

MosBuild

Russia's Leading Building
and Interiors Exhibition

Design & Décor Week

31 March – 3 April 2015
Expocentre, Moscow

Building & Architecture Week

14 – 17 April 2015
Expocentre, Moscow

www.mosbuild.com

Exhibition Results



pg. 4	MosBuild 2015 statistics
pg. 13	Official support
pg. 16	Exhibition opening
pg. 18	Business programme
pg. 23	MosBuild 2015 competitions
pg. 27	Special exhibits
pg. 28	MosBuild Magazine
pg. 29	MosBuild ArchiClub
pg. 30	Exhibition advertising campaign
pg. 33	MosBuild 2015 testimonials
pg. 42	Digest of publications about the exhibition

Structure of MosBuild

MosBuild 2015

MosBuild Design and Décor Week 31 March – 3 April 2015, Expocentre

- Wall Decor
- Paints & Coatings
- Flooring
- Ceramica
- Bathrooms
- Pools, Sauna and SPA
- Doors & Locks
- Decotex
- Decorative Lighting

MosBuild Building and Architecture Week 14 –17 April 2015, Expocentre

- Building Materials and Equipment
- Hardware & Tools
- Finishing Materials
- Technoceramica
- Stonex
- Country Construction
- Architectural Lighting & Electrics
- Windows & Facades
- Gates & Automation



MosBuild statistics

MosBuild

- The main building and interiors exhibition in Russia according to an official audit
- The largest annual building and interiors exhibition in Europe
- One of the top five largest annual building and interiors exhibitions in the world
- Has been taking place since 1995

MosBuild 2015

Figures

Floor space: **90,000 sqm**

Number of visitors: **86,141**

Number of exhibitors: **1,517**

Russian companies: **863**

International companies: **703**

Number of countries exhibiting: **44**

Austria
Armenia
Azerbaijan
Belarus
Belgium
Bulgaria
Canada
China
Cyprus
Estonia
Finland
France
Germany
Greece
Hungary
India

Iran
Israel
Italy
Japan
Kazakhstan
Lithuania
Malaysia
Morocco
Poland
Portugal
Russia
San Marino
Serbia
Slovakia
Slovenia
South Korea

Spain
Sweden
Switzerland
Thailand
Czech Republic
Netherlands
UAE
UK
USA
Turkey
Ukraine
Vietnam

22 national groups from **13** countries:

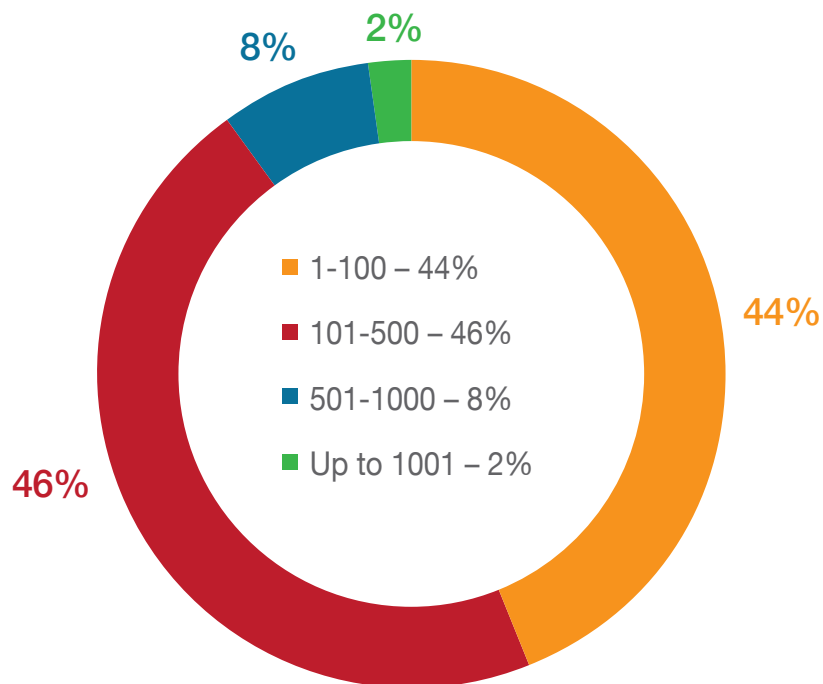
Belgium, Hungary, Germany, Greece, Spain, Italy, South Korea, Malaysia, Portugal, Slovakia, China, Finland, and the Czech Republic



