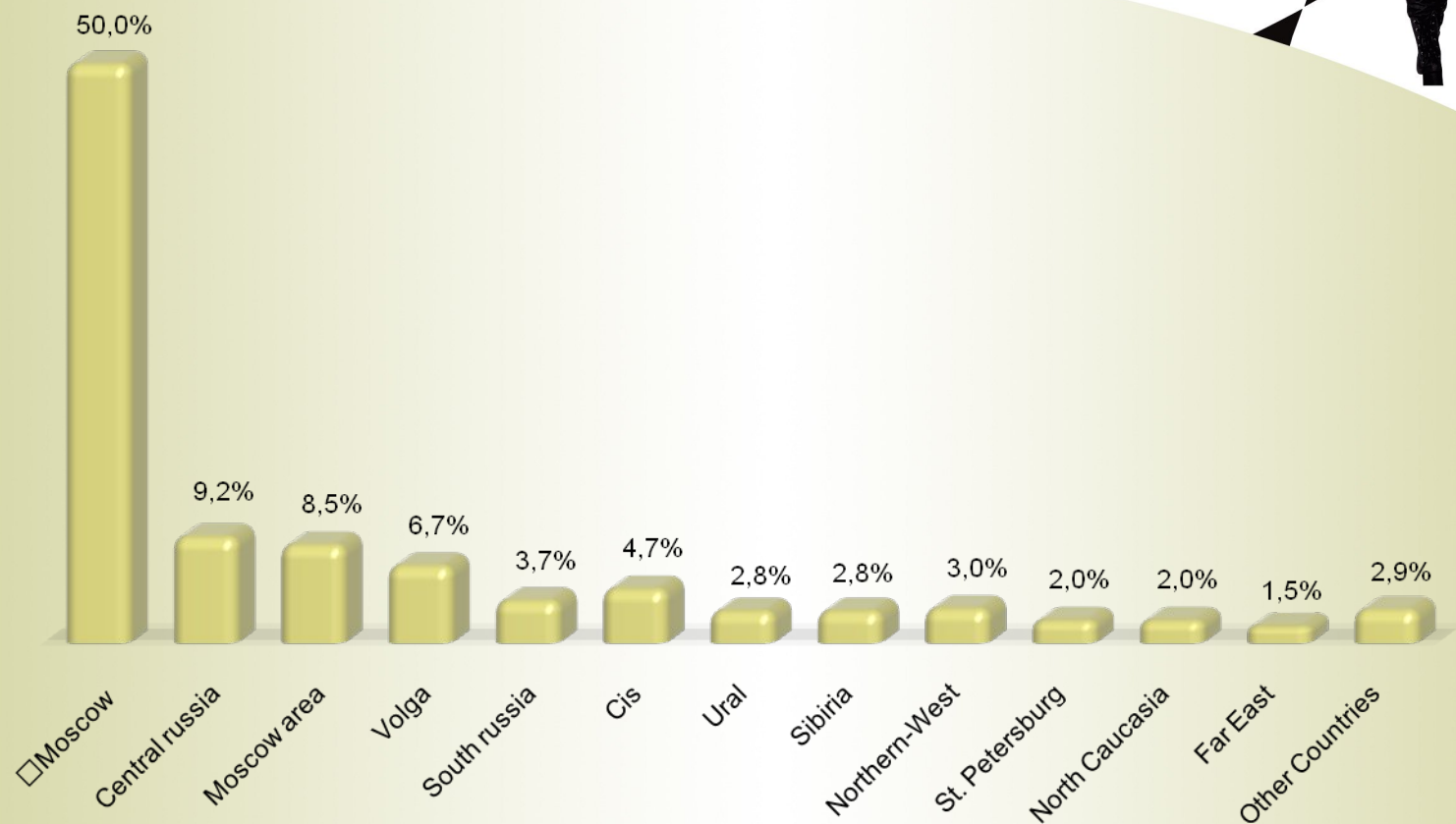
- 600 exhibitors from 32 nations
- 40,000 square meters in 4 halls
- 1,200 fashion brands
- 18,300 trade visitors from 50 nations

