

The Finnish Retail Shopfitting Exhibition “Myymälä” by easyFairs 14-15 March 2012.

www.easyFairs.com/MYYMÄLÄ

ISO-seminar at the Helsinki shopshow Thursday 15 march 2 p.m. in combination with the ISO Congress cruise to St. Petersburg same evening.

“EU Approach to Russian Retail and -environment”

Neil Whitehead, founder of London based Stuff International Design, has completed over fifty different Retail Environment design projects in Russia since 2006. He is principal speaker at the ISO International Shopfitting Organisation’s annual General Meeting which takes place between Helsinki and St. Petersburg beginning the second day of the Myymälä. Neil and ISO, with Global members and activities, will together share their experience and views of the opportunities offered by the growth in the organized Russian Retail Industry. For the foreign and domestic chain store expansion and modern shopping mall projects, the design factor and retail environment is all important to attract the hungry customers, and become successful.

Neil Whitehead
founder stuff international design



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ISO International Shopfitting Organisation. Some of the key ISO congress participants and Secretary General Preben Bailey will contribute with their experienced in Global matters, also with a view to doing business in Finland and East Europe.

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