Main results from exhibiting at MosBuild 2015

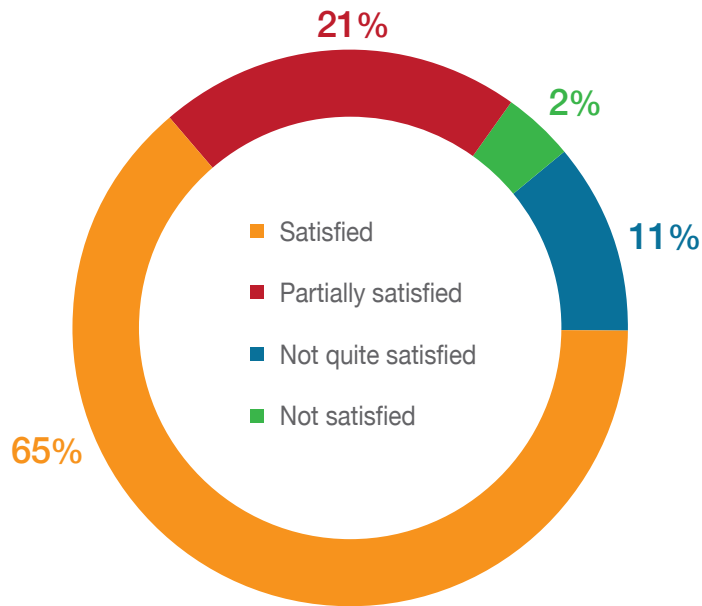
Met with existing customers / partners	19%
Found new partners / customers	17%
Increased brand awareness	17%
Promoted company image	16%
Presented new products / technology	10%
Learnt about competitors' products	8%
Learnt about demand	7%
Entered a new market	3%
Attracted media attention	1%
Other	1%

The number of contacts acquired by exhibitors at MosBuild 2015

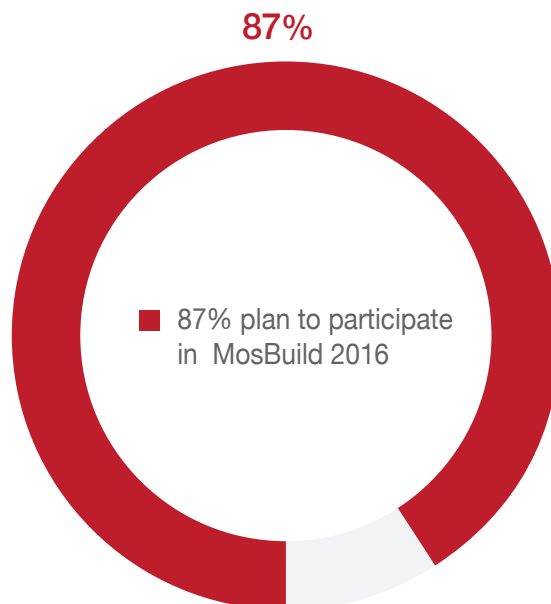




Exhibitors' assessment of the level of organisation of MosBuild 2015



Number of exhibitors at MosBuild 2015 who confirmed their participation for MosBuild 2016





Breakdown of visitor interest by week

MosBuild Design and Décor (31 March – 3 April 2015)	62%
MosBuild Building and Architecture (14 –17 April 2015)	38%

Breakdown of visitor interest by sector

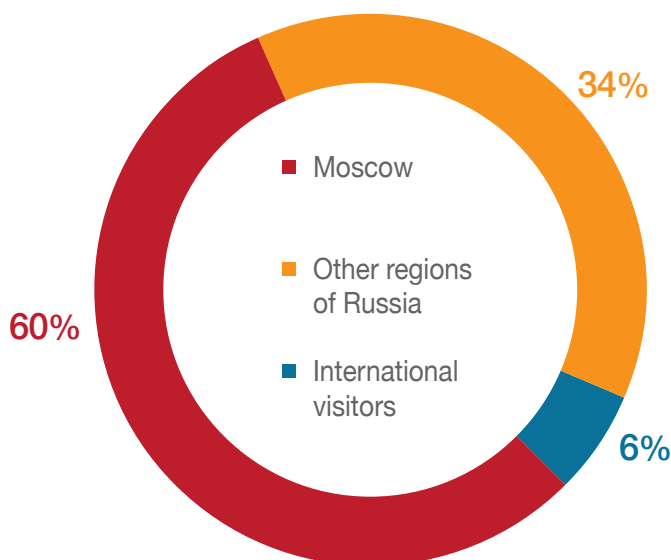
MosBuild Design and Décor	
Wall Decor	59%
Bathrooms	57%
Flooring	54%
Ceramica	46%
Paints & Coatings	44%
Doors & Locks	40%
Decorative lighting	39%
Decotex	28%
Pools, Sauna and SPA	20%