## ATTENDANCE

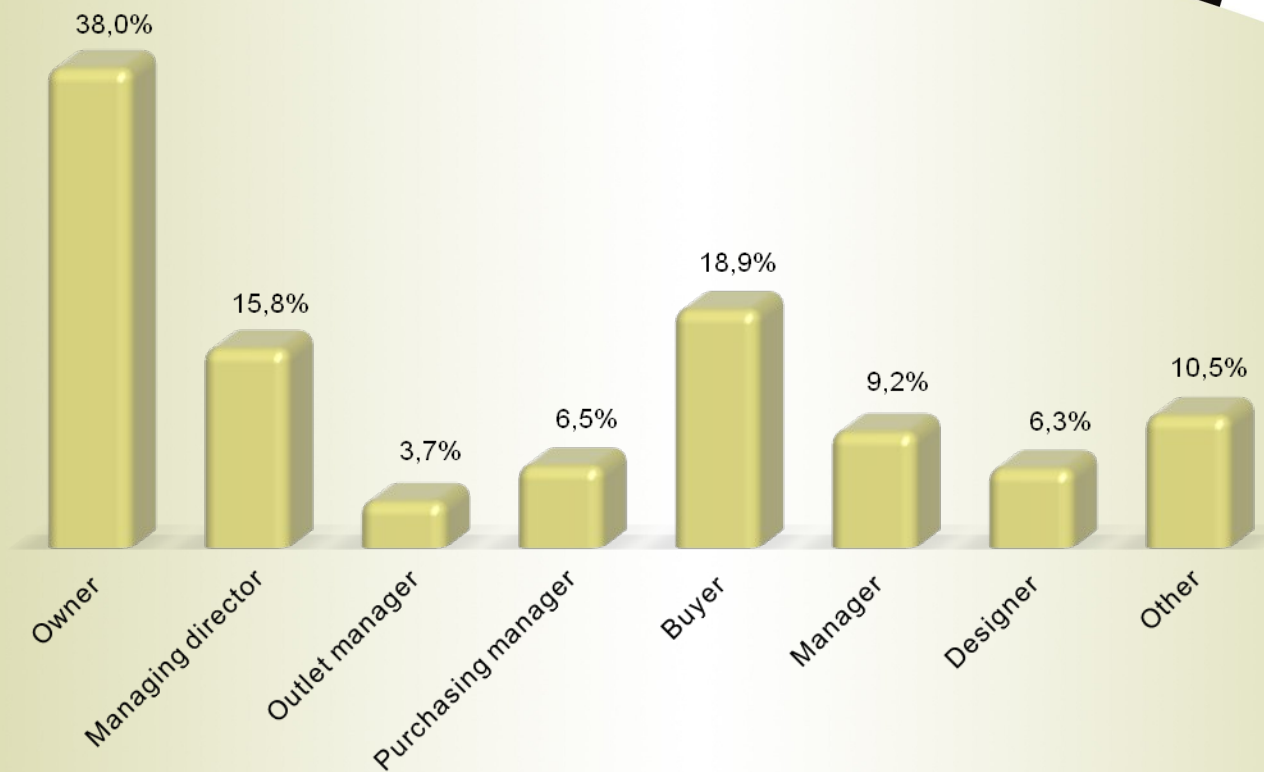




## ORIGIN OF THE VISITORS

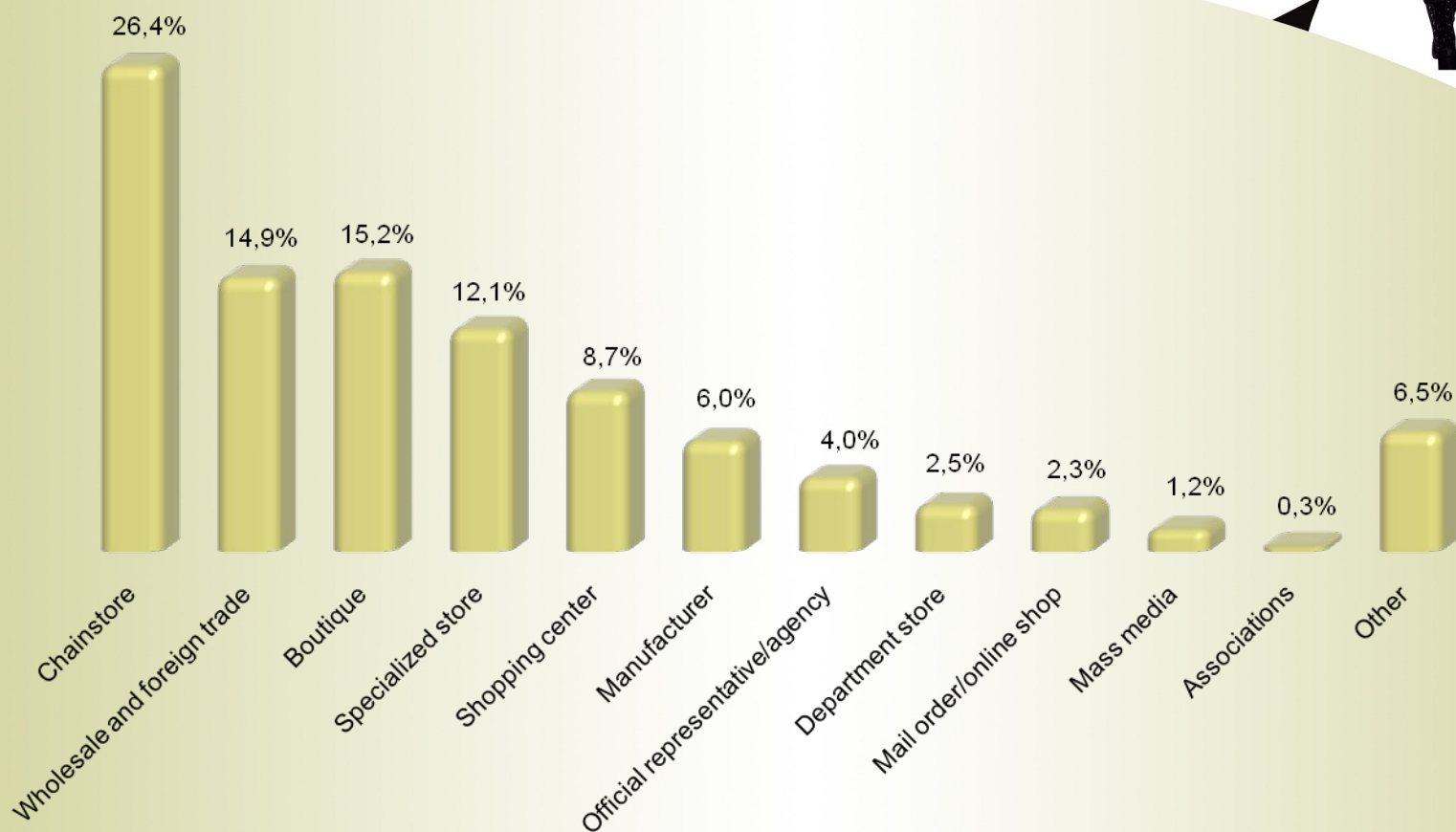


## PROFESSIONAL POSITION OF THE VISITORS

