

AFTER SHOW REPORT

ITFM 2010

CeMAT RUSSIA www.cemat-russia.com
MDA RUSSIA www.mda-russia.com
IA RUSSIA www.ia-russia.com
Surface RUSSIA www.surface-russia.com



September 28 – October 1, 2010

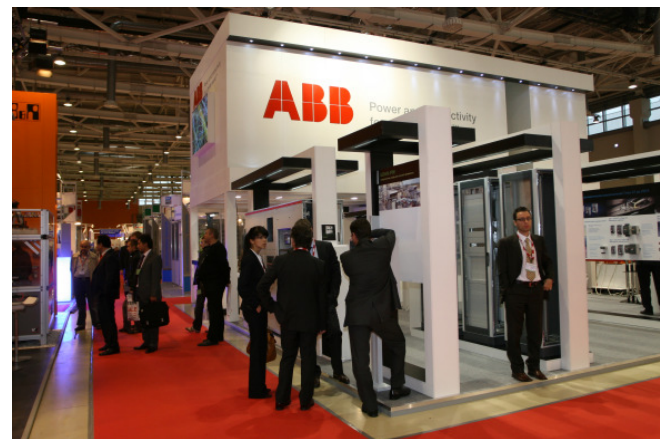
All-Russian Exhibition Centre - VVC, Moscow



Successful kick-off for the Industrial Trade Fair Moscow

The four days of the first Industrial Trade Fair Moscow (ITFM) came to a close on October 1, 2010. More than **270 exhibitors from 25 countries** filled the Moscow All-Russian Exhibition Center for this premier event organized by Deutsche Messe and its partner ITE-Moscow in Russia.

"The kick-off was a success. We came at the right time and with the right topics," said Dr. Andreas Gruchow, Deutsche Messe Managing Board, in Hannover. "We will continue to move forward decisively in Russia – including setting up a subsidiary – and will expand the Moscow event in the years to come."



IndustrialAutomation Russia, ABB



IA RUSSIA – KUKA Robotics

The event's quality was unmistakable from the very start. A new benchmark for trade show quality in Russia has been set. Deutsche Messe and ITE fulfilled their promise to offer the highest quality in the region, as exhibitors, visitors and associations all confirmed.

60% of visitors to ITFM were divisional heads and the most senior representatives of businesses

The exhibiting companies showed their products and innovations in the fields of transmission and fluid engineering, intralogistics, industrial automation and surface technology. More than **5,000 visitors, mainly from Russia**, attended the premier event to garner information about current trends and technology solutions. Around **five percent of visitors were from abroad**.



The proportion of international exhibitors was sizeable at more than 50 percent. **Joint stands from Italy, Germany, Taiwan, Finland and China** helped contribute to this result. It was also supported by international associations such as Assofluid, the German Engineering Federation (VDMA), the Taiwan Fluid Power Association, Arvelin, and the China Hydraulics Pneumatics & Seals Association.

Several **delegations** traveled to Moscow from various countries for this premier event, including the **Japanese Federation of Freight Industries**. Under the guidance of association director Shigekazu Fukumoto, **eleven Japanese entrepreneurs** took advantage of this opportunity to gain first-hand understanding of general industrial trends in Russia.

Another **delegation** traveled from Germany with **Lower Saxony minister of the economy Jörg Bode**. Minister Bode greeted exhibitors on the evening of the first day of the show, at the exhibitor reception at the Ritz Carlton Hotel.





44% of visitors came to the exhibition to purchase new equipment

Industrial Trade Fair Moscow combined four simultaneous exhibitions covering **10,000 square meters** under a single roof: CeMAT RUSSIA, MDA RUSSIA, Industrial Automation RUSSIA and Surface RUSSIA. The trade show organizer is Deutsche Messe in cooperation with ITE Group, an English trade show organizer with a branch office in Moscow.



PHOENIX CONTACT



B&R

Exhibitor feedback from ITFM 2010

The first MDA Russia completely met our expectations in terms of organization, implementation and visitor quality. We're glad to have finally found the right platform for the Russian market with MDA Russia, and will continue to attend in years to come.

Christian H. Kienzle – CEO - **ARGO-HYTOS Group**

MDA Russia was a very well-organized trade show in a fresh and aspiring mechanical engineering market. It is definitely the perfect platform for making contacts and doing business in Russia in the future.

Klaus Jäger - Managing Director - **ATLANTA Antriebssysteme GmbH**



We give the trade show a positive rating overall. The sector mix was just right to make the product offer attractive to visitors. Strong demand for solutions in surface technology was evident in our discussions with interested parties. This means that the trade show should be interesting for other providers from this branch of industry in the future.