MosBuild Building and Architecture	
Building materials and Equipment	86%
Finishing materials	74%
Windows & Facades	50%
Country Construction	46%
Hardware & Tools	45%
Stonex	41%
Architectural Lighting & Electrics	37%
Gates & Automation	31%
Technoceramica	25%

* Questionnaire participants were granted multiple responses

MosBuild 2015 statistics

Geographical breakdown of MosBuild 2015 visitors



Visitors came from 66 different countries

Abkhazia	Cyprus	Iraq	Norway	Spain
Armenia	Czech Republic	Ireland	Pakistan	Sweden
Austria	Denmark	Israel	Peru	Switzerland
Azerbaijan	Egypt	Italy	Poland	Syria
Belarus	Estonia	Japan	Portugal	Tajikistan
Belgium	Finland	Kazakhstan	Qatar	The Netherlands
Bosnia and Herzegovina	France	Kyrgyzstan	Romania	Turkey
Brazil	Georgia	Latvia	Russia	UAE
Bulgaria	Germany	Lithuania	San Marino	USA
Canada	Greece	Moldova	Serbia	Ukraine
China	Hungary	Mongolia	Slovakia	United Kingdom
Croatia	India	Morocco	Slovenia	Uzbekistan
	Iran	Nepal	South Korea	Vietnam

80 regions of Russia

Altai Region	Magadan Region	Republic of Sakha (Yakutia)
Amur Region	Moscow, Moscow Region.	Republic of Tartarstan
Archangelsk Region	Murmansk Region	Republic of Tuva
Astrakhan Region	Nizhny Novgorod Region	Rostov Region
Belgorod Region	North Ossetia-Alania	Ryazan Region
Bryansk Region	Novgorod Region	Sakhalin Region
Chechnya	Novosibirsk Region	Samara Region
Chelyabinsk Region	Omsk Region	Saratov Region
Chuvashia	Orenburg Region	Smolensk Region
Irkutsk Region	Orlovsk Region	St Petersburg, Leningrad Region
Ivanosk Region	Penza Region	Stavropol Region
Jewish Autonomous Oblast	Perm Region	Sverdlovsk Region
Kabardino-Balkaria Republic	Primorskaya Region	Tambovsk Region
Kaliningrad Region	Pskov Region	Tomsk Region
Kaluga Region	Republic of Aygea	Tula Region
Kamchatka Region	Republic of Bashkortostan	Tver Region
Karachay-Cherkessia Republic	Republic of Buryatia	Tyumen Region
Kemerovo Region	Republic of Crimea	Udmurtia
Khabarovsk Region	Republic of Dagestan	Ulyanovsk Region
Khanty-Mansi Autonomous Okrug	Republic of Ingushetia	Vladimir Region
Kirov Region	Republic of Kalmykia	Volgograd Region
Kostroma Region	Republic of Karelia	Vologda Region
Krasnodar Region	Republic of Khakassia	Voronezh Region
Krasnoyarsk Region	Republic of Komi	Yamalo-Nenets Autonomous Okrug
Kurgan Region	Republic of Mari El	Yaroslavl Region
Kursk Region	Republic of Mordovia	Zabaykalsky Krai
Lipetsk Region	Republic of North Ossetia	



Breakdown of visitor interest by company type

Retail	23%
Wholesale	22%
Manufacturing	17%
Interior Design	10%
Construction	10%
Other	5%
Finishing and Maintenance	4%
Structural Engineering	4%
Product Import	2%
Real Estate Management	1%
Development	1%
Media	1%

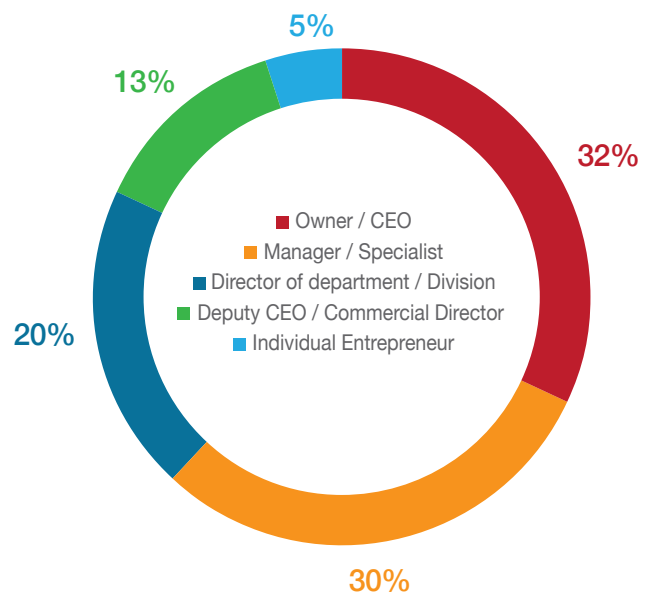
Reasons for visiting MosBuild 2015

Learn about new products	84%
Find new partners/clients/suppliers	70%
Gained current information about market trends	59%
Meet with existing partners/clients	51%
Find a certain product / service	43%
Visit the business program	20%
Learn about competitors' activities	19%
Education	9%

