



# SHK MOSCOW

13<sup>th</sup> 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 %

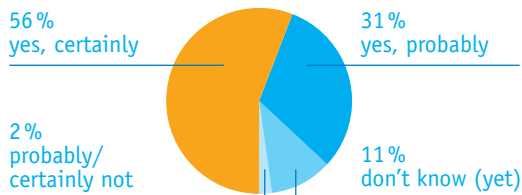
Influence in decision making	
Decisive and co-decisive	72 %

**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?**

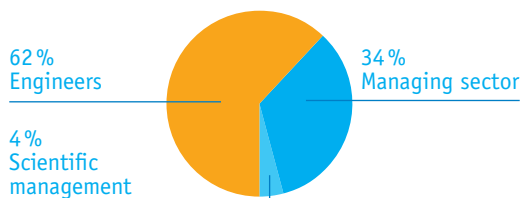


**Conference:**

**13<sup>th</sup> 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

**SHK MOSCOW**

20–23 April 2010  
Moscow/Russia

[www.shk-online.com](http://www.shk-online.com)  
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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

**Product range of exhibitors** several answers possible

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** several answers possible

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 %

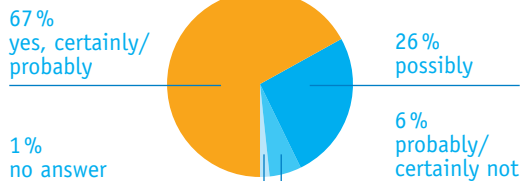
**Achievement of objectives** several answers possible

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 %

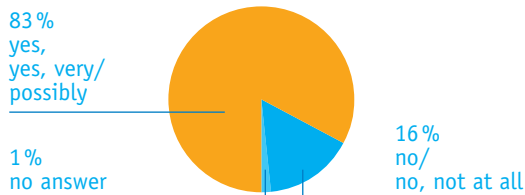
**Overall satisfaction of SHK MOSCOW**

Exceptionally satisfying/  
very satisfying/satisfying 84 %

**Will you exhibit at this fair in future?**



**Would you also recommend participation at this fair to other companies?**



final report

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20–23 April 2010  
Moscow/Russia

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