Ulf Kapitza, Head of Sales + Marketing
AGTOS GmbH

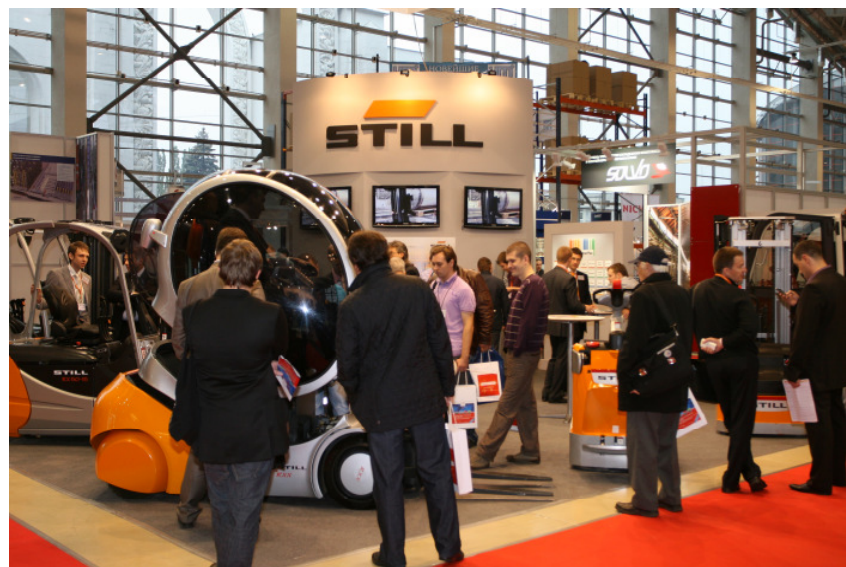
Exhibitor feedback from ITFM 2010

CeMAT RUSSIA 2010 was a great experience for us. We were able to reach a high number of visitors with information about our intralogistics systems and warehouse management software. And we registered a much higher number of concrete leads than at any previous trade show in Russia. We even concluded some firm business agreements, which is fairly uncommon in this field."

Dr. Matthias Schweizer, Marketing Communication, **viastore systems GmbH**

For STILL, it's impossible to overestimate the importance of personal contact with clients in Russia. CeMAT Russia offers an excellent platform to meet this need, and is a major way for us to make ourselves known in this important growth market.

Frank Müller – Vice President Sales
Central & Eastern Europe
STILL GmbH



First, I would like to express my appreciation for your excellent and successful work with the MDA Moscow Exhibition organized from Sept 28th to Oct 1st, 2010 at the All-Russian Exhibition Center. We really enjoyed our stay there and made good use of it in terms of the leads we received during the exhibition. At KASTAS, we intend to follow the MDA concept all around the world, so we will certainly meet each other at another event such as PTC 2010, WIN 2011 and Hannover 2011.

ILHAN YILDIRIM - Foreign Trade Sales Manager - **KASTAS AS**

With CeMAT Russia, an important platform for intralogistics in Russia has been launched. The trade show was well organized, and was a very positive experience for Dematic. It was attended almost exclusively by Russian logistics decision-makers. Our stand received plenty of visitors, and we were able to develop high-quality contacts and concrete leads. We are looking forward with great interest to the next CeMAT in Moscow.

Thomas Metz - Vice President Sales - **Dematic**

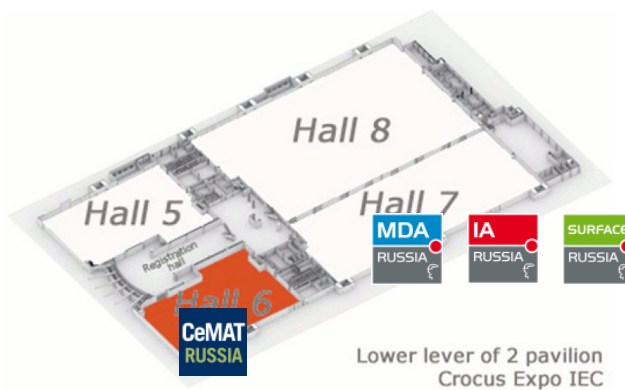
ITFM 2011 Sept. 27-30

CROCUS EXPO – International Exhibition Center

Next year, the Industrial Trade Fair Moscow - ITFM will take place from **September 27-30, 2011** in Moscow at Crocus Expo - International Exhibition Center.

Reserve your place today, and get an early-bird discount of up to 15% through November 1, 2010!

<http://eng.crocus-expo.ru/>



Hall 6

Hall space: 4 378 sq.m.
Number of mounting gates in the hall: 3.

Get more information about our shows in Germany – China – Turkey – India & Brazil
www.Hannovermesse.de/worldwide
www.cemat-network.com

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