



**spielwarenmesse®**

**Nuremberg**  
**31 Jan-4 Feb 2018**

# **RUSSIAN EXPOSITION**

## **OFFICIAL CATALOGUE**



**RUSSIAN  
EXPORT CENTER**

 **EXIAR**

 **EXIMBANK OF RUSSIA**



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## COMPREHENSIVE SUPPORT FOR EXPORTERS

The group of companies of the Russian Export Center (the REC Group) is a state owned institute of export support that provides comprehensive financial and non-financial support to Russian export-oriented companies in the single window format. One of the key tasks of the Group is to interact with relevant ministries and departments in the sphere of improving and developing foreign trade of the Russian Federation.

The Russian Agency for Export Credit and Investment Insurance (JSC "EXIAR") and the State Specialized Russian Export-Import Bank (Joint-Stock Company) JSC EXIMBANK OF RUSSIA have been integrated into the REC Group.

The legal status of the REC is enshrined in Federal Law No. 185 dated June 29, 2015 "On Amendments to the Federal Law "On the Bank for Development" and Part 2 Article 970 of the Civil Code of the Russian Federation.

## REC'S KEY PERFORMANCE INDICATORS

The development of non-primary non-energy exports is one of the priority directions of the Russian economy. The REC Group faces global challenges in creating a favorable business climate for export activities, improving legislation and promoting Russian products to foreign markets.

Among the target strategic indicators of the Group are the following:

- » Increase in non-primary non-energy exports by 7% annually
- » Growth in the number of unique exporters (separately - small and medium-sized businesses export growth)
- » High quality and availability of services provided

## SERVICES FOR EXPORTERS

Russian Export Center provides complex financial and non-monetary assistance to the companies involved in export-related and international economic activities

### NON-MONETARY SUPPORT

- Foreign markets analysis
- Promotion in the foreign markets
- International patenting and certification
- Customs administration of export
- Logistical support for export activities

### FINANCIAL (MONETARY) SUPPORT

- Export credits and investment insurance
- Export contract credits
- Bank guarantees

## EDUCATION & TRAINING

Russian Export Center Education & Training Project features the retraining courses for the regional SMEs interested in developing their export potential



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**Welcome message  
to the participants of  
the 69th International Toy Fair  
Spielwarenmesse 2018**

On behalf of Russian Export Center I am glad to welcome all participants and visitors to the Spielwarenmesse 2018 International Toy Fair.

The development of the children goods industry is an important social goal whose achievement stimulates children’s activity in games, encourages their creativity, and develops their intelligence and taste. It is therefore very important to make safe, quality and educational toys and games and introduce advanced materials.

Besides, the toy industry is a rapidly developing business whose annual growth exceeds 20%. It is connected with improvement of well-being of the population and, as a result, with increase in the birth rate in recent years. Toy making technologies are being developed, and from year to year they become more interesting in design, subject, and complexity.

The Spielwarenmesse 2018 international fair offers an excellent opportunity to learn about the latest R&D and discoveries in the toy industry, take part in discussions, share best practices, find new partners, sign mutually beneficial contracts, and expand trade relations.

I would like to wish all participants effective cooperation. Good luck in implementing your plans!

Petr Fradkov  
CEO  
Russian Export Center Group



**Welcome message  
to the participants of  
the 69th International Toy Fair  
Spielwarenmesse 2018**

On behalf of the Russian Chamber of Commerce and Industry I would like to welcome the participants, visitors and organizers of the Russian pavilion at the Spielwarenmesse 2018 International Toy Fair in Nuremberg, Germany.

Creation of the modern industry of children products, introduction of innovative technologies, and prevention of import of counterfeit goods promote the development of the industry which is of social importance for Russia, its demographic well-being, and a better quality of children’s lives.

The Russian pavilion represented by the companies from different cities of Russia is first organized by Expocentre AO and supported by Russian Export Center. It will be a platform for a constructive dialogue between Russian manufacturers and designers and their foreign partners.

I am positive that participation of Russian companies in the leading international toy fair will promote their development in the children goods industry, increase their competitiveness, and strengthen their position in the international market.