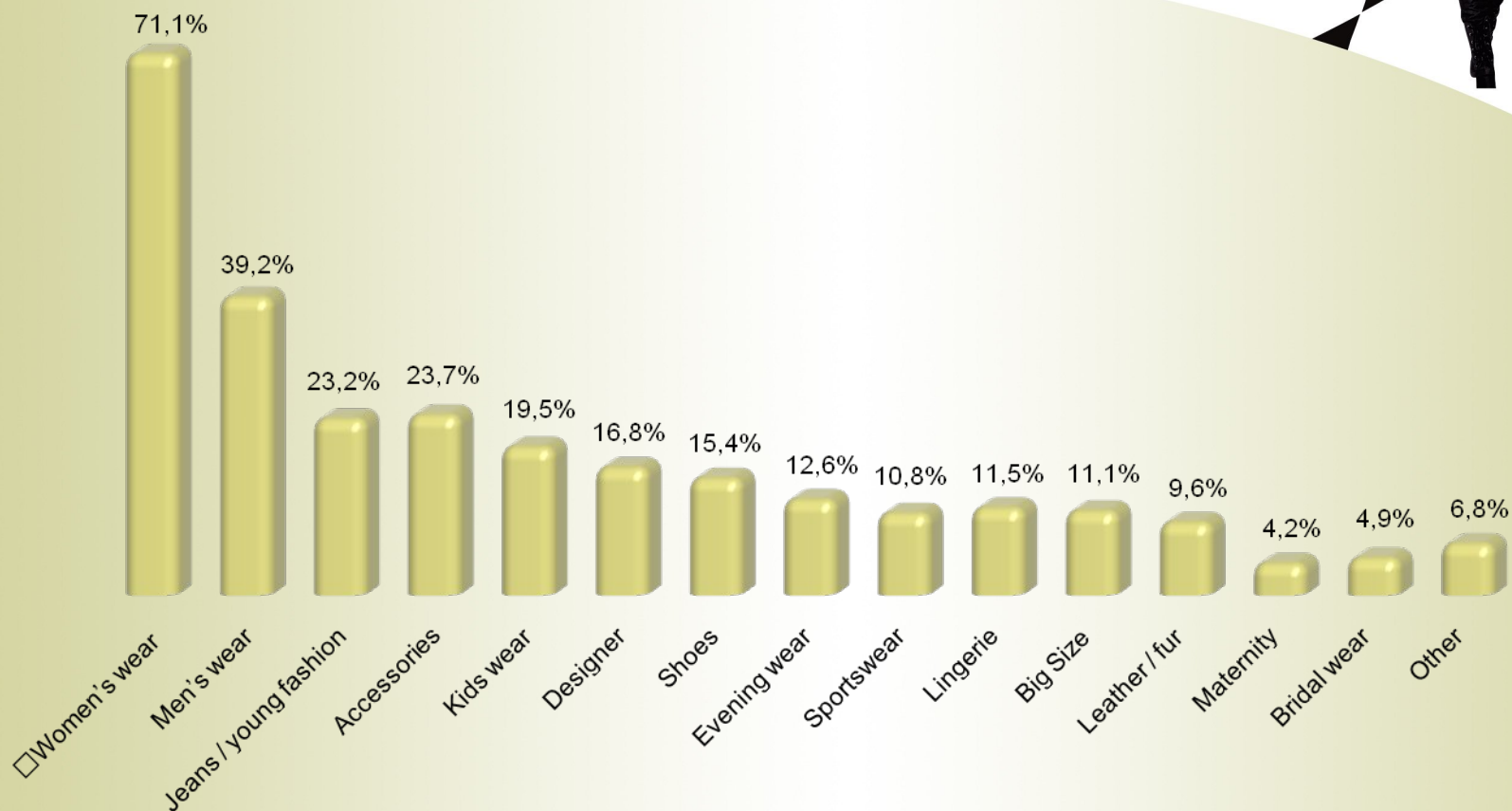




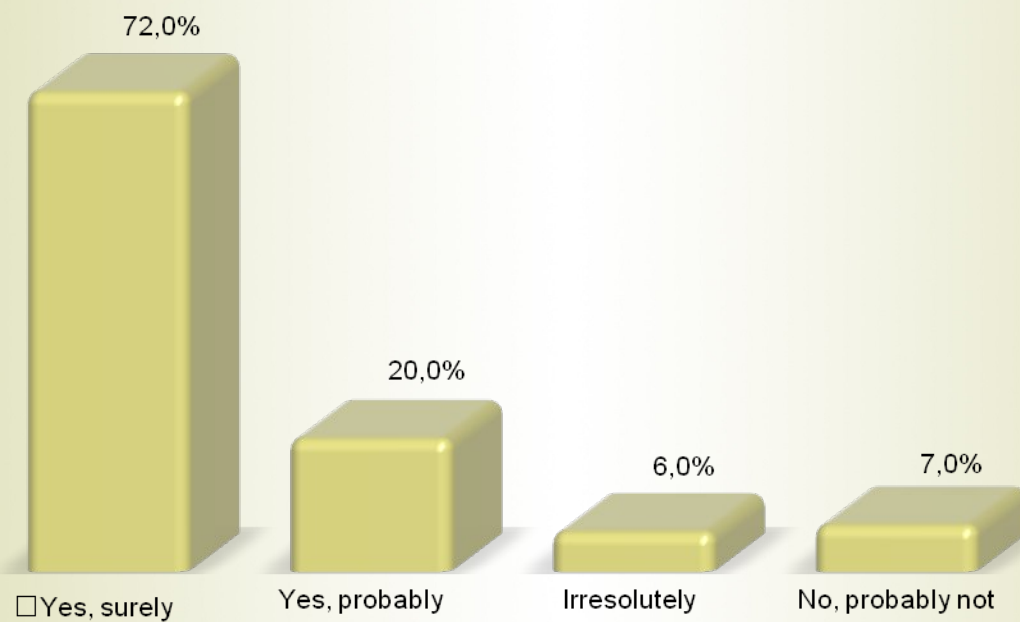
## REPRESENTED FORMS OF BUSINESS ORGANIZATION



## FOCUS OF INTEREST – LINE