

SHK
moscow
2011
18-21 April

15th International Trade Fair & Conference

VISITOR STRUCTURE

Total number of visitors 9,000

Visitors came from 39 countries

Armenia, Australia, Austria, Azerbaijan, Belarus, Belgium, Canada, China, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Great Britain, Greece, Italy, Kazakhstan, Korea, Latvia, Lithuania, Moldova, Netherlands, Norway, Poland, Romania, Russia, Serbia, Singapore, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, Thailand, Turkey, Ukraine, USA

Origin

Moscow	43 %
Other city in Central Russia	37 %
Other region in Russia	17 %
CIS/other country	3 %

Visitor structure

Trade visitors	96 %
First-time visitors	34 %
Regular visitors	20 %

Objective of visit

several answers possible

Information	89 %
Contact	52 %
Sales	24 %

Satisfaction with achievement of objectives 95 %

Area of responsibility

Planning/design	24 %
Manufacture/production	12 %
Management	11 %
Purchasing/sourcing	9 %
Sales/distribution	6 %
Marketing/advertising/PR	4 %

Occupational/Professional Status

Top management	45 %
Middle management	25 %
Other employee/skilled worker	24 %
Other occupation	6 %

Interest in product ranges

several answers possible

Heating technology	72 %
Ventilation, air-conditioning technology	54 %
Water supply, water treatment, sewage	49 %
Pumps	46 %
Energy Efficiency	42 %
Fittings and components for heating	40 %
Pipes, connection-, installation technology and accessories	37 %
Measuring, control and process technology for buildings	35 %
Systems for the use of renewable energies	31 %
Sanitary Technology	30 %
Tools and workshop installation	15 %

Influence in decision making

Decisive and co-decisive	77 %
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General assessment

Satisfaction	97 %
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Would you also recommend to colleagues to visit SHK moscow?

Recommendation	94 %
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15th EUROPEAN ABOK-EHI SYMPOSIUM

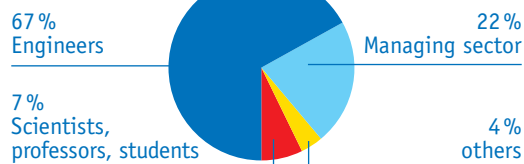
Innovative energy-efficient heating, water supply and air-conditioning equipment for buildings. Updates on standards and technology for 'green' building.



700 (2010: 400) representatives of design institutes, employees of design, maintenance, facility operation and engineering equipment repair organizations, representatives of authorities and scientists

47 cities of Belarus, China, Finland, Germany, Kazakhstan, Russia, Switzerland, Ukraine and USA

Moscow and Moscow region	76 %
Other regions in Russia and abroad	24 %



final report

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