

Hands women

International Exhibition



Strasbourg 3-4 november 2018.

Strasbourg, november 2018.



Hands women
International Exhibition

ABOUT EXHIBITION-FAIR

- ❖ **Forum-exhibition «Hands Women»** - this is an exhibition of applied art, ethnography, charity events, fashion shows, photo exhibitions, concerts with ethnographic collectives.
- ❖ **Forum-exhibition «Hands Women»** - it is flexible, dynamic, large-scale structure, which is created in order to solve actual problems and issues facing women all over the world.
- ❖ **Forum-exhibition «Hands Women»** - this is a unique platform for the unification of women of various faiths and political views, where it is planned to discuss the most actual topics.
- ❖ **Forum-exhibition «Hands Women»** - will provide participants with unique opportunities to find partners, investors and investment sites.
- ❖ **Forum-exhibition «Hands Women»** is a development in the format of the world community, actively promoting the development of small and medium-sized businesses of women entrepreneurs, and successfully integrating advanced economic technologies.

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OBJECTIVES

- ❖ Creation of an annual unique platform for uniting women entrepreneurs of different faiths and political views of Russia, CIS countries, Europe and Asia;
- ❖ Expansion and strengthening of interregional and international women's business cooperation;
- ❖ Drawing attention to the origins of the identity of the women of the world's peoples ;
- ❖ Presentation of new products on the international market of goods and services, establishment of joint ventures;
- ❖ Discovering new names and talents in art, fashion and design;
- ❖ Demonstration of national peculiarities of goods of multinational peoples of the world;
- ❖ Attracting of investments in small and medium business of the Russian Federation, development of integration business processes, exchange of experience and implementation of joint projects;
- ❖ Creation of attractive image of Russian companies of small and medium business for the CIS countries, Europe and Asia.

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RESULT

- ❖ The creation of an annual unique platform in Strasbourg to unite women of different faiths and political views, available and real for small and medium-sized businesses an active business dialogue, and, at the same time, provide unique opportunities to search for partners, investors and investment sites;
- ❖ The exhibition will unite women - producers of products, women leaders, entrepreneurs, business owners;
- ❖ The forum-exhibition will demonstrate the multinational wealth of goods and services produced by women of the countries participating in the forum-exhibition;
- ❖ The forum-exhibition will have a positive impact on the strengthening of the women's movement and interaction between women entrepreneurs of the countries participating in the forum-exhibition;
- ❖ Forum-exhibition will economically expand women's rights;
- ❖ Forum-exhibition promotes women's entrepreneurship;
- ❖ Forum-exhibition promotes women's access to leading positions in the economy.

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EXHIBITION FAIR ROGRAMME

Arrival Day- Arrival and accommodation of participants in hotels of Strasbourg.
The arrival of the official foreign and Russian delegations.

Day 1

- Grand Opening of the International exhibition fair «Hands women»;
- Round table "Women's Silk way" of women entrepreneurs in Russia, CIS countries, Europe and Asia
- Presentation of works by the authors of decorative art presented by women entrepreneurs of the participating countries;
- Presentation of exhibited products on stage;
- Performing fashion shows on stage;
- Presentation of Russian associations in France;
- Presentation of the International project of photographic art;
- Gala dinner .

Day 2

- Round table "Women's Silk way" of women entrepreneurs in Russia, CIS countries, Europe and Asia
- Presentation of works by the authors of decorative art presented by women entrepreneurs of the participating countries;
- Presentation of exhibited products on stage;
- Performing fashion shows on stage;
- Presentation of Russian associations in France;
- Presentation of the International project of photographic art;
- Closed event.

Day 3

- Excursion
- Departure of guests from the hotel

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STRUCTURE

- Decorative and applied arts.
- Round table of women entrepreneurs of the world
- "WOMEN'S SILK WAY"**
- **INTERNATIONAL FASHION AWARDS.**
- Presentation of Russian associations in France.
- **International project of photographic art :**
 - ✓ *The image of the mother and children in national costumes of different peoples of the world;*
 - ✓ Plunge into a fairy tale.
- Business block(B2B, conferences, etc)
- Gala dinner
- Closed event

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DECORATIVE APPLIED ART.