OF PRODUCTS



## INTENTION TO REPEAT VISIT



## GLOBAL NETWORK



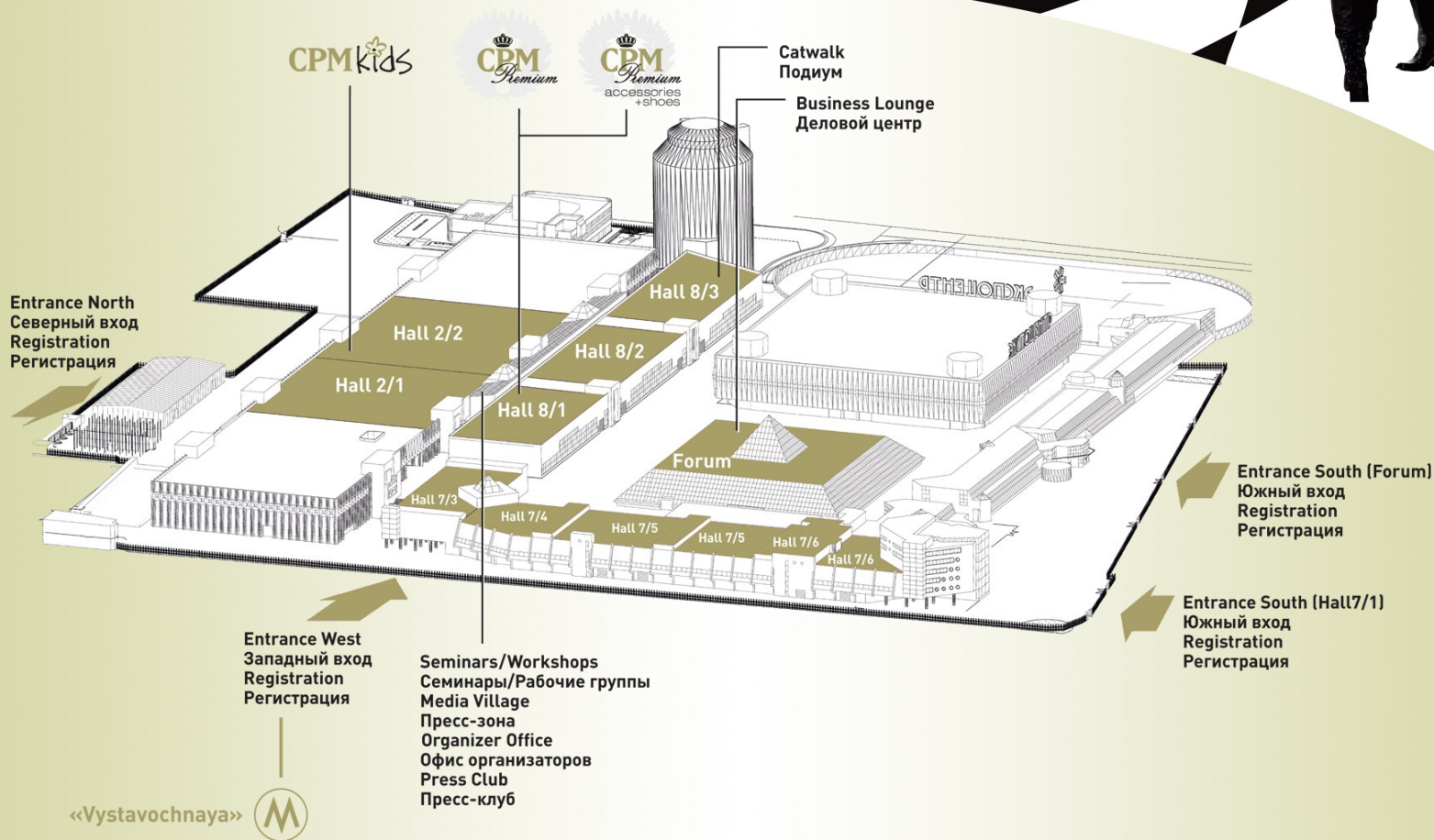
- 14 foreign agents look after the exhibitors and visitors at CPM
- International Marketing and PR Network
- Worldwide visitor database with more than 25,000 potential buyers
- Promotion of young designers by the "Designerpool"

