



The event is supported by the Government,
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of the Stavropol Territory



April 21-26, 2020

APRIL 21:

INTERNATIONAL FUR INDUSTRY FORUM
GALA SHOW FOR WHOLESALERS

APRIL 22-26:

4TH INTERNATIONAL EXHIBITION
OF FUR AND LEATHER PRODUCTS
“SOFT GOLD OF RUSSIA”

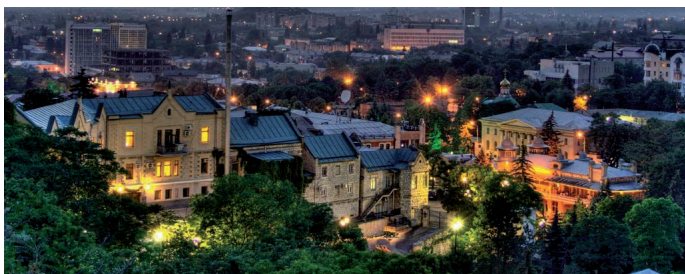
APRIL 26:

EXCLUSIVE GALA SHOW
“FUR ENCHANTING SPECTACLE”



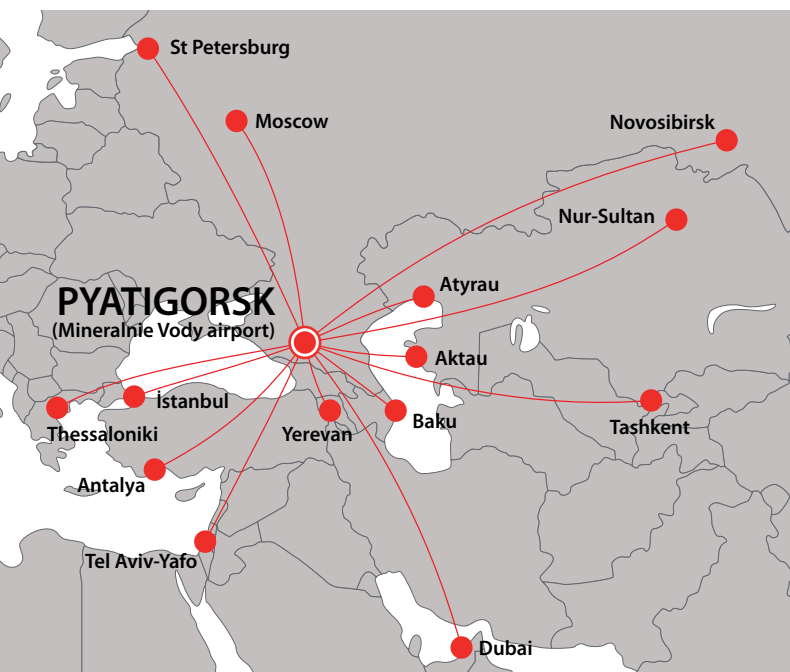
www.furweek.ru

Pyatigorsk is a town in the south of Russia, the main town of the North Caucasus Federal District.



It is the oldest Russian spa-resort, hosting tourists since the beginning of the XIX Century. Its popularity is based on a combination of mineral springs, mild climate and beautiful natural landscape. It is compared with resorts like Montecatini Terme, Baden-Baden, Evian.

Popular tourist routes to the ski and other resorts of Caucasus begin from Pyatigorsk. Near the town there is a large airport and international transfer hub Mineralnye Vody. It accepts flights from all parts of Russia (for example, 16 flights a day arrive from Moscow only), as well as many international destinations (Thessaloniki, Istanbul, Antalya, Tel Aviv, Dubai, etc.). Pyatigorsk is called the gateway to North Caucasus.





Historically, more than 70% of Russia's fur production is concentrated around Pyatigorsk, the fur capital of Russia. Pyatigorsk is the venue for holding of one of the world's largest annual international fur and leather exhibitions SOFT GOLD OF RUSSIA. The Exhibition has been held since 2017 under the auspices of Russian Association of Fur and Leather. Each year, more than 150 manufacturers from 11 countries and over 3,000 buyers from more than 250 cities gather at the Exhibition.

From year to year SOFT GOLD OF RUSSIA expands and raises its level. **In 2019 by the number of exhibitors and visitors it became the largest fur exhibition in Europe.**

In 2020 we offer you a new format of the event: FUR WEEK, which will be held from April 21 to 26.



APRIL 21: INTERNATIONAL FORUM OF FURRIERS.

Recently, the Russian Government began to pay more attention to the fur business problems and provide support in their solution. This is a considerable merit of the Association of Fur and Leather "Soft Gold". To solve global issues, furriers need to have meetings with government officials and with each other, exchange opinions and propose solutions to accumulated problems. The Business Forum, which will take place on the first day of the Fur Expo, will be dedicated to this goal.

Preliminary Forum Program:

- Conference of furriers with participation of state bodies representatives (Industry and Trade Ministry of Stavropol Territory, Customs, Tax inspection and others)
- The All-Russian Congress of Fur Entrepreneurs
- Round table on the problems of labeling of consumer goods
- Training seminars on an effective strategy for the growth and development of fur business in modern conditions.

