



SHK MOSCOW

13th International Industrial
and Technology Trade Fair

21–24 April 2009

- Heating Technology
- Air conditioning, Ventilation,
Refrigeration Technology
- Building Technology
- Sanitation Technology
- Renewable Energies

Visitor Structure

Total number of visitors 11,300

Country of Origin	
Russia/CIS	85 %
Other countries	15 %

Visitor structure features	
Trade visitors	96 %

Purpose of visit <small>several answers possible</small>	
Information about new products/trends	80 %
Information about products/systems/ applications	50 %
Making new business contacts	47 %
Information about prices/conditions	46 %
Cultivation of existing business contacts	32 %
Purchase negotiations	16 %
Continuation training	14 %
Monitoring the competition	14 %
Initial orientation	11 %
Concluding purchase	10 %

Area of responsibility <small>several answers possible</small>	
Planning/design	23 %
Management	14 %
Manufacture/production	12 %
Sales/distribution	9 %
Purchasing/sourcing	7 %
Marketing/advertising/PR	5 %

Occupational/Professional Status	
Managing director/ member of executive board	21 %
Head of department/group manager	17 %
Senior head of department	17 %
Skilled worker	10 %
Independent businessman	2 %

Influence in decision making	
Decisive and co-decisive	72 %

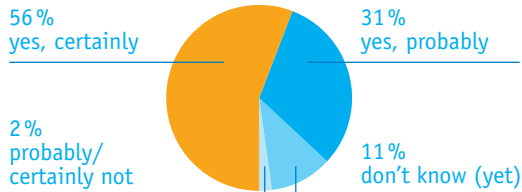
Interest in product ranges several answers possible

Heating technology	66 %
Ventilation, airconditioning and refrigeration technology	51 %
Pipes, connection-, installation technology and accessories	37 %
Pumps	33 %
Systems for the use of renewable energies	30 %
Fittings and components for heating	29 %
Measuring, control and process technology for buildings	28 %
Sanitary technology	23 %
Tools and workshop installation	14 %

**How satisfied are you all in all with
what you have seen?**

very satisfied/satisfied 94 %

Will you visit this fair in future?

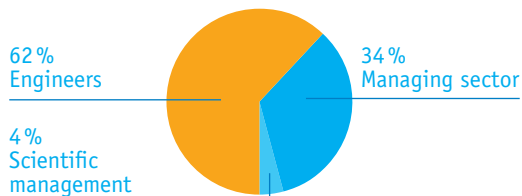


Conference:

13th EUROPEAN ABOK-EHI SYMPOSIUM
Modern energy-efficient equipment for heat,
water supply and air conditioning of buildings,
capital repairs, facility operation and buildings
conservation.

Participants: 450 specialists from planning and design
institutes, research and development institutions,
repair and servicing companies, control bodies and
scientific staff.

Origin of participants: 52 towns of Russia as well
as from Armenia, Azerbaidzhan, Canada, China,
Germany, Kazakhstan, Spain, Ukraine and Vietnam



final report

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20–23 April 2010
Moscow/Russia

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Exhibitor Structure

Total number of exhibitors	200
Country of Origin	
Russia	114
Other countries	86

Exhibitors came from 18 other countries: Austria, Belorussia, Brazil, Bulgaria, China, Czech Rep., Finland, France, Germany, Hungary, Italy, Japan, Liechtenstein, Lithuania, Netherlands, Spain, Switzerland and Turkey

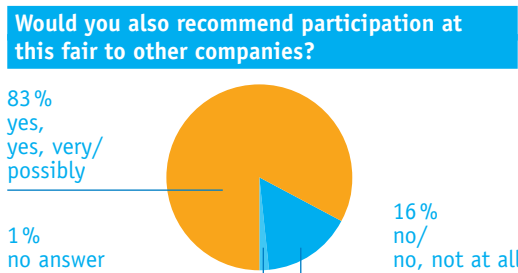
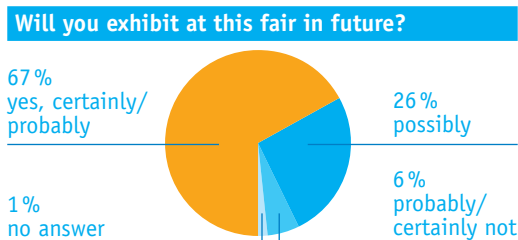
Space (gross sqm)	10,300
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Product range of exhibitors	<small>several answers possible</small>
Heating technology	56 %
Ventilation, airconditioning and refrigeration technology	24 %
Pipes, connection-, installation technology and accessories	20 %
Measuring, control and process technology for buildings	16 %
Systems for the use of renewable energies	14 %
Miscellaneous	13 %
Fittings and components for heating	11 %
Pumps	7 %
Sanitary technology	7 %
Tools and workshop installation	3 %

Objectives of participation	<small>several answers possible</small>
Initiating new business relations	71 %
Informing about products, product uses	61 %
Cultivating existing business relations	55 %
Presenting new products, new developments	53 %
Obtaining an overall impression of the market situation	37 %
Representation, PR, presentation of image	36 %
Comparing competitors	32 %
Find agent/representative	28 %
Exchanging experience	23 %
Preparing conclusions of sale	22 %
Passing on specialist knowledge	20 %
Attaining conclusions of sale at the fair	18 %

Achievement of objectives	<small>several answers possible</small>
Presenting new products, new developments	88 %
Representation, PR, presentation of image	86 %
Informing about products, product uses	85 %
Exchanging experience	81 %
Passing on specialist knowledge	81 %
Cultivating existing business relations	79 %
Obtaining an overall impression of the market situation	77 %
Comparing competitors	70 %
Initiating new business relations	68 %
Find agent/representative	57 %
Preparing conclusions of sale	54 %
Attaining conclusions of sale at the fair	47 %

Overall satisfaction of SHK MOSCOW	
Exceptionally satisfying/ very satisfying/satisfying	84 %



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