## LOCATIONAL ADVANTAGE OF EXPOCENTRE FAIRGROUNDS



- CPM is located in the heart of Moscow
- Longstanding, successful cooperation between Messe Düsseldorf, Expocentre Fairgrounds and the office of Messe Düsseldorf Moscow
- One hour drive to all international airports
- Direct metro line to the exhibition centre
- Central location/Close to the city centre (15 minutes by car or bus)
- Hotels are situated in the immediate vicinity
- CPM Partnerhotel „Radisson Royal Hotel“ with special accommodation offers and shuttle service to the Exhibition Centre

## CPM IN OVERVIEW – EXHIBITION GROUND





## CPM AND ITS SPECIAL FEATURES



- Premium
  - Premium accessories + shoes
  - Kids
  - Lingerie
  - Young Fashion
  - Wedding
- 
- Own fashionshows
  - Special mailings
  - Targeted newsletters
  - Cooperation with international associations and trade magazines



CPM KIDS



CPM CATWALK



CPM PREMIUM

## CPM HAS MORE IN STORE ...



- Numerous talks on fashion-focused topics in the context of the “Russian Fashion Retail Forum”
- 20 fashion shows over 4 days
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**CPM**  
COLLECTION  
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## THE NUMBER 1 IN EASTERN EUROPE

THANK YOU VERY MUCH FOR YOUR ATTENTION  
SEE YOU IN MOSCOW

21.-24.02.2011 [WWW.CPM-MOSCOW.COM](http://WWW.CPM-MOSCOW.COM)



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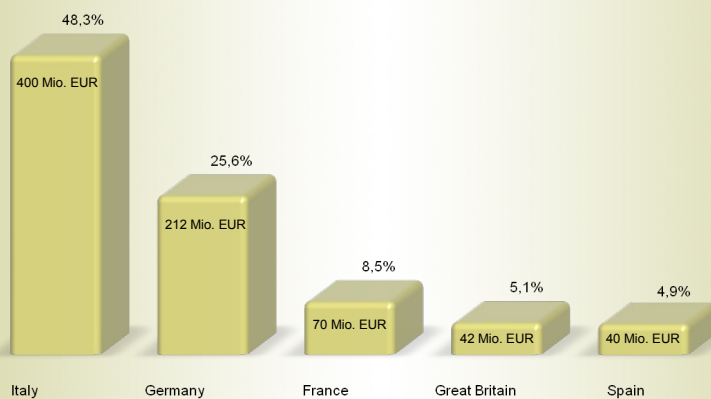
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Specifications in %, Share of EU - 15 total | Current study E.F.T.E.C.



