

Sayı: 17812098-TİM.AKİB.GSK.SAN.2021/455-4931
Konu: 2021 Kasım-Rusya Ticaret Heyeti Hk.

Mersin, 20/09/2021

Sayın Üyemiz,

İTKİB'den alınan bir yazıda, Rusya Federasyonu'nun başkenti Moskova'da mukim *PROfashion Holding* tarafından, moda markaları, zincir mağazalar ve üretim merkezlerini Rus pazarıyla doğrudan buluşturma fırsatı sağlayabilmek üzere 2015 yılında kurulan "*Rus Moda Endüstrisi Katılımcıları Derneği*" (Rusça: Русская ассоциация участников фэшн-индустрии – RAFI) organizasyonunda ve yine işbu holding çatısı altında yer alan moda yayın kuruluşu "*PROfashion*" dergisi katkılarıyla, 2016 yılından bu yana yılda iki kez olmak üzere on bir defa düzenlenmiş olan ve geleneksel bir hâle bürünen "*Uluslararası BEE.TOGETHER.com 'Outsourcing' İş Platformu*" etkinliğinin on ikincisinin, bu yıl, *17 – 18 Kasım 2021* tarihleri arasında, Moskova'da düzenleneceği bildirilmiştir.

Anılan iş platformu etkinliğinin on ikincisiyle eş zamanlı ve fizikî olarak Moskova'da, yine İHKİB'in koordinasyonunda gerçekleştirilecek, "*Rusya Konfeksiyon ve Konfeksiyon Yan Sanayi Sektörel Ticaret Heyeti*" faaliyetinin ayrıntıları, aşağıdaki URL bağlantısın ve ilişkide yer alan dokümanlarda bulunmaktadır.

Bilgilerini rica ederim.

Mehmet Ali ERKAN
Genel Sekreter





INTERNATIONAL
BEE-TOGETHER.com
OUTSOURCING BUSINESS PLATFORM

**November, 17-18
2021**

**12-th INTERNATIONAL OUTSOURCING
EXHIBITION PLATFORM**

Radisson Slavyanskaya

5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmıştır. ID:5032826226202192016395Bu belge ile <http://evrimkibitir.org.tr/guvenli-imza-uygulamasi/> adresinde imza yapılmıştır.

Moscow, pl. Europe, 2

Organizer



WHO VISITS THE EXHIBITION?

Retailers, large international brands, private labels, designers and clothing manufacturers from Russia, who are interested in the production in various segments — from mass-market to premium, from underwear and socks to coats, jackets and hats.



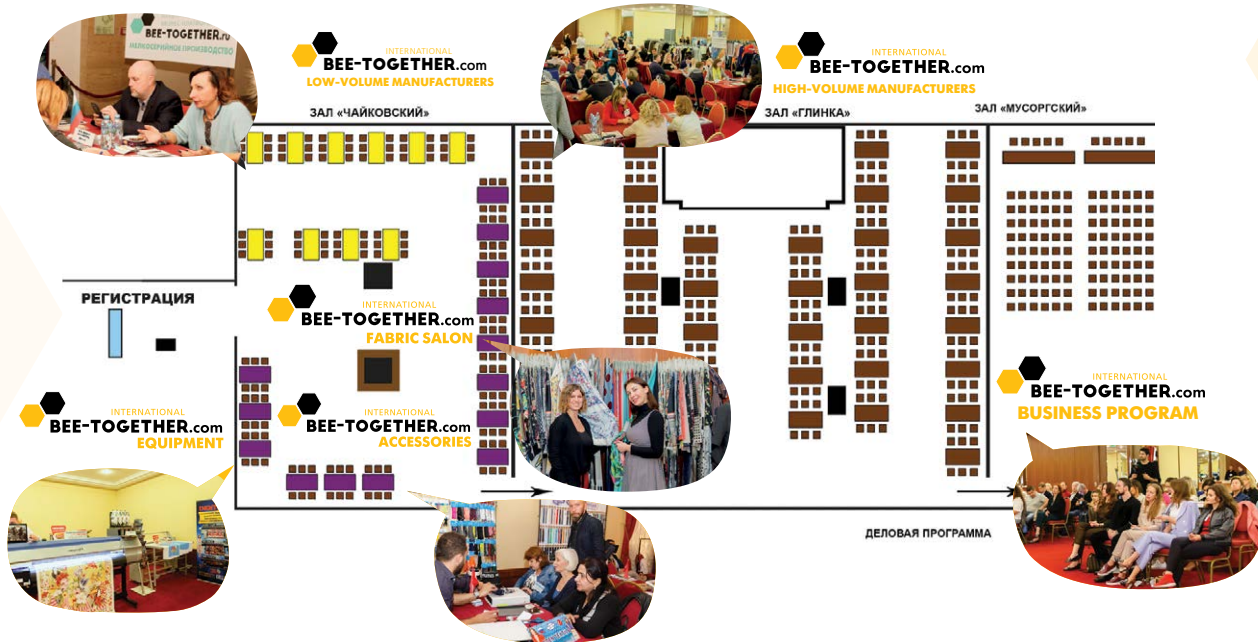
During **2** days more than **500** visitors take

