



+++ Registration documents dispatched

+++ Strong national participations expected

The 28th edition of **CPM – Collection Première Moscow**, from 20 to 23 February 2017, is already “in the starting blocks”. Registration documents have been sent out and organisers expect the event to be highly subscribed. The official deadline for registrations is 1 December 2016 but this can also be stipulated for an earlier date depending on the provisions governing some national pavilion participations.

With over 45,000 square metres gross the **CPM** held in the coming February will again become the international fashion hot spot in Moscow. Alongside the biggest national participations from Germany, Italy, France, Spain and Turkey there are also many smaller joint stands from Indonesia, Romania, India, Colombia, and Finland, to name but a few nations. As experience shows, the area occupied rises for the Autumn/Winter season and this is already reflected in the high demand for exhibition space.

Following the last event in September **CPM** Project Director Christian Kasch looks to the future with optimism: “We are very satisfied with the way the past **CPM** went. Most of our exhibitors have taken a fair amount of orders and posted high customer footfall at their stands. We are very pleased that the exhibitors have also found new customers at **CPM**. The Russian fashion market is again recovering slowly but surely. Retailers have at least learnt to live and work with the still problematic rouble exchange rate.”

For newcomers finding a matching partner in Russia continues to be key. Here the Igedo Company assists international firms in their search for Russian agencies or distributors. To this end, entrepreneurs can register for free on the WANTED portal of the **CPM** website (www.cpm-moscow.com) in order to present their brands and make initial contacts.

The next **CPM – Collection Première Moscow** will be held from 20 to 23 February 2017 at Moscow's Expocentre venue.

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