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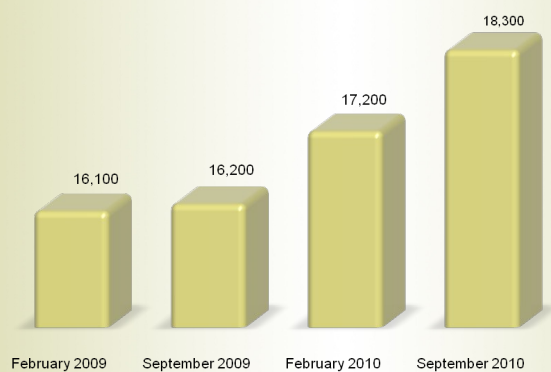
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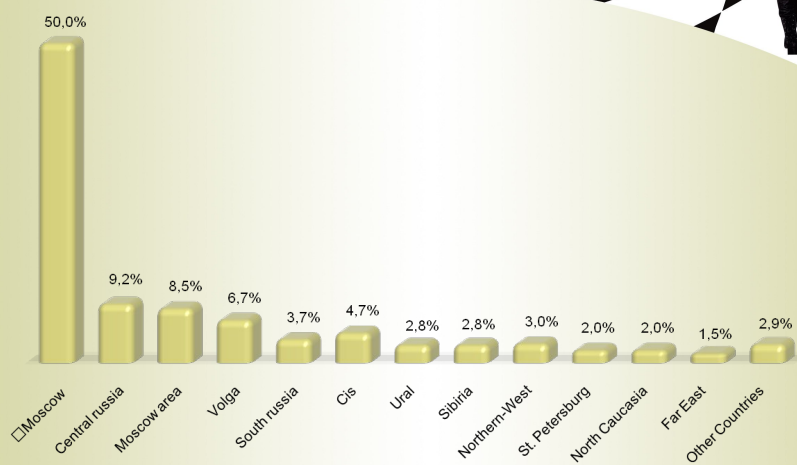
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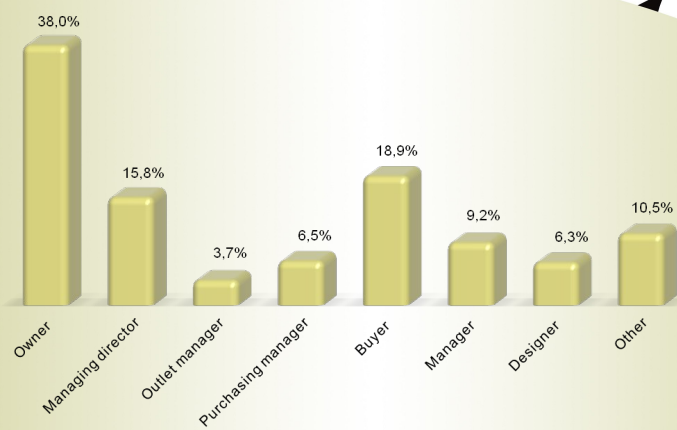
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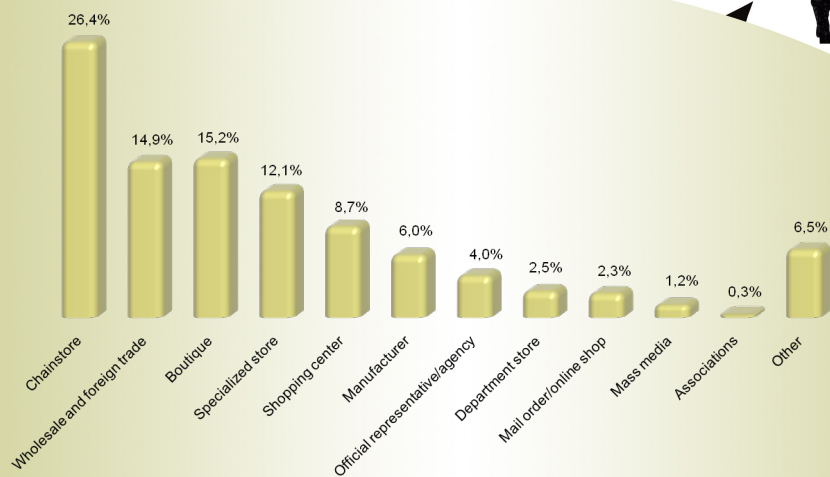