part in the **B2B** meetings <http://www.bee-together.com> elektronik imza ile imzalanmıştır. ID:5032826226202192016395Bu Bülöle ile <http://www.bee-together.com> adresine doğrudan ulaşabilirsiniz.

WHO CAN BECOME AN EXHIBITOR?

Any factory, which has free capacities and is ready to accept orders for various product groups: from underwear and hosiery products; from sportswear, women's, men's and children's clothing to outerwear, leather goods and accessories. Fabrics and accessories manufacturers can also participate in the event.

THE PLAN OF THE EXHIBITION



Every season more than 80 factories from Russia and other countries come to Moscow for the individual B2B meetings with potential clients.

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Bu belge ile ilgili detaylı bilgi için lütfen <http://evznaki.tic.gov.tr> adresine maddetlogay@bilgi.gov.tr adresine yazabilirsiniz.

HOW MUCH IS THE COST FOR THE LARGE SERIES MANUFACTURERS AND WHAT IS INCLUDED?

INCLUDED OPTIONS:

- Working space (5 m², a table and 4 chairs, 1 rail, 20 hangers);
- Publications about the factory on the official web-site of the event BEE-TOGETHER.RU;
- A page containing an article about the factory (including the pictures, logo and contacts) in the special edition of PROfashion Magazine “Outsourcing”;
- Advertising campaign (through the sources of PROfashion Publishing House and the mediapartners);
- Social media campaign;
- Call-center (personal managers, arranging individual B2B meetings);
- Photo and video reports (if needed).

AND

- Networking lunches and coffee breaks for the exhibitors;
- Coffee breaks for the visitors.

COST: 4000 euro

Extra rails, equipment, placement of mannequin,
roll-up, video equipment - on request

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**5 - 6 ИЮНЯ 2019 Г.
7-Я МЕЖДУНАРОДНАЯ
ВЫСТАВКА-ПЛАТФОРМА ПО АУТСО
ДЛЯ ЛЕГКОЙ ПРОМЫШЛЕННОСТИ**

КРУПНОСЕРИЙНЫЕ **МЕЛКОСЕРИЙНЫЕ**

КРУПНОСЕРИЙНОЕ ПРОИЗВОДСТВО

Что такое Международная бизнес-платформа по аутсорсингу, созданный Русской ассоциацией участников fashion-индустрии (РАУА), возможность напрямую связаться с модными брендами, сетями и фабриками.

Кто участвует в разделе «Крупносерийное производство»? Фабрики, веревки, текстиль, кружево, детали, спортивной одежды и трикотаж и др.

Где и когда проходит мероприятие? 5 июня - 6 июля 2019 года клиентами выданы в закрытом режиме, посетителям пропуск строго

PROfashion
Журнал о моде для профессионалов

BEE-TOGETHER PLUS

GROUP

ПРОЦЕССЫ
Объем, качество и время

КОМПАНИИ
Аутсорс-GRUP (Италия) - это высокотехнологичное производственное предприятие по выкройке, крою и шитью одежды, обуви и меховой промышленности. Все оборудование и персонал работают в автоматизированном режиме, обеспечивая высокую производительность. На сегодняшний день АУТСОРС-GRUP - крупнейшая и самая современная компания в России по производству изделий стоимостью более 6000 шт. в объеме выпускаемой продукции достигает 100 000 предметов в месяц и т.д.