3-4 november 2018 (France, Strasbourg) will be held the international forum-exhibition "**Hands women**" from the collection of works of authors of arts and crafts presented by women entrepreneurs of the participating countries. The exhibition will feature a variety of goods from Russia, CIS countries, Europe and Asia.



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DECORATIVE APPLIED ART.

International trade fair «Hands women» will familiarize with modern trends in decorative applied art.
The project will demonstrate new products and services for the International market.



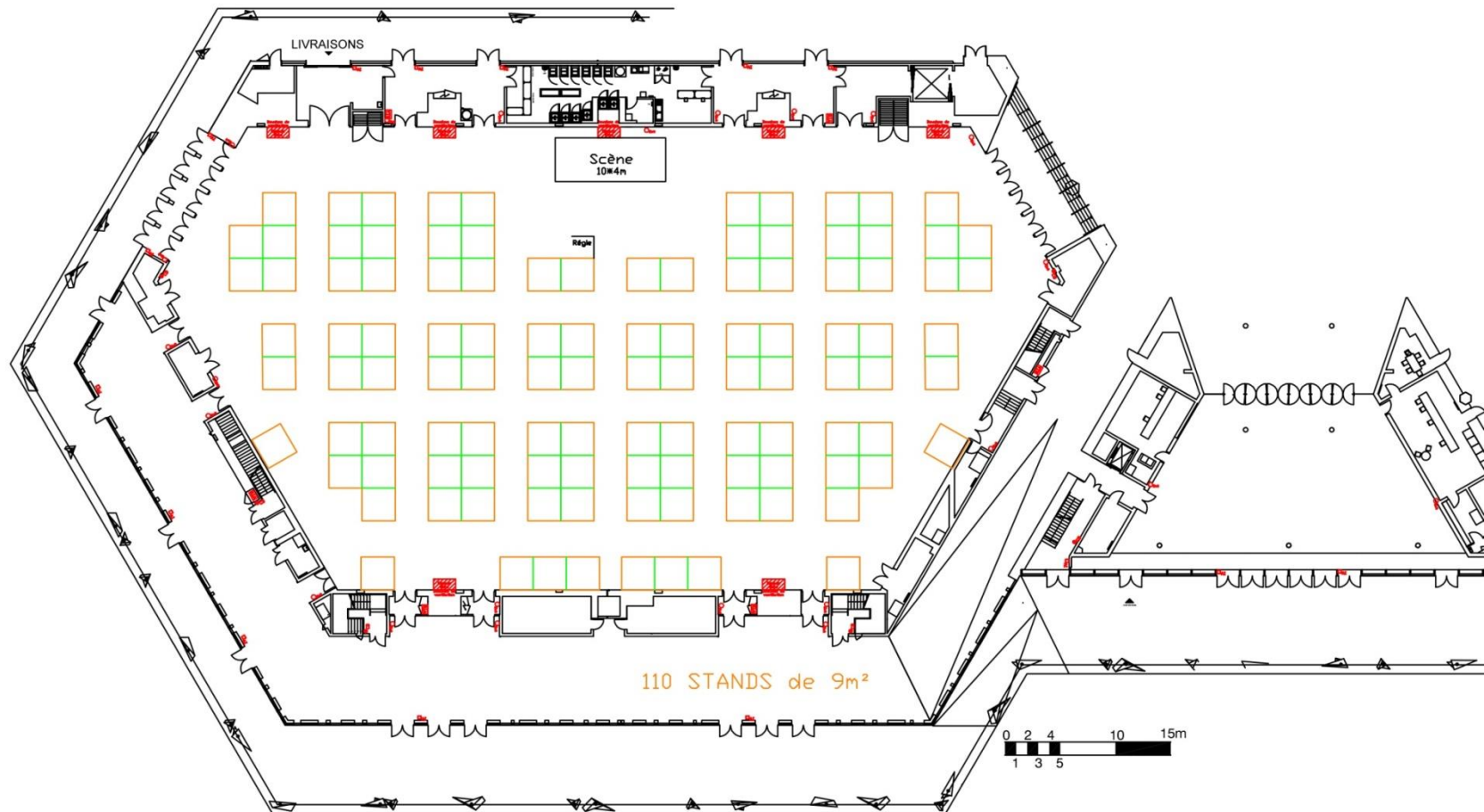
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EXHIBITION AREA PLAN