Let me wish all participants and visitors interesting and effective work, useful business contacts, and all the best.

Vladimir Dmitriev  
Vice President, Chamber of Commerce  
and Industry of the Russian Federation



**Welcome message  
to the participants of  
the 69th International Toy Fair  
Spielwarenmesse 2018**

Ladies and Gentlemen,

On behalf of the RNTA, I am glad to welcome the participants of Spielwarenmesse, one of the most important world events in the toy industry. Russian companies traditionally participate in this exhibition, presenting their games, toys, and game equipment bearing a vivid national flavour, as well as attention capturing innovations. This year a collective exposition was organized thanks to the Russian Export Center, which we hope will allow Russian

companies to attract still more partners from other countries with their products and receive the maximum effect.

We have much to show and to be proud of – the Russian animated series “Masha and the Bear” and "Smeshariki" have been marching around the planet, gaining millions of friends among children and their parents in many countries on all the continents. And toys, games and other licensed products based on the favourite characters and stories keep getting very popular worldwide. Also, some Russian companies including MEL Chemistry, Cinemood, Robbo insert scientific knowledge into their toys and games, while Shusha, Zvezda, Step puzzle rely on the Russian cultural heritage and create products captivating foreigners’ imagination and growing in demand around the world.

For every exhibitor and visitor, participation in Spielwarenmesse is sure to help identify actual trends determining the present and future of the toy industry and influencing the introduction of the latest technological innovations in the gaming environment. I wish all the participants of the trade fair and the Russian exposition in particular very fruitful work, every success, and many new contacts turning into beneficial and lasting business relations!

Antonina Tsitsulina  
President of the Russian National Toy  
Association and Russian Association  
of children's goods industry



**Welcome message  
to the participants of  
the 69th International Toy Fair  
Spielwarenmesse 2018**

Ladies and Gentlemen,

On behalf of Expocentre let me welcome the participants in the Russian pavilion at the Spielwarenmesse international toy fair.

The Russian pavilion is organized by Expocentre AO and supported by Russian Export Center and the Russian Chamber of Commerce and Industry.

The Spielwarenmesse international toy fair is a global leader which showcases products for games, hobbies and leisure. The trade fair features a wide range of products, enables visitors to see novelties in the toy industry, and creates a favourable environment for networking.

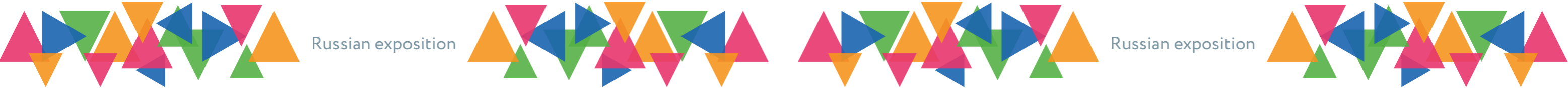
Every year toy industry professionals from around the world are brought together at the NürnbergMesse exhibition centre.

Spielwarenmesse develops successfully attracting more and more exhibitors and visitors every year. The trade fair stands out for its numerous product groups featuring various goods for children.

Participation in Spielwarenmesse is a great chance for Russian manufacturers to put on display the newest, most interesting and quality solutions to the toy industry. The fair gives a unique opportunity to hold B2B negotiations with CEOs of major international suppliers of the industry and sign lucrative contracts which will promote exports.

I would like to wish all participants in the Russian pavilion effective work, useful business contacts, and every success in your creative and business activities!

Sergey Bednov  
General Director,  
Expocentre AO



The Russian National Toy Association and The Russian Association of children’s goods industry are non-profit organizations which unite professional community engaged in development, production and sales of goods and services for children.

The main goal is to create an effective organization that will become a system integrator for the development of the goods and services industry for children in the Russian Federation and the Eurasian Economic Union.

We work for children and for the sake of children!