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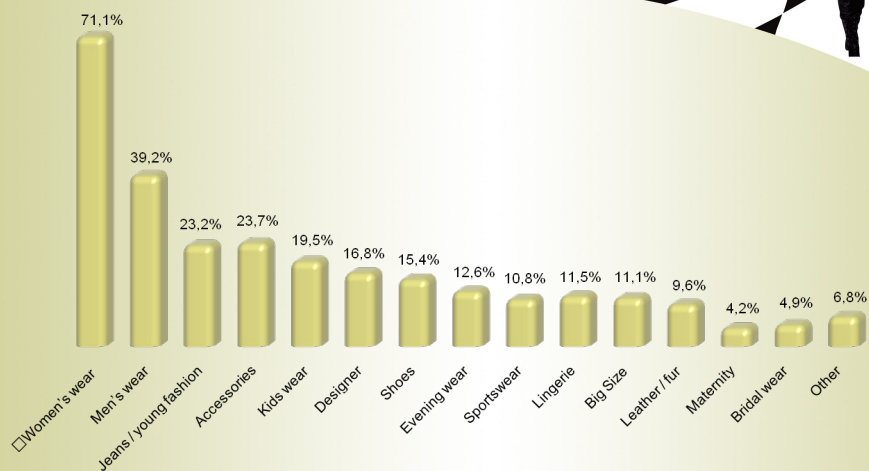
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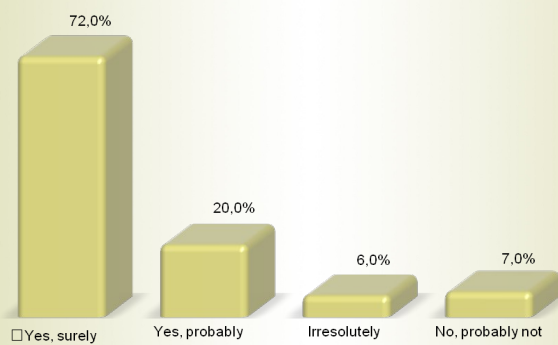
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Multiple answers possible

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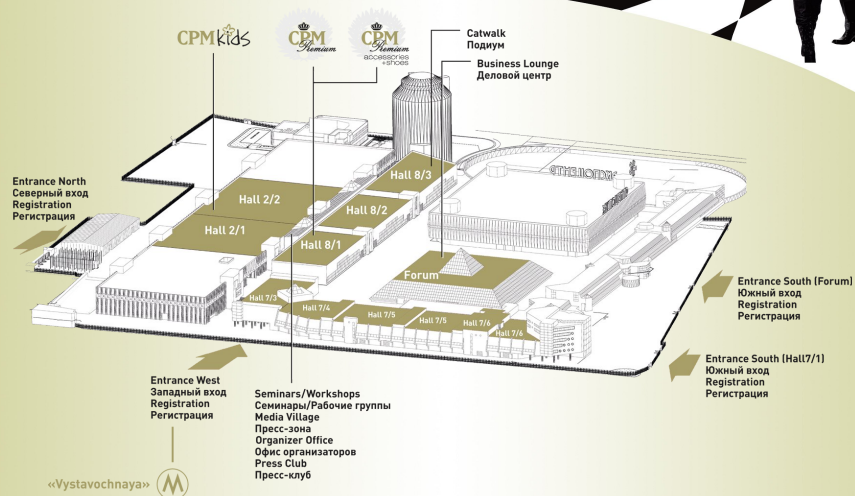


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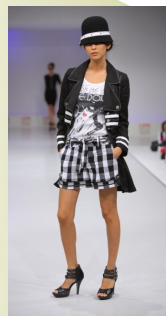
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