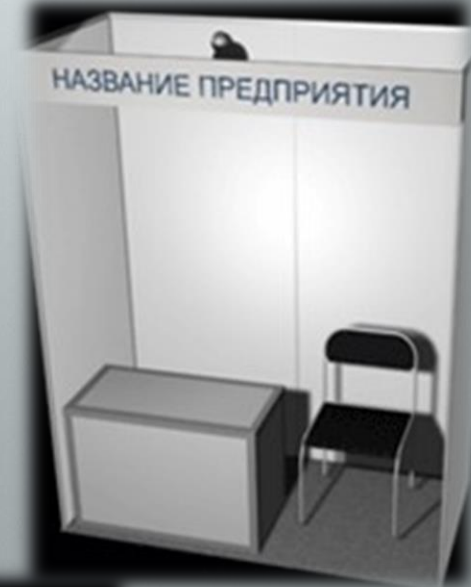
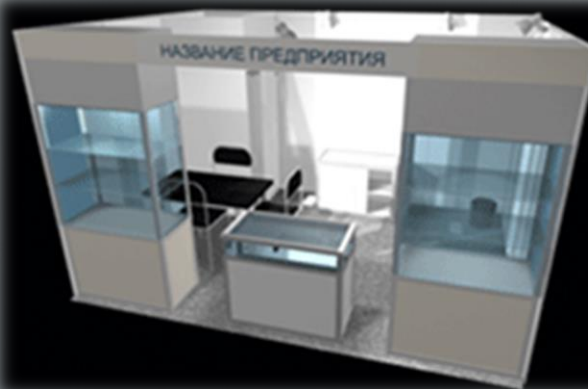


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SAMPLES STANDS



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Round table "Women's Silk way" of women entrepreneurs of Russia, CIS countries, Europe and Asia.

- ❖ Welcoming words from the invited officials.
- ❖ Presentation of speakers forum.
- ❖ Performance and panel discussion.

***The business program is being developed**

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INTERNATIONAL FASHION AWARDS.

Purpose of the project.

Search, selection and promotion of designers on the new international markets :

- Russian designers market in Europe and the South-East Asia;
- Europe designers market in Russia and the South-East Asia;
- Designers of the South-East Asia on market in Europe and Russia.

Promotion means opening a chain of boutiques and organizing the production of their collection with further PR-marketing support, ie our cooperation will be eternal.



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INTERNATIONAL FASHION AWARDS.

Project objectives.

- Carrying out of marketing of collections in prospective countries for successful implementation.
- Search and conducting preliminary negotiations with potential buyers and invite them to the exhibition.

Project result.

Real designers that already have their own boutiques or section in multi-brand malls and realize their products with subsequent expansion.



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INTERNATIONAL FASHION AWARDS.

Participant package

- Stand at the exhibition with samples of the collection.
- Show of the collection on the podium in the exhibition.
- Showing the collection in the country of the exhibition on an additional platform, as a factor in the beginning of a PR-marketing company.
- Shooting full booklet, catalog of the collection, video of the show, which is constantly on the stand.

Participant budget

- Payment for the stand.
- Payment models on the show.
- Payment for services of director-producer, DJ, host.
- Payment for the stage, podium, sound, light.
- Payment for stylist-makeup artists, service staff.