- 1. Development of business contacts. The Association is a unique integrated area where all the members of the children’s goods industry are represented: core enterprises, manufacturers, distributors, retailers, specialized media for children and parents.
- 2. Management of changes. The Association efficiently informs its members about the changes in market’s regulation. It invites those representatives who are interested to discussion on initiatives of ministries and offices.
- 3. The possibility to make oneself known. The Association arranges constant exchange of the most efficient practices and experience among its members within the boundaries of exhibition, forums as well as through specialized mailing.
- 4. The best world’s experience. The Association creates the possibilities to familiarize with the most efficient experience of foreign companies.
- 5. Creation of favourable conditions for business. The Association constantly holds talks during which it upholds the special role of children’s goods industry at the level of federal ministries and offices. At the regional level it signs agreements on special conditions of cooperation with the member of the Association.
- 6. Economy. The Association arranges substantial discount for its members at federal and regional exhibition, organizers collective expositions.
- 7. Forming of the positive reputation. To be a member of the Association which not only unites the key players of the market, but also proved its effectiveness as the Russian and international level, means to successful and efficient, to catch up with all the changes.

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[www.tsitsulina.ru](https://www.tsitsulina.ru), [twitter.com/atsitsulina](https://twitter.com/atsitsulina)  
Organization: [www.acgi.ru](https://www.acgi.ru)  
Projects: Secrets of children's retail, Golden bear, Secrets of child marketing, #Daigra

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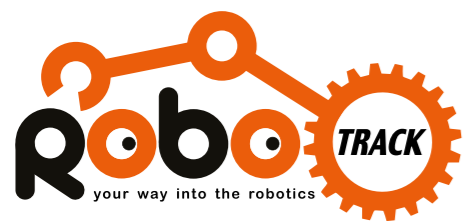
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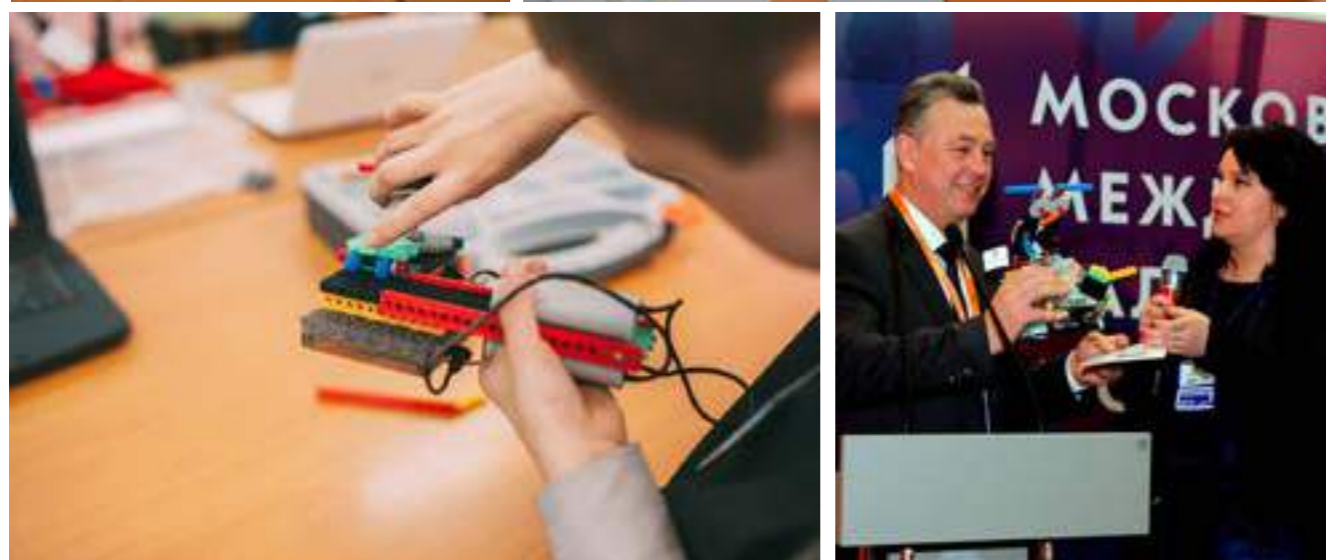
## Brain Development, LTD

Robotrack is a Russian developments in the educational robotics and neurotechnology (robotics system Robotrack, Neurotrack, Videretrack), methods of teaching robotics to children with HIA.

