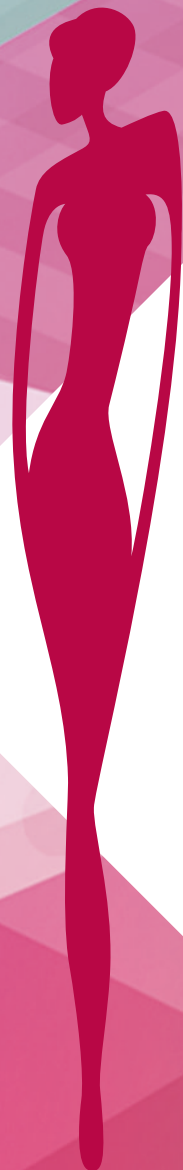


47-TH INTERNATIONAL FAIR ON WHOLESALE
OF GOODS OF LIGHT INDUSTRY

25-27
OCTOBER
2023

14, POBEDITELEY AV.
MINSK, BELARUS

BTI



BTI.BY
BELEXPO.BY



ABOUT THE EXHIBITION

47-TH INTERNATIONAL FAIR
ON WHOLESALE OF GOODS
OF LIGHT INDUSTRY



The main event in the Light Industry of the Republic of Belarus - the International fair «BTI-2023» — will be held in Minsk on October, 25-27, 2023.

For the 47-th time the famous Belarusian manufactures and foreign companies will be gathered at one place for demonstration and discussion of garments and knitwear, materials and fixtures, footwear and haberdashery, home textiles, and also the newest equipment for its producing.



SUBJECTS:

47-TH INTERNATIONAL FAIR
ON WHOLESALE OF GOODS
OF LIGHT INDUSTRY



**NATURAL AND SYNTHETIC
YARNS AND FIBERS**



**FABRICS AND TEXTILE
FABRIC, HOME TEXTILES**



EQUIPMENT



**TECHNICAL TEXTILE
AND NON-WOVEN
FABRICS**



HOSIERY



**MEN'S, WOMEN'S,
KID'S CLOTHING**



**RAW MATERIALS
FOR PRODUCTION,
SEWING ACCESSORIES**



**CLOTHING FOR SPORT
AND RECREATION**

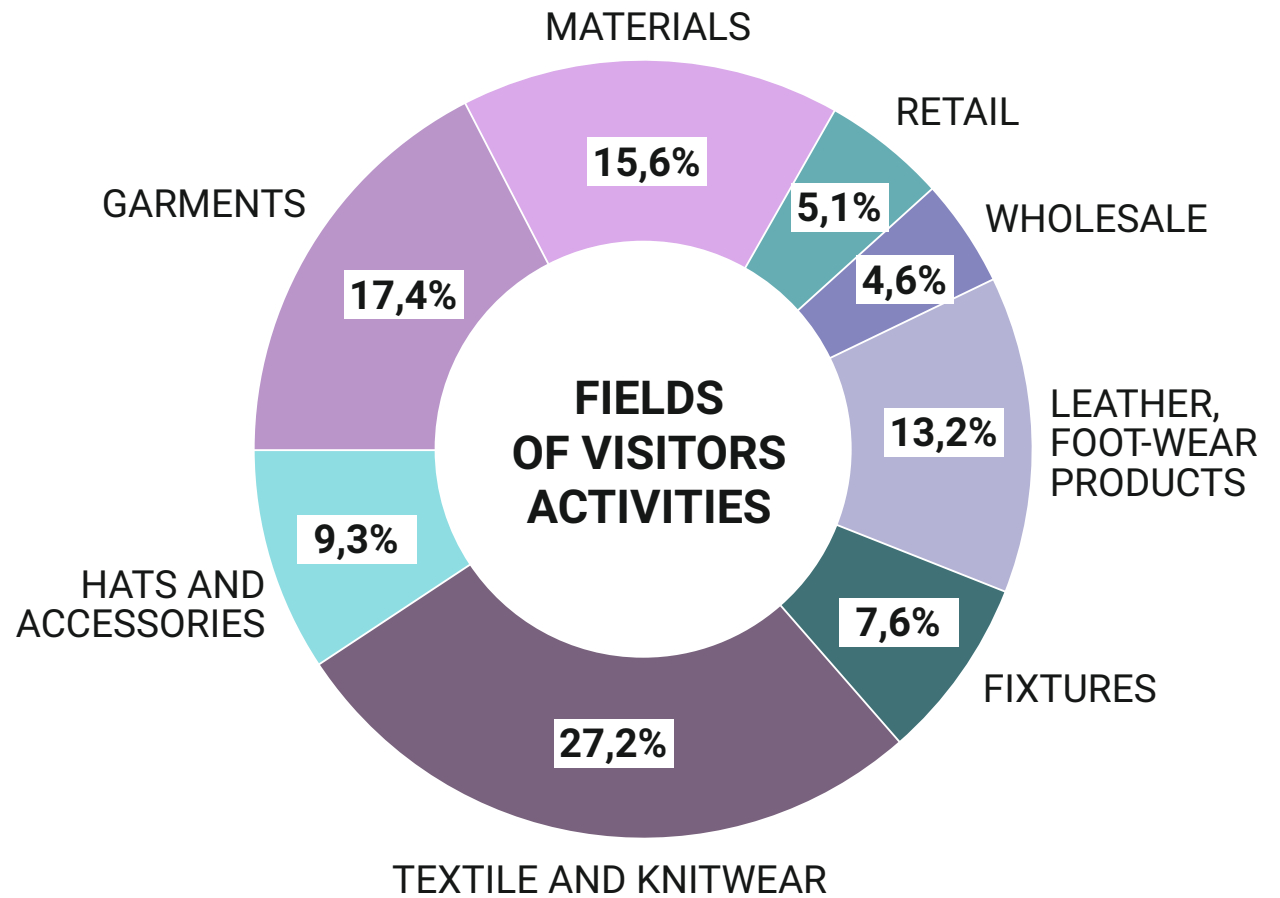


**FASHION
ACCESSORIES**

>30000
visitors

93% of industry
specialists

>20%
of new visitors per year



ABOUT THE EXHIBITION

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ABOUT CATWALK SHOWS

47-TH INTERNATIONAL FAIR
ON WHOLESALE OF GOODS
OF LIGHT INDUSTRY



Traditionally the central place of the exhibition «BTi» is reserved for the catwalk shows of clothing collections by famous Belarusian brands and designers. And in 2022 year the Forum has once again confirmed its status as the fashion event of the year, gathering in one podium eminent designers, constructors and couturiers.

More than 12 companies have shown their current trends of clothing «Autumn-winter 2022-2023». There were not only graceful silhouettes of jackets, trousers, dresses, sarafans, blouses, jackets, but a sportswear, exclusive knitted and linen products, school uniform, current bombers, jersey jackets, comfort vests for boys, male and female models of outerwear as coats, insulated jackets and raincoats.



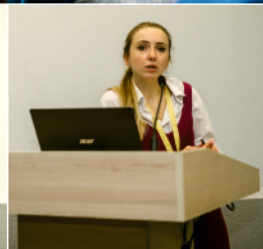


It should be noted that during the exhibition a special attention should be paid to the business-forum for the industry professionals. As usual, there is a very full schedule, being prepared with the performance of the high-level speakers and the most significant experts of industry.

The workshops by professionals underline the practice-oriented approach of the programme and answer for all the questions, can give an advice and help to find a solution for any task.

The main topics to discuss in 2022 were:

- Social media today is an equally effective channel of sales.
- How to support the media activity of brand using the internet-marketing and the development of trade with external marketplaces?
- About the organization of the delivery of goods through the online sales.
- The important solutions of logistical challenges for the today's market of E-commerce.
- Whole sales in Russia and export into the CIS and foreign countries.
- The topic «The development of the manufacturer's sale channels». Which are the successful cases of the light industry enterprises? Who is our client and what does he appreciate?
- Trade-marketing: what does really work? The modern approaches in the retail networks. And many others questions.





FOR NON-RESIDENTS OF THE REPUBLIC OF BELARUS

The indicative prices for basic services in Belarusian rubles excluding VAT of 20% are given below

REGISTRATION FEE*:
541,07 BYN+VAT

*obligatory for all exhibitors and Co-exhibitors

REGISTRATION FEE INCLUDES:

- information stand services,
- accreditation of two representatives of the Company submitting badges to the fair,
- 10 invitation cards,
- general advertising of the fair;
- catalogue entry indicating information about the Company,
- two invitation cards to the business cocktail

THE EXHIBITION AREA FOR THE ENTIRE PERIOD OF THE EVENT:

for non-residents of the Republic of Belarus

INDOOR EQUIPPED EXHIBITION AREA	stands from Octanorm profile 371,68 BYN + VAT (for 1 sq.m.)	INDOOR UNEQUIPPED EXHIBITION AREA	197,07 BYN + VAT (for 1 sq.m.)	DISTANCE PARTICIPATION	313,43 BYN + VAT
	stands from Maxima profile 458,19 BYN + VAT (for 1 sq.m.)				

When booth is mounted by the Exhibitor or by the third-party organization the cost of unequipped exhibition area is increased for 40% (for 1 sq. m.).

Depending on the booth location (when booth is mounted by the Exhibitor or by the third-party organization) the cost of unequipped area is increased for: 10% — corner stand (2-side open), 20% — head stand (3-side open), 30% — island stand (4-side open)

When ordering the construction of booths, you should also be accompanied by an action plan to the application form with electricity, water, furniture and equipment set scheme.

BUILDING OF STANDS

47-TH INTERNATIONAL FAIR
ON WHOLESALE OF GOODS
OF LIGHT INDUSTRY



We propose building standard booths,
and on an Exhibitor individual project too.





We invite the exhibitors to use the advertising possibilities and commercial potential of the exhibition «BTI-2023» to enhance the impact of participation.

We propose:

**A PAID PARTNERSHIP
(DIFFERENT STATUS)**

**AN ADVERTISING
IN THE ELECTRONIC CATALOGUE**

**AN ADVERTISING
IN THE TRAVEL GUIDE**

**A FULL-COLOR
PRINTING OF STANDS**



**TO PROMOTE THE EXHIBITION, THE PUBLICITY CHANNELS
ARE ENGAGED LIKE:**

**OUTDOOR ADVERTISING
(BILLBOARDS AND POSTERS
IN THE CITY, IN THE SUBWAY)**

**PROMOTION
ON SOCIAL NETWORKS**

INFO PARTNERS

ONLINE ADVERTISING

PRIVATE MAILING

SPECIALIZED WEBSITES

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