с основной клиентурой: «Миллениал», «Иксгенерация» (США), «Секс-генерация», «Тендзи», «Миллениал», «Секс-генерация» (США), «Секс-генерация» (США).

КАТЕГОРИИ

- Спальня
- Платье
- Брюки
- Футболки и майки
- Шорты
- Длинная юбка
- Длинный рукав
- Длинный рукав
- Длинный рукав

Получить на аутсорс

LARGE SERIES MANUFACTURERS + SPECIAL SERVICE

**NEW
SERVICE**

INCLUDED OPTIONS:

- Working space (5 m2, a table and 4 chairs, 1 rail, 20 hangers);
- Publications about the factory on the official web-site of the event BEE-TOGETHER.RU;
- A page containing an article about the factory (including the pictures, logo and contacts) in the special edition of PROfashion Magazine “Outsourcing”;
- Advertising campaign (through the sources of PROfashion Publishing House and the mediapartners);
- Social media campaign;
- Call-center (personal managers, arranging individual B2B meetings);
- Photo and video reports (if needed).



AND

- Personal manager, trained, knowledgeable about the products and capabilities of your factory
- Providing equipment for online meeting (computer, web camera etc)
- Connection to online meetings with clients through the ZOOM program
- Providing an interpreter for meetings with clients
- Providing a detailed report with all contacts of visitors who signed up for meetings

COST: 4000 EURO

On request:

- Providing of a logistics partner and support of samples for temporary import and export from the country (Carnet ATA - extra)
- Extra rails, equipment, placement of mannequin, roll-up, video equipment



HOW MUCH IS THE COST FOR THE SMALL SERIES MANUFACTURERS AND WHAT IS INCLUDED?

INCLUDED OPTIONS:

- Working space (5 m², a table and 4 chairs, 1 rail, 20 hangers);
- Publications about the factory on the official web-site of the event **BEE-TOGETHER.RU**;
- A 1/2 page containing an article about the factory (including the pictures, logo and contacts) in the special edition of PROfashion Magazine “Outsourcing”;
- Photo and video reports (if needed).

AND

- Networking lunches and coffee breaks for the exhibitors;
- Coffee breaks for the visitors.

COST: 1500 EURO

Extra rails, equipment, placement of mannequin,
roll-up, video equipment - on request



HOW MUCH IS THE COST FOR THE FABRICS AND ACCESSORIES MANUFACTURERS AND WHAT IS INCLUDED?

FABRICS AND
ACCESSORIES

INCLUDED OPTIONS:

- Working space (5 m², a table and 4 chairs, 1 rail, 20 hangers);
- Publications about the factory on the official web-site of the event **BEE-TOGETHER.RU**;
- A 1/2 page containing an article about the factory (including the pictures, logo and contacts) in the special edition of PROfashion Magazine “Outsourcing”;
- A 1,2 m roll-up with the logo of the company;
- Photo and video reports (if needed).

AND

- Networking lunches and coffee breaks for the exhibitors;
- Coffee breaks for the visitors.

COST: 2000 EURO

Extra rails, equipment, placement of mannequin,
roll-up, video equipment - on request



fabric house



Назва Ние компа Нии

Fabric House

Страна Италия

Италия

Група продукция

Текстил (все виды), костюмная



WHO CAN BECOME AN EXHIBITOR AT THE EXHIBITION HALL?

Design offices | Logistics | Certification | IT-technologies

HOW MUCH IS THE COST AT THE EXHIBITION HALL AND WHAT IS INCLUDED?