Robotrack is also represented by more than 130 licensed robotics clubs for children in Russia and Kazakhstan, opened as franchise, as well as over 40,000 children studying in state and non-state educational institutions.

The peculiarity of the project is development and implementation of unique educational and methodological kits, arranged according to the children's age, with a focus on continuity of teaching the basics of educational robotics.

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mrtrus2014@yandex.ru  
www.robotrack-rus.ru



## BUDI BASA

## BUDI BASA

BUDI BASA is a Russian manufacturer of unique toys, accessories and gifts with a recognizable design. Our products are the unique toys and gifts of such famous brands like: Zaika Mi, Basik&Co, BernArt. These toys suit babies, children of all ages and also adult customers.

For more than five years we have been creating the toys which children grow up with and don't part with; thanks to which the adults return to a happy childhood!

BUDI BASA toys are more than toys. This is a special character, individuality and unique style of each hero, and we suggest that you make sure of it!

5A, Babakina St., Khimki,  
Moscow Region, Russia  
+7 495 742 02 11  
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## Trading company Karnavaloff, LLC

Original carnival costumes for children and adults brand, KARNAVALOFF is a broad and balanced range; popular models of various trim levels, age, size and price categories; annual updating of the collection. When creating images and modelling, we try to represent well-known character, to creatively rethink the familiar face, carefully preserving its essence. Due to many factors, the products of the brand KARNAVALOFF carries the effect of freshness and novelty, because she is quickly winning the hearts of buyers.

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## Novaya Khimiya, LLC

Novaya Khimiya, LLC is engaged in the production of children's goods for modeling.

Zephyr is a kinetic plasticine for kids that helps to develop fine motor skills and provides children with a completely new playing experience due to its unique properties.

It's a brand new product, which is made of lightweight and resilient patent pending material. It is safe, environmentally friendly and multifunctional. You can stretch it and even build large objects since it preserves its form and does not spill under own weight.

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## Poleznie Modeli, LLC

The KVADRASHKA Logical Developing game book is invented and adapted for children with development norms, with health limitations, visually impaired and blind children.

It is made of ecologically safe materials suitable for children from 3 years old.

The game book has no analogues. It is patented on the territory of the Russian Federation and is submitted for processing at the international bureau to have the patent registered for all countries of the world.



## ELF MARKET Company

Children perceive the world through creative activities, and we create exactly those tools that are needed to perceive this world.

Our whole life is a game at least from a child's perspective. A child experiences any life situation as a game, and it is easier for him or her to master any skills in a play-based form.

Being aware of that, we create games which are interesting for children or search for such games to sell. Games, which instill a sense of beauty and aspiration for creativity. Games enabling parents to spend more time with a child making crafts that will later remind them of this time, and let a child experience some delight by making something with their own hands.

Over the past 15 years, the design bureau of our company has developed more than 2500 sets in tight cooperation with the teachers and children psychologists. Our sets and games help a child to evolve in a real world practicing everything necessary for a healthy development — fine motor skills, logics, visual and spatial thinking, artistic skills etc.

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### Fanclastic, LLC “Torgovy Dom “HIZ”

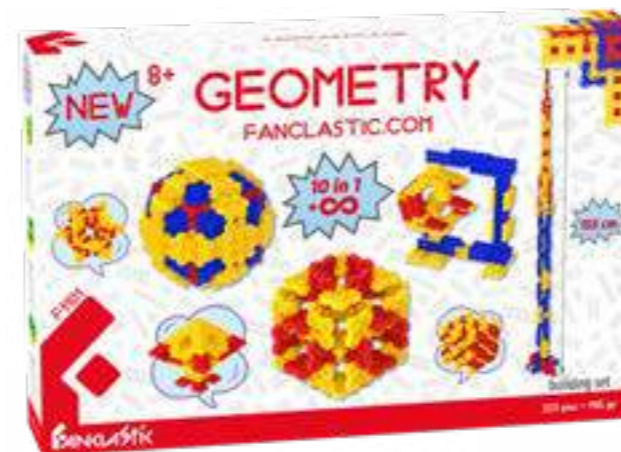
FANCLASTIC is an innovative patented brick toy that was designed in Russia. The toy distinguishes itself as the first building kit designed in consideration with disadvantages of Lego and other brick toys. Elements have connections on every side, so a child can build anything he/she wants and use elements almost randomly. Tight connections allow assembling objects that can be moved and played with without worries, that they will break. A brick toy enthusiast can also build a large-sized model (for instance, 150 cm tower) in less than a half-hour.

