



SHK MOSCOW 2010

14th International Industrial and Technology Trade Fair

20–23 April 2010

Visitor Structure

Total number of visitors 9,700

Visitors came from 29 countries

Armenia, Austria, Belarus, Canada, China, Croatia, Czech Republic, Finland, France, Germany, Iran, Israel, Italy, Kazakhstan, Korea, Latvia, Luxembourg, Moldova, Netherlands, Poland, Russia, Serbia, Slovakia, Spain, Switzerland, Turkey, Ukraine, United Arab Emirates, Uzbekistan

Origin

Moscow	57 %
Other city in Central Russia	27 %
Other region in Russia	14 %
CIS/other country	2 %

Visitor structure

Trade visitors	96 %
First-time visitors	41 %
Regular visitors	25 %

Objective of visit

several answers possible

Information	85 %
Contact	45 %
Sales	19 %

Satisfaction with achievement of objectives 90 %

Area of responsibility

Planning/design	24 %
Management	11 %
Manufacture/production	11 %
Purchasing/sourcing	8 %
Sales/distribution	6 %
Marketing/advertising/PR	3 %

Interest in product ranges

several answers possible

Heating technology	67 %
Ventilation, air-conditioning technology	49 %
Pipes, connection-, installation technology and accessories	43 %
Pumps	42 %
Measuring, control and process technology for buildings	40 %
Fittings and components for heating	32 %
Systems for the use of renewable energies	26 %
Water supply, water treatment, sewage	23 %

General assessment

Satisfaction 92 %

Occupational/Professional Status

Top management	31 %
Middle management	26 %
Other employee/skilled worker	26 %
Other occupation	17 %

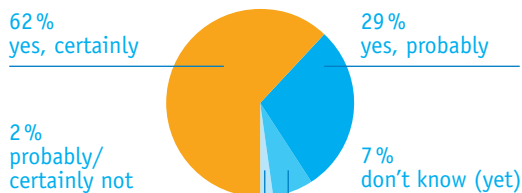
Influence in decision making

Decisive and co-decisive 72 %

Special Show: Energy-Efficiency@SHK MOSCOW

Interest of visitors 51 %
Satisfaction 86 %

Will you visit SHK MOSCOW in future?



Would you also recommend to colleagues to visit SHK MOSCOW?

Recommendation 93 %

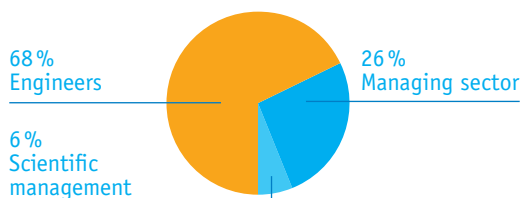
14th EUROPEAN ABOK-EHI SYMPOSIUM

Contemporary Energy Efficient Equipment for Building Heating and Air Conditioning. Green Building Technologies.



400 representatives of design institutes, employees of design, maintenance, facility operation and engineering equipment repair organizations, representatives of authorities and scientists

54 cities of Russia, Canada, China, Czech Republic, Belarus, Germany, Kazakhstan, Moldova, and Ukraine
Moscow and Moscow region 72 %
Other regions in Russia and abroad 28 %





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Exhibitor Structure

Total number of exhibitors 159

Country of Origin

Russia	103
Other countries	56

Exhibitors from 13 countries:

Austria, Belgium, China, France, Germany, Hungary, Italy, Russia, Slovakia, Sweden, Switzerland, Turkey, United Kingdom

Space (gross sqm) 9,200

Product range of exhibitors several answers possible

Heating technology	59%
Ventilation, air-conditioning technology	26%
Pipes, connection-, installation technology and accessories	25%
Measuring, control and process technology for buildings	20%
Fittings and components for heating	13%
Renewable Energies	11%
Pumps	8%
Sanitary technology	5%
Tools and workshop installation	3%

Objectives of participation several answers possible

Information	93%
Contact	92%
Sales	39%

Satisfaction with achievement of objectives 73%

General assessment

Satisfaction 76%

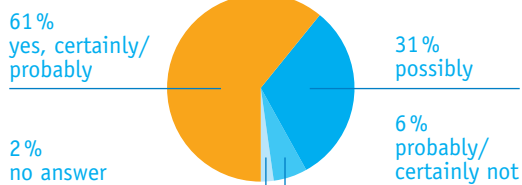
Special Show: Energy-Efficiency@SHK MOSCOW

Participation	20%
Satisfaction	92%

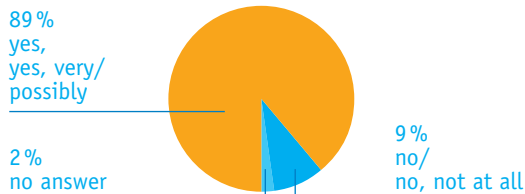
Importance of product ranges at SHK MOSCOW

Heating technology	78%
Energy Efficiency/renewable energies	56%
Air-conditioning/ventilation technology	50%
Water supply, water treatment, sewage	37%
Sanitation technology	28%

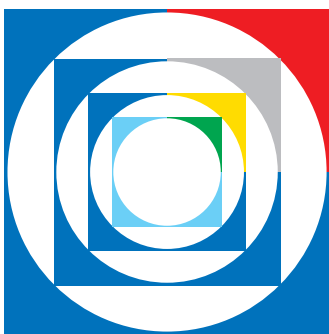
Will you exhibit at SHK MOSCOW in the future?



Would you also recommend participation at SHK MOSCOW to other companies?



Be there.



SHK
moscow
2011
18–21 April

Heating Technology

Ventilation & Air Conditioning

Energy Efficiency

Renewable Energies

Water Supply

15th International Trade Fair & Conference

www.shk-online.com

www.shk.ru

EXPOCENTRE Fairgrounds
Krasnaya Presnya,
Moscow/Russia



final report