Contract price *

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**International project of photographic art.
«The image of the mother and children in national
costumes of different peoples of the world»**

The international project of photographic art "The image of mother and children in national costumes of different nations of the world" is a huge platform that allows to show the "cultural unity" of nations through the ideology of family and family values. And also to develop cultural-historical interest in the traditions of the peoples of the world.

Keepers of hearth and comfort in any nation. The personification of home life and family traditions of each people + A separate photographic line "Mother –Children" in the same national costumes of different peoples of the world.



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International project of photographic art «Plunge into a fairy!»

Each nation has its own huge archive of fairytales and legends, which reflected the national character. Signs and traditions, character and way of thinking, religion, and geographical position - all this is clearly and accurately reflected in folk tales, namely in the characters of many national fairy tales. Our purpose is to fully convey the whole essence and mentality of each country through a thematic picture of the child in a fairy-tale image.



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Representation of associations in France *Association «Russian House in Strasbourg»*

«Russian House in Strasbourg» for 15 years keeping her hand on the pulse of the moods and aspirations of the Russian-speaking diaspora.



Alla Vasilievna Sizova

- ❖ Founder, President of the association «Russian House in Strasbourg».
- ❖ Member of the Coordinating Council of Russian Compatriots in France seven convocations.
- ❖ Chairman of the festivals and cultural projects in France.
- ❖ The Deputy Chairman of the committee on the rights of women, family and children.

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Representation of the Association of Russia in France Association «*Russian House in Strasbourg*»



- ❖ Preservation of national traditions;
- ❖ Preservation of the opportunity to practice native language;
- ❖ Involve young people to creative work;
- ❖ Sizova A.V. is the director of the secondary school "Little Country" at the Consulate General of the Russian Federation in Strasbourg.

- ❖ Organization and conduct of cultural and educational events;
- ❖ Strengthening of friendly relations within the association;
- ❖ Attraction to Russian culture and to the cultures of other former Soviet republics.



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BUSINESS BLOCK



During the event, women entrepreneurs (participants Of the international forum-exhibition) will have a real opportunity in free form and in all areas of interest to hold the most effective meetings B2B, present their projects, programs and directions, which will significantly reduce the period of search for partners, contractors and investors, hold various press conferences.

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EXHIBITION FAIR ROGRAMME

Day 1 - Gala dinner.

- Concert program
- Show of collection of famous designers .



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EXHIBITION FAIR ROGRAMME

Day 2- Closed event «*Nataly party*»

Party in the style of Nataly Rostova:

- Russian cuisine (pancakes, caviar, etc.)
- Russian vodka
- Show of the Russian designer
- The competition for the best costume dress of the era.
- Musical evening

We invite all Nataly!



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Date and venue

*France, Strasbourg - Council of Europe - Congress
Palace -3-4 November 2018.*



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STRASBOURG



Strasbourg is the parliamentary capital of Europe. Here in Strasbourg to hold major international forums, congresses, symposiums. Many large international companies, research centers, specialized investment agencies, lobbying firms, consulting corporations and banking groups have chosen Strasbourg as their resident sites. In Strasbourg, there are the Council of Europe and representative offices in all European countries..

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CENTRALIZED PACKAGE PARTICIPANT.

- ❖ Flight Moscow-Strasbourg-Moscow;
- ❖ Arrival;
- ❖ Accommodation in hotel with breakfast (5 days, 4 nights);
- ❖ Cultural program - opening ceremony;
- ❖ Gala dinner;
- ❖ Transfers: airport - hotel - airport, hotel - location of the forum-hotel;
- ❖ Transfers to the venue of the event for 3 working days;
- ❖ Excursions (group service);
- ❖ Insurance;
- ❖ Execution of French visa;
- ❖ Departure – bus.

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THE ORGANIZER OF THE EXHIBITION-FAIR



**FUND FOR SUPPORT OF
CULTURAL INITIATIVES «ZURART»**

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