For retail the firm has 18 theme sets, which can be combined with each other. A set contains new advanced elements (8 colours), adapters on Lego, clips for super strong connections and one paper instruction. Each set allows building from 2 to 10 models using instruction and unlimited number using one's own fantasy. Some sets have wheels and cylinders for movable joints. Boxes are translated into 7 languages. For educational purposes Fanclastic has 3 sets for multiplayer game and an educational program “Fanclastic workshop”, intended for children 7–12 years old. The program comprises detailed methodological recommendations and video and paper assembly instructions for each lesson.

Fanclastic has launched a free application for computer modelling “Fanclastic 3D Designer”, which allows one to create any possible model on a tablet or a computer screen. Also it guides regarding the exact elements which would be needed to make the model happen.

Elements are made from non-toxic ABS plastic, that doesn't contain phthalates. The enterprise has collected Customs Union Certificate and plans to get European Union Certificate as well.

6, Rabochaya St., Vorovskogo,  
142460, Moscow Region, Russia  
+7 495 782 16 25  
fanclastic.sales@gmail.com  
www.fanclastic.com





# ZARTOY

## Czariczynskaja igrushka, LTD

The company Czariczynskaja igrushka, LTD was founded in 2008. The main activity of the enterprise is the production of games and toys made of wood. The company combines modern design and Russian culture. Our products possess high quality and have certificates of conformity. We do not use artificial polymers in products. This makes the toys absolutely safe for babies. Our toys have a nice design, they are comfortable and durable. They develop motor skills, attention, aesthetic feelings.

5, Maikopskaya St., 400074,  
Volgograd, Russia  
+7 909 383 16 60  
czar.toy@gmail.com  
www.czar-toy.ru



## ZVEZDA, LLC

Plastic scale model kits, wargames and board games production.

The Zvezda Limited Liability Company largest Russian manufacturer of model kits and board games.

Over 500 different products are currently produced under the Zvezda trademark, and we always look to expand our product range, producing more than 80 new items per year. We now distribute our products to all regions of Russia, and to more than 50 other countries around the world.

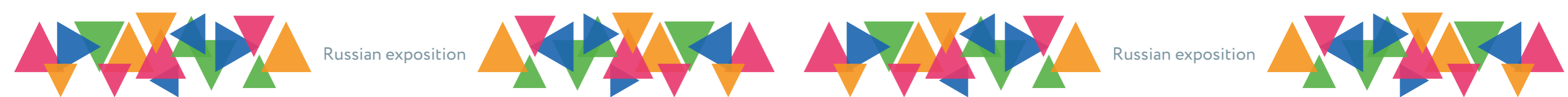
We have a skilled and capable staff, eager to serve. As the motto chosen when the company was formed defines our purpose: "You will succeed when you do what you like and know!" This principal has guided the company since the beginning, and continues to do so into the future.

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office@zvezda.org.ru  
www.zvezda.org.ru



Board games  
model kits





## Board game design studio SIMPLE RULES

The SIMPLE RULES Board game design studio develops and produces fun board games for kids and the whole family since 2010.

What makes our games special? What do we strive to do?

- Design — unique ideas that are new for the market
- Rules — simple and quick to start
- Art — by truly talented artists. Cute characters, a trendy package and perfect usability.
- Balanced play — we do comprehensive tests for the relevant audience
- Fun — for kids and parents both
- Skills — creativity and communication are a priority.
- Product line — covering all ages and different game types.
- Results — success in 15 countries during just 2 years of international promotion.
- What we are looking for?
- Partnership with distributors and licensees all over world.