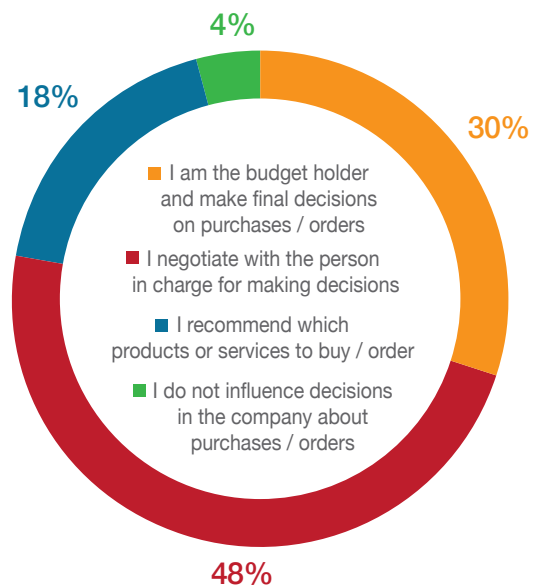
* Questionnaire participants were granted multiple responses



Breakdown of visitor interest by job role

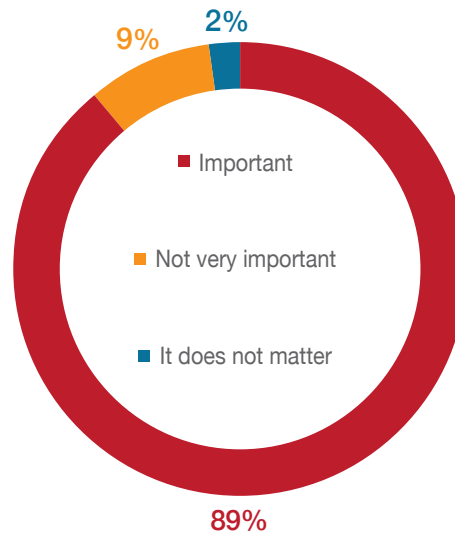


Visitor influence on purchasing decisions at MosBuild 2015

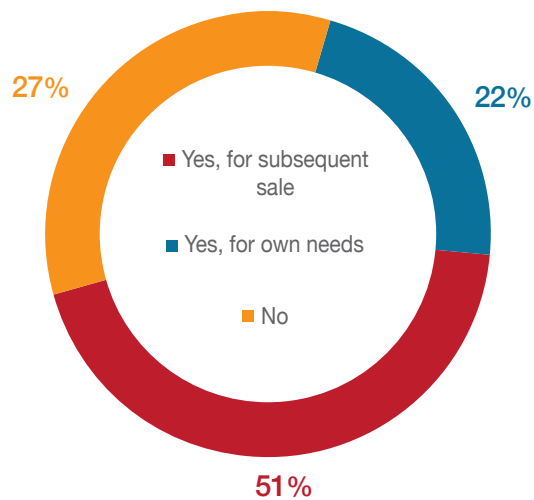




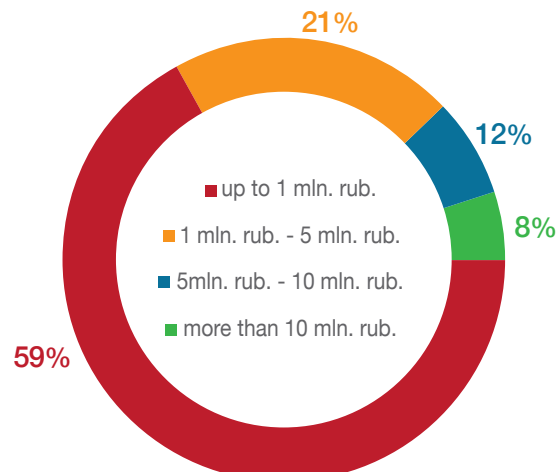
Importance of MosBuild 2015 for future business decisions