Check the program for updates on the website www.furweek.ru

This day will end with a closed-door gala show for fur wholesalers.*

Last year, our gala show gathered more than 1000 people and became the largest fur show in Europe. Russian, Turkish, Greek and German masters demonstrated more than 300 fashionable models. The general sponsor of the gala show is the world-famous fur auction Copenhagen Fur.



*Only participants of the Exhibition will be able to take part in the Show.

APRIL 22-26: INTERNATIONAL EXHIBITION OF FUR AND LEATHER PRODUCTS SOFT GOLD OF RUSSIA.

4 exhibition days will be devoted to getting participants to know each other, presenting their assortment and signing contracts. The business program will consist of shows of brand collections at manufacturers' stands. The additional day will be the fur gala-day for general public and mass media.



Exhibition Sections:

- clothes of fur and leather
- coat with fur trimming
- hats
- accessories
- fur skins and peltry
- equipment

In the Exhibition days the business program will consist of brand collections shows at manufacturers' booths.

Next year we will pay special attention to manufacturers of hats made of natural fur and leather. A special Salon will work at the Exhibition, within which headwear manufacturers will present the best examples of fur hats, collars and accessories.



You can always check the updated Exhibition booking map on the web-site www.furweek.ru to choose the best place for your booth.

APRIL 26. EXCLUSIVE SHOW "FUR ENCHANTING SPECTACLE"



Russia is the largest market for fur products, so maintaining of its popularity is very important for the global industry. Within the framework of Fur Expo, we will organize in Pyatigorsk the Fur Enchanting Spectacle - a gala day of fashion, talent and beauty. During the day, open shows from famous fur designers will be held. In the evening we will hold a grandiose fashionable gala show, to which representatives of large business, government agencies, Russian and foreign mass media will be invited. The purpose of the event is to popularize fur and leather products, demonstrate new fashion trends, improve the recognition of participating brands and, as a result, increase fur production sales.



Information on the conditions can be obtained by sending a request for english@softgold.ru

SERVICES FOR PARTICIPANTS AND BUYERS

For exhibitors and buyers a whole range of services is provided in order to increase their comfort when traveling and being at the Event.

We help exhibitors in choosing the best place for their booths, in setting of its equipment and design. In addition, we assist exhibitors and visitors in logistics matters, in booking of airline tickets and hotels, and also organize excursions for them to the most popular tourist destinations in the Region.

For the second year a program of facilitated customs clearance of goods for import and export of exhibits has been working for foreign exhibitors. Prior to traveling our experts help them to correctly fill out the necessary documentation (ATA Carnet declaration). Exhibitors pass the entire customs clearance procedure in a specially designated customs zone in the building of the Exhibition Complex.

The visitors have a buyer loyalty program.

We invite you to rent a booth at the largest fur exhibition in Europe to present your products to several thousand wholesale buyers from all over Russia and neighboring countries!

You can register yourself as an exhibitor on the website www.furweek.ru, choose and book your booth. Our staff will help you



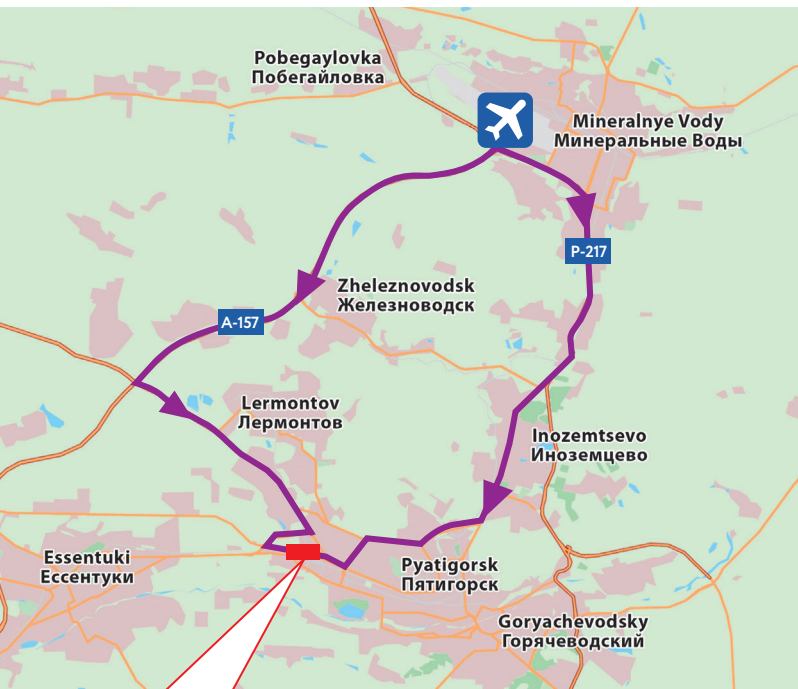
Organizer:

Multifunctional business center
"Soft Gold"

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Venue:

Kislovodskoye shosse, 22, Pyatigorsk city, Russian Federation