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You are welcome at our main booth D17 in Hall 10.0 and in our office at the Russian exposition.



# WINTER TOYS

## CO.LTD Krasnokamskaya factory wooden toys

Krasnokamsk wooden toy factory, a manufacturer and exporter of educational and development toys, was founded in 1941.

All Krasnokamsk toys are made of high quality ecologically clean wood coated with special non-hazardous and non-toxic paints and comply with all the national standards.

Nowadays, in the context of dynamic development of digital technology and children's keen interest in IT products, we have transformed common wooden toy cubes into an entirely new product with new features — Cubes with Augmented Reality. This product enables children to master IT technology with the help of traditional wooden toy cubes retaining contact sensations and fine motor skills.

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Info@igrushka.perm.ru  
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## Melnitsa Animation Studio

Founded in 1999 Melnitsa is the largest animation studio in Russia with over 350 employees and the capacity of 600 minutes of animation a year.

Studio produces 2D and 3D animated films and is the country's number one foundry of young professionals in animation.

Our award winning properties include titles such as "Moonzy", "The Barkers", "Three Bogatyrs" and many more. We also provide services that support licenses such as copyright protection, production promotions, cross-promotional and online activities.

### Our properties:

**Moonzy (luntik.ru)** — Animation series of 472×4.5' for pre-school children; over 5 bln views on YouTube, 4<sup>th</sup> over Top 5 Most Popular Animation Brands in Russia and CIS (Yandex). Since the project was launched in 2006 we licenced more than 3,000 articles in total; 122 magazines and 597 books with 17,5 mln copies sold; 165 positions of soft toys with 5,8 mln items sold; 200 theatre performances yearly.

**The Barkers (barboskiny.ru)** — Animation series of 172×4.5' for children aged 5 to 12; over 3 bln views on YouTube, 3<sup>rd</sup> over Top 5 Most Popular Animation Brands in Russia and CIS (Yandex). More than 2,500 positions licenced in 2011-2014 (toys, board games, sweets, books, magazines, bed linen, sport goods, stationary, mobile apps, puzzles, theatre performances, etc.)

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## KID-E-CATS. Animation TV series

KID-E-CATS is a Russian animated TV series created for preschoolers with a strong emphasis on friendship, family and learning through play. It is produced by Metrafilms Studio for CTC Media and premiered in October 2015 on CTC channel and has aired on channel Carousel since 2016.

The series quickly became a resounding success in Russia and won the hearts of Russian children and parents alike because of its strong message, which is positive, fun and safe. This success on screen pushed KID-E-CATS brand into consumer market where it is presented by licensed products in different categories which include interactive plush toys, plastic outdoor toys, colouring books, games & puzzles, storybooks, monthly magazines, stationery, backpacks, arts & crafts, apparel, bed linen, tableware and confectionery.

KID-E-CATS is the story of three kittens who want to play and explore the world around them. When they come across a problem they put their heads together and between them come up with lots of funny ideas. But one of the ideas is always the best so they put that into action. Only in working together can they solve the puzzle as they each have different views and ideas.

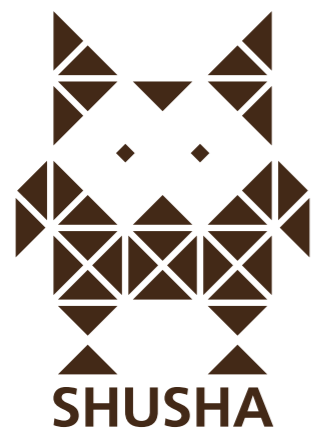
Due to the success of KID-E-CATS in Russia, the series were taken globally by its distributor APC Kids. APC Kids, the children's entertainment distribution company, brought on board Nigel Pickard as Executive Producer and Ceri Barnes (Floogals, Postman Pat, Casper's Scare School, Guess with Jess) as Story Editor to produced international version of the cats show. The 52x5' animated series are already on air on Nick Jr reaching over 100 million households in 143 countries, as well as on Knowledge Network in Canada since fall 2017. Moreover, KID-E-CATS will

start broadcasting on HBO in Spain, TG4 in Ireland, TV Puls in Poland, MTG in Latvia and Lithuania, YLE Finland in the first half of 2018.