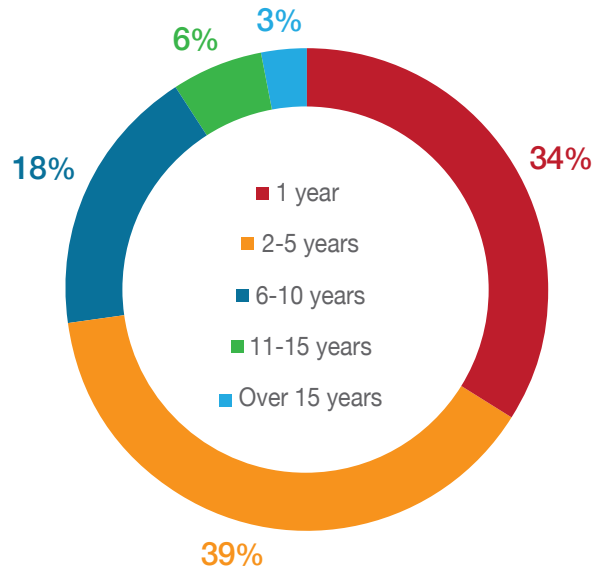
Intention of visitors to place orders as a result of MosBuild



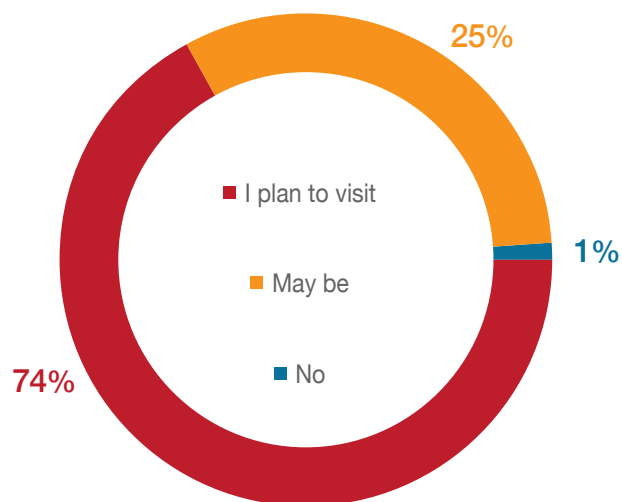
Value of contracts visitors concluded or anticipate concluding as a result of MosBuild 2015



Number of years' visitors have attended MosBuild



Will you visit the exhibition next year?





Official support

MosBuild is official supported by governmental and social organisations, Russian and international professional associations, major national and international media agencies and publications. In 2015 MosBuild was supported by:

GOVERNMENTAL SUPPORT

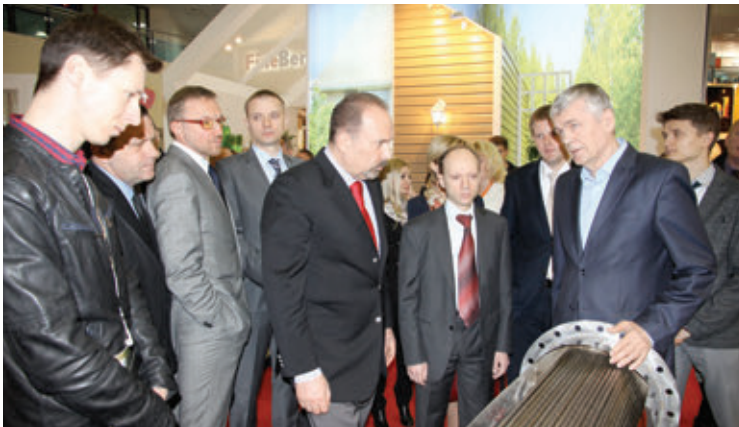
- Ministry of Construction, Housing and Utilities of the Russian Federation
- Council of the Federation Committee on the Federal Structure, Regional Policies, Local Self-Governance and Affairs of the North
- State Duma Committee on Land Relations and Construction
- Commission of the State Duma on the Construction of Buildings and Facilities for the Parliamentary Centre
- Ministry of Natural Resources and the Environment of the Russian Federation
- Moscow City Government
- Moscow City Duma
- Committee for Architecture and Urban Planning of Moscow
- Government of the Moscow Region

UNION OF BUILDERS

- Chamber of Commerce and Industry of the Russian Federation
- National Association of Builders (NOSTROY)
- NOPRIZ
- Union of Architects of Russia
- Russian Union of Designers
- Russian Union of Industrialists and Entrepreneurs
- Association of Architectural and Communal Services (ASKOM)
- Centre Stone the association of the stone industry in Russia
- Association of Wallpaper Manufacturers IGI
- National Trade Association ACIMAC
- Support from public organisations
- Official exhibition support

Official support

MosBuild 2015 had an official visit from Mikhail Alexandrovich Men, the Minister of Construction, Housing and Utilities of the Russian Federation. Mr Men noted the variety of exhibits, and answered questions from journalists at the press briefing.



