

**SHK**  
moscow  
**2011**  
18-21 April

# 15<sup>th</sup> International Trade Fair & Conference

## VISITOR STRUCTURE

**Total number of visitors** 9,000

### Visitors came from 38 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, 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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### 15<sup>th</sup> EUROPEAN ABOK-EHI SYMPOSIUM

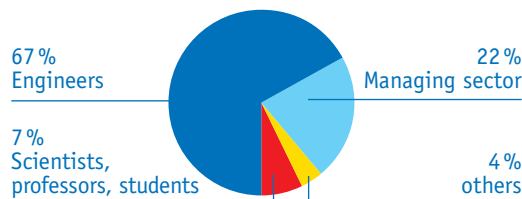
Innovative energy-efficient heating, water supply and air-conditioning equipment for buildings. Updates on standards and technology for 'green' building.



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 %



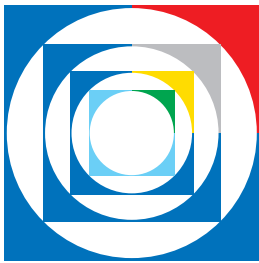
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# final report



**SHK**  
moscow  
**2011**  
18-21 April

## 15<sup>th</sup> International Trade Fair & Conference

### EXHIBITOR STRUCTURE

**Total number of exhibitors** 156

#### Country of Origin

Russia	93
Other countries	63

Exhibitors from 16 countries:  
Belgium, Canada, China, Czech Republic, Finland, France, Germany, Hungary, Italy, Poland, Russia, Slovakia, South Korea, Sweden, Thailand, Turkey

**Space (gross sqm)** 8,500

#### Product range of exhibitors several answers possible

Heating technology	48%
Ventilation, air-conditioning technology	20%
Measuring, control and process technology for buildings	18%
Fittings and components for heating	18%
Sanitary technology	16%
Renewable Energies	14%
Pipes, connection-, installation technology and accessories	13%
Pumps	7%
Tools and workshop installation	2%

#### Objectives of participation several answers possible

Information	94%
Contact	93%
Sales	39%

**Satisfaction with achievement of objectives** 73%

#### General assessment

Satisfaction 72%

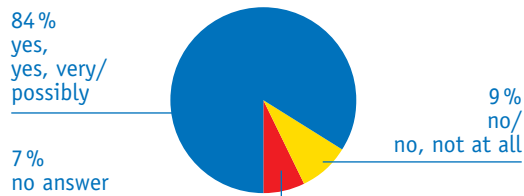
#### Special Show: Energy-Efficiency@SHK moscow

Participation	23%
Satisfaction	90%

#### Importance of product ranges at SHK moscow

Heating technology	76%
Energy Efficiency/renewable energies	55%
Air-conditioning/ventilation technology	44%
Water supply, water treatment, sewage	38%
Measuring and control technology	33%
Environmental technology	32%
Sanitation technology	23%

#### Would you also recommend participation at SHK moscow to other companies?

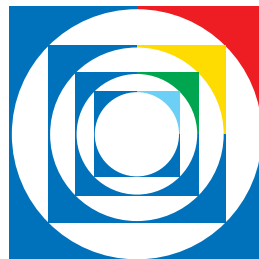


## Be there.

**16<sup>th</sup> International Trade Fair & Conference**

**One place,  
one date,  
one leading platform**

for Heating Technology, Energy Efficiency, Renewable Energies, Water Treatment and Supply, Aircontec, Bathroom Experience, World of Installation Technologies, Sanitary Technology.



**SHK**  
moscow  
**2012**  
17-19 April

In conjunction with Messe Frankfurt

**ISH**  
MOSCOW

[www.shkmoscow.com](http://www.shkmoscow.com)

**EXPOCENTRE Fairgrounds**  
Krasnaya Presnya,  
Moscow/Russia



Messe  
Düsseldorf

# final report