This kind of global attention only strengthens the licensing opportunities around the world and it is all down to three little curious kittens.



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## SHUSHA

We create new ideas and vivid images, thinking about children as our own. We surround them with a positive and comfortable subject environment with our own recognizable style, which develops a creative and harmonious personality in a playful way. We open the warmth of traditional toys in a new format that is interesting to modern children around the world.

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shusha@shusha-toys.ru  
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www.savanto.org



Scientific Entertainment, Ltd

Scientific Entertainment, Ltd develops, makes and supplies advanced equipment for studying science to schools, kindergartens and universities for the last 25 years.

Our leading product is an advanced lab for 5–10 yrs. old kids. The lab blends together experiments with real equipment, USB-based sensors, and a virtual lab with its prodigy boy scientist.





Wawata

WAWATA. A first soft large-format construction set.

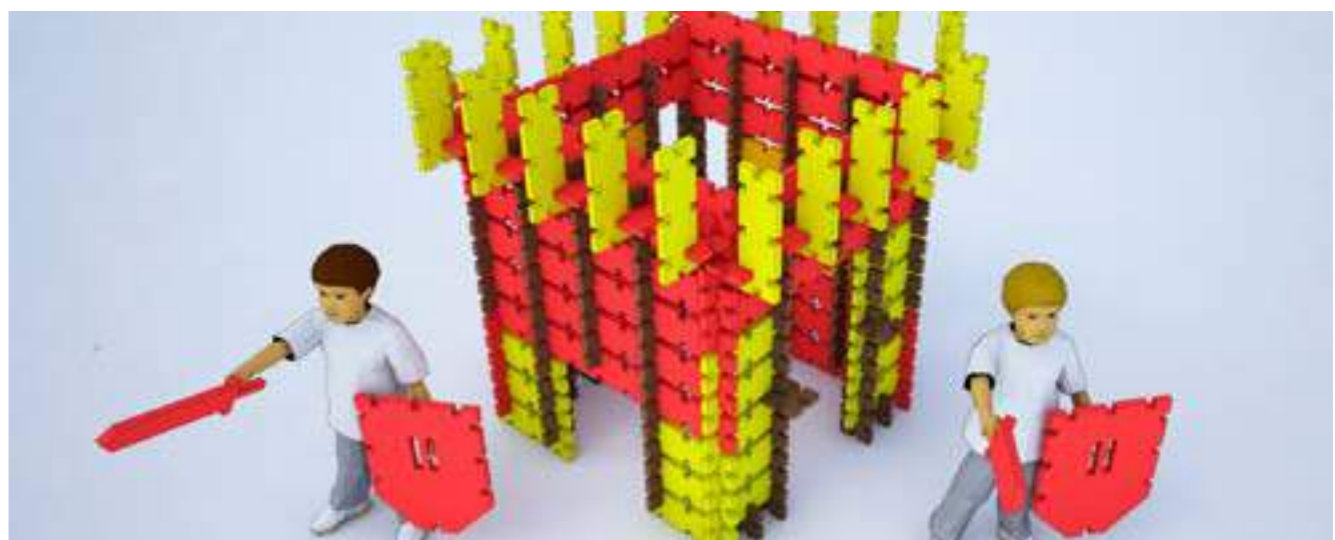
The endless possibilities of the construction set allow children to create various objects and bring them into action independently. WAWATA helps children to get fancy and leadership. Playing together with parents or age-mates, a child will develop the cooperation and communication skills.

Light, colorful and soft eco-material makes the game safe and fun, its characteristics allow you to easily apply the material both indoors and outdoors.

Make your child a true creator of his unique universe.

WAWATA. Dream up. Create. Play.

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Yaroslavl, Russia  
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## Notes

This image shows a full page of a document template designed for notes or writing. It features a series of evenly spaced, thin grey horizontal lines across the entire width of the page. The top left corner contains the word "Notes" in a blue, sans-serif font. The rest of the page is left blank, providing space for user input.




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 **EXIMBANK OF RUSSIA**



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