Official support

REGIONAL MINISTRIES

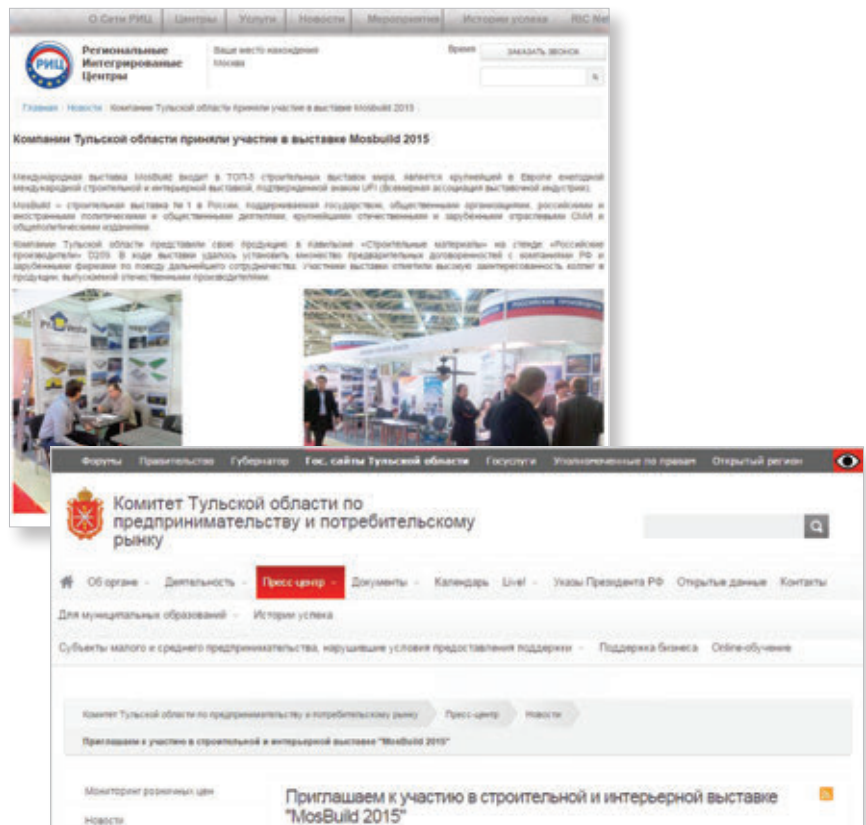
In organising MosBuild, a lot of work was done with administrations from all areas of Russia, and as a result the exhibition received official support and information about the event was promoted by official ministries and authorities.



Official support

REGIONAL MINISTRIES

At MosBuild 2015, the 'Russian national group stand of Russian producers' was presented by entrepreneurs from the Tula Region and supported by the Tula regional funds 'Business Support Centre'



As part of the state support programme, the Tula region is exhibiting at MosBuild at the collective stand for Russian manufacturers for the second time. This year, eight building companies are presenting their products at the stand organised by the Tula business support centre. For companies from Tula, MosBuild is one of the most significant events of the year, expected to bring many useful business contacts. A whole series of preliminary agreements on further cooperation have been made at the exhibition between Russian and international companies. Our exhibitors noted a high interest in products from Russian manufacturers.

*Valentina Ilina
Specialist, Business Support Centre, Tula Regional Foundation*



The official opening of the 21st international MosBuild building and interiors exhibition took place on 31 March 2015, marking the start of the new building season.

The opening ceremony was attended by heads and representatives from government and public organisations, and embassies of foreign states who have worked with MosBuild for many years:

- **Elena Sierra**, Deputy Minister Construction, Housing and Utilities of the Russian Federation
- **Martin Shakkum**, First Deputy Chair of the State Duma Committee on Land Relations and Construction
- **Oleg Ryndin**, First Deputy Director of the Department for Urban Construction Policy for Moscow
- **Valery Telichenko**, Member of the Moscow City Duma, Member of the Commission for Urban Construction
- **Rashid Ismailov**, Director, Green Standards Eco-Certification Centre, Member of the State Duma Environmental Council on Natural Resources, Environment and Ecology
- **Alexander Ishin**, Vice President National Association of Builders (NOSTROY)
- **Yaroslav Usov**, Vice President of the Union of Architects of Russia
- **Dmitry Kurochkin**, Vice President of the Chamber of Commerce and Industry of the Russian Federation
- **Stanislav Podshanski**, First Secretary of the Embassy of the Republic of Poland in the Russian Federation
- **Thomas Scholl**, Councillor of the Department for Economics and Science of the Embassy of the Federal Republic of Germany
- **Zheng Sun**, Head of the Moscow Representative of Taitra (Taiwan Trade Centre)
- **Alexander Shtalenkov**, General Director, ITE Moscow