OPTIONS	ONSITE PARTNER PARTICIPATION PACKAGE	OFFICIAL PARTNER PACKAGE
Working space (on request, table, chairs, rails) at the exhibition hall.	+	+
Presentation materials, rollup of a standard size 1x2 m.	+	+
Placement of contact information and company logo at site www.bee-together.ru in the Partners section.	+	+
Networking lunches for company representatives.	+	+
Coffee breaks for the exhibitors;	+	+
Priority placement of contact information and company logo at site www.bee-together.ru in the Partners section.	-	+
Distribution of advertising brochures in all areas of the event.	-	+
E-mailing on database of Business platforms Bee-together – potential and registered participants	-	+
Additional partner activities as agreed with the organizers	-	+
Advertising campaign (through the sources of PROfashion Publishing House and the mediapartners)	-	+
Advertising campaign in the PROfashion Outsourcing Special edition	1 page	4th cover
	3000 EURO	5000 EURO

EXHIBITORS' REVIEWS

Lyudmila Denisova, Head of Akademiya Mody («Milada», Russia):

«It's not our first time on the BEE-TOGETHER.RU. We really like the fact, that the meetings are organised special for us. It lasts only for 2 days, but they are intense indeed - we had meetings every half an hour. Clients come to our table consciously and with certain offers. Last exhibitor provided us with 3 clients, we've been working with them for a year already.»

Marina Torgashova, Yurma Fashion (Russia):

«Here you can get real orders for real prices - without any stocking limits. We came here for the 3rd time. During this period we have found tens of clients from Moscow and other Russian regions. We appreciate the professionalism of the BEE-TOGETHER.ru team, which is really rare. You can't find irritating factors here. Visitors come to find out what we produce, how we work and how to make an order.»

Nazifat Tohchukova, Head of Production department, Nais (Russia):

«We are satisfied with the results of the first day, because several clients have shown their interest, and we have made preliminary agreements. This platform is very important. It helps to raise the effectiveness of factories' capacities and stimulates its work. Besides, I like the format: clients themselves come to the exhibitors. It's very comfortable.»

Tatyana Litvinovich, Deputy Commercial Director of Comintern, Belarus:

«When we took part in the BEE-TOGETHER.RU for the first time, we presented our main group of products: men's suits, however, it turned out, that there is bigger demand for the boys clothing. That's why now we are working in this direction, and since it's the start of the order placement period, we can have a constructive dialogue with our clients.»

VISITORS' REVIEWS

Natalia Kazakova, Product Manager, Orby (Russia)

«I am visiting the BEE-TOGETHER.ru for the third time. Every year the exhibitor keeps becoming more important for me. Here I can find factories, which can relate my interests. This time I've had meetings with 2 factories, which are suitable for me, we are going to work with them. We'll get to know each other and develop our partnership.»

Elena Kolesnikova, the Head of Production Department, ELIS FASHION RUS (Russia):

«We are searching for partners, who can produce goods with their own materials, because we are in need of large production volumes. We have found the potential candidates. On the BEE-TOGETHER.ru you can communicate with contractors directly, not via phone. You can see the person in front of you, talk and understand, who are you going to work with and does it really worth it.»

Alexandra Khramova, Head of Product Development Department, ZASPORT (Russia)

«We are interested in the outwear, leather goods, and, of course, the sportswear. Here you can meet the real producers, see their ready products and decide on the supplies. This is my 3rd time here, and every visit was quite productive: we have found good producers, whom we are still working with.»

Ekaterina Kuhareva, Head Designer, Chkalov (Russia):

«We are the regular visitors of the platform. This time we came here purposefully, to meet a certain producer, with whom we discussed the collaboration conditions earlier. Now we are signing the contract. By the way, we have found a lot of interesting factories, working with real leather, and accessories suppliers. In general, the organization of the event surprises with its precision - the meeting schedule is sent to the e-mail, so you can understand the timing.»

BEE-TOGETHER IS THE SHORTEST PATH FROM A CONTACT TO A CONTRACT

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SPECIAL PROJECT PROFASHION OUTSOURCING

PROfashion Outsourcing - professional magazine dedicated to the outsourcing issues in the field of light industry (factories, textiles, brands).

Specialized edition contains the list of the most competitive factories with the offer for garment-making facilities: jersey, outerwear, suits, dresses, sportswear, lingerie, home textile, children's clothing, denim, shirts, leather accessories, footwear, as well as companies that offer related products and services- logistics, certification, accessories, raw materials, IT-technology, banking programs, etc.

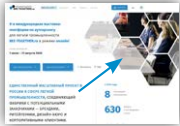

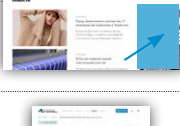






CIRCULATION: 10 000 copies

FREQUENCY: 2 times a year

DISTRIBUTION: Participants and visitors of www.bee-together.ru platform, owners and managers of Russian enterprises, Russian brands and networks with its own brand, the e-version for the entire **PROfashion** base of over 65,000 subscribers.



Position in the magazine	The size, mm + 5 mm bleed	Price, EUR
1nd Cover	215 x 275	13 000
2nd Cover	215 x 275	5200
3rd Cover	215 x 275	4500
4rd Cover	215 x 275	8700
1st spread	430 x 275	8700
2st, 3st spread	430 x 275	7200
Last spread	430 x 275	5600
spread	430 x 275	5600
1/1 page advertorial	2500 - 2700 signs	3500
1/2 page vertical format	88,5 x 235	1000

No	Format	Position on the site (size)	Screen / image	Position on the mobile version of the site (size)	Term	Cost, euro	Traffic
MAIN PAGE							
1	Honeycomb	900*1000		right after the key content	One week	350 Blocked by the organizer	10 000
2	Honeycomb * 5 (branding with a banner of the entire space)	900*1000*5		right after the key content	One week	Blocked by the organizer	
3	№1" - horizontal banner under the "How it works" exhibition.	Desktop: 1120*240		Mobile: 440*125	One week	300	8 000
4	№2" - horizontal banner after the block» user Reviews”	Desktop: 1120*240		Mobile: 440*125	One week	250	7 000
5	Banner in the news, right	Desktop 265*440		25 000	One week	300	
6	Placement of «company news» in the main feed on the main page. The publication is adapted to the platform format	2000-4000 characters + 1-3 photo		2000-4000 characters + 1-3 photo	All period	250	3 000
ALL PAGES EXCEPT THE MAIN PAGE							
7	Bottom banner	Desktop: 1920*60 (it is better to concentrate important information in the right part - the left part will be cut off on small monitors)		Мобайл: 480*60	One week	450	10 000
USER'S PERSONAL ACCOUNT							
8	The entry page	“Top banner” (the user is guaranteed to log in here after logging in). Desktop: 1080*230		Mobile: 440*125	One week	350	2 000
9	All pages except the entry page	“ Bottom banner ” - in each page Desktop: 1080*230		Mobile: 440*125	One week	250	1 500

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SEASONAL COEFFICIENTS

January, february, march, december – 0,5; april, september – 0,7; may, june, july, august, october, november – 1

IF YOU WANT TO TAKE PART OR BECOME A PARTNER,
PLEASE CONTACT US

WE ARE OPEN TO COLLABORATE!

See you!

www.BEE-TOGETHER.ru



**Organizer: Russian association of fashion industry
participants (RAFI)**

Phone: +7 (495) 128 3131

Email: president@rafi.Moscow

Address: 3-y Khoroshevskiy proyezd, 1k1,

Business-center "Bega", Moscow

RUSYA TEKSTİL, KONFEKSİYON VE KONFEKSİYON YAN SANAYİ TİCARET HEYETİ PROGRAMI

17 – 18 Kasım 2021

Program Akışı:

- 16 Kasım 2021 Salı: İstanbul'dan Moskova'ya Hareket
- 17 Kasım 2021 Çarşamba: Firmalarla İkili İş Görüşmeleri (B2B)
- 18 Kasım 2021 Perşembe: Firmalarla İkili İş Görüşmeleri (B2B)
- 19 Kasım 2021 Cuma: Moskova'dan İstanbul'a Dönüş

Son Başvuru Tarihi: 15 Ekim 2021

Detaylı Bilgi: İHKİB Fuarlar Şubesi
Raziye ŞAHİN Hakan Köksal
Tel: 0212 454 03 71 Tel: 0212 454 04 55

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Link:

<https://www.ihkib.org.tr/tr/etkinlikler/heyetler/rusya-konfeksiyon-ve-konfeksiyon-yan-sanayi-sektorel-ticaret-heyeti/k-432>