Business Programme

Business programme 2015 – 185 presentations and master classes

MosBuild's business programme covers the most topical themes influencing the development of the building industry. 185 presentations and master classes took place as part of the business programme in 2015. Representatives of governmental organisations, leading manufacturers and suppliers of building and finishing materials, directors of DIY chains, developers, and leading figures in architecture and design.

FOR MANUFACTURERS, SUPPLIERS AND BIY CHAINS

The Problems and Prospects of Developing the Building and Finishing Materials Market and the DIY Trade

Forum, one of the key events in the business programme.

Speakers included: **The European Federation of DIY Manufacturers FEDIYMA, Leroy Merlin, K-rauta, 220 volt, Kashirsky Dvor, Saint-Gobain, Selena-Vostok, STD Petrovich, Tarkett, DAB-Russland, KNAUF Insulation, UNIS, JosDeVries and others.**

DIY discussion sessions

For the first time, business discussions were held with DIY chains, which covered a range of subjects: wallpapers, paints and coatings, flooring, ceramics, sanitary ware and bathroom interiors, swimming pools, saunas and spas, techno ceramics, doors and locks, window décor, decorative textiles, sunlight protection, decorative lighting, building materials and equipment, tools and hardware, finishing materials, stone, electrics, windows, and façades. DIY chains took part in the discussions: Stroydepo, Baucentre Rus, Petrovich, Blesk, StroyGigant, Stroypark, Trest, Yuzhniy, SVIF, Komfort, and Vektor.

DIY chains took part in the discussions: Stroydepo, Baucentre Rus, Petrovich, Blesk, StroyGigant, Stroypark, Trest, Yuzhniy, SVIF, Komfort, and Vektor.



FOR MANUFACTURERS, SUPPLIERS AND DEVELOPERS

The Prospects for Using Innovative Translucent Cladding in Construction and Utilities round table

The event focussed on the prospects for developing the market using innovative products in the area of translucent cladding. The event focussed on the prospects for developing the market using innovative products in the area of translucent cladding.

Modern Practice of Roof Building: From Project to Object lecture

Experts of the roofing market talked about examples of roofs already built. Specialists considered mistakes made at different stages of planning and construction and original solutions for problems.

Speakers: **Dr.Schiefer, TekhnoNIKOL, Dupont, Spider, LAMILUX**

The Practice of Modern Building Automation

The event presented examples of completed projects in automatised building engineering equipment, energy efficient solutions and equipment for building automation, new areas of development for building automation systems, as well as monitoring and management of engineering equipment systems and much more.



FOR MANUFACTURERS, SUPPLIERS AND DEVELOPERS

FOR MANUFACTURERS, SUPPLIERS AND USERS OF ENVIRONMENTAL SOLUTIONS, PRODUCTS AND TECHNOLOGIES.

The Real Estate Market: Lessons from the Crisis and a Look into the Future conference

Organised in conjunction with the architecture and building portal Radi Doma PRO

Speakers: **OPIN, BEST Novostroy, Metrium Group, Domus Finance.**

e3Forum Environment, Energy, Efficiency

The e3Forum is a business event at MosBuild aimed at discussing key issues in eco-building. The event focused on one of the most topical and discussed themes in green building today – the specifics planning and running an eco-office. Moderator: Alexander Remizov, Green Building Council, Union of Architects of Russia.

Leading architects and industry experts presented success stories of eco-offices and discussed the specifics of planning office buildings that comply with sustainable principles.

Presentation of the Quality Card project

The project is supported by the Ministry of Natural Resources and Environment of the Russian Federation

GREEN BOOK

EcoStandard group and Green Standard Eco-certification Centre presented the first edition of the GREEN BOOK catalogue of environmentally friendly materials, realised with support from the Ministry of Natural Resources and Environment of the Russian Federation



FOR MANUFACTURERS, SUPPLIERS AND USERS OF ENVIRONMENTAL SOLUTIONS, PRODUCTS AND TECHNOLOGIES.

The 13th international conference Technologies for Planning and Building Energy Efficient Buildings, Passive House

During the conference examples of designs for energy efficient buildings and materials were examined.

Participants discussed issues of certification for passive and energy efficient buildings, common mistakes for implementing projects and much more.

Speakers:

“Institute of passive house”; ALPAC; LLC “Aditi”; NIUPTS “International Institute of the window”; NPP “Don technologies”; Ltd. “Baukraft”; Ltd. “Interstroy”; JSC “VELUX”; Architectural Studio Projectlife; The National Agency for sustainable development; Eltomation B.V.; Schöck Bauteile GmbH; OOO “Saint-Gobain Construction Products Rus”; ICM Glass; LLC “Parok”; SUE Mosstroy Research Institute; LLC “Stiebel Eltron”; LLC “Sistemeyr”; LLC “Diteyllnzhiniring”; JSC “Uponor Rus”

Green Retail

Organiser: **Green Building Council Russia**

Participants of the Green Retail: Shopping Centres of the Future conference and panel discussion looked at the prospects for developing green building in Russia and the CIS.

Moscow 2030 conference and panel discussion

Organiser: **Green Building Council Russia**

Participants of the event examined examples of eco-building initiatives in Russia and the CIS, discussed the opportunity to create an eco-district in Moscow and the prospects for energy modelling for buildings.



FOR ARCHITECTS AND DESIGNERS

As usual, in 2015 MosBuild's business programme offered a special area of 'active' education for architects and designers. As part of the Design and Décor Week, presentations were given by designers and specialists from Russia, France and Italy:

- **Pascal Gravaud**
- **Christophe Pillet**
- **Marco Vismara**
- **Marina Putilovskaya**
- **Diana Balashova**
- **Elena Teplitskaya**
- **Viktor Dembovsky**
- **Natalia Zorina and Maria Belova**
- **Alexey Rozenburg**
- **Elena Krylova**
- **Alexey Yashkinov**
- **Stanislav Orekhov**
- **Evgeniy Tyurin**

The MosBuild Building and Architecture Week included master classes with famous Russian architects:

- **Sergey Estrin and Konstantin Levin, architects from Sergey Estrin studio**
- **Boris Uborevich-Borovsky**
- **Alexander Brovkin, T+T Architects**
- **Anton Nadtochny, Atrium**
- **Andrey Asadov**

At the master classes, the designers and architects shared their experience, gave professional advice and consultations, and answered questions.

Architecture, Design and Materials for Hotels and Restaurants conference

Experts in the hospitality industry, leading architects and designers shared their analyses of the market, their most successful projects and innovations in manufacturing finishing materials.

Speakers: **Designer Marco Vismara, A3Com business interiors studio, Architect Vladislav Spitsyn, Videxim Ltd, Gira**



MosBuild 2015 competitions

The MosBuild business programme included competitions for architects and designers where beginners and practising specialists could use their professional skills. All winning projects are being published in magazines and on the exhibition website, as well as in resources for partner events. The media coverage of the competitions in well-known relevant portals, forums, online and print magazine and groups on social media give the winners wide exposure in the industry.

Оборудование и мебель.

MADA
MosBuild Architecture
and Design Awards

International contest for architects and students in architecture

Category: Best sustainable architecture project

Registration no. 100

Project Data



MOSBUILD ARCHITECTURAL & DESIGN AWARDS



Prizes were given to winners of MADA. Young architects and students from relevant universities were invited to enter the competition. The works were judged by a prestigious jury in the following categories:

Best Eco-Architecture Project

- Best Architectural Solution for Creating an Accessible
- Best Eco-Architecture Project

Winners:

- **Sergio Sebastian** – Archeological space in Daroca
- **Onat Oktem** – Gyokcheade school
- **Anastasia Sedova** – Zyablikovo park
- **Aygul Niklaeva** – AquaDom eco-complex

This year, the winners received a prize from Yaroslav Usov, the Vice President of the Union of Architects of Russia. Members of the jury also gave presentations: **Sergey Skuratov**, **Alexander Bau**, and **Ole Gustevsen**.

THE COMPETITION INVOLVED 151 PROJECTS BY ARCHITECTS FROM 30 COUNTRIES.



MOSBUILD INTERIORS AWARDS



For the first time, the MosBuild Interiors Awards 2015 were organised in conjunction with internet project Peredelka.tv and ArchDialog communications agency.

All projects entered were assessed by a high-profile jury in the following categories:

- Best Home Interior
- Best Restaurant Interior
- Best Home Interior according to the online jury
- Best Restaurant Interior according to online voting

MosBuild Interiors Awards winners:

Best Home Interior according to Peredelka.tv:

Anastasia Turganova with her Dawn project
Anastasia Shorokhova with her American Diner
Anastasia Kasparyan with her residential complex Bogorodsky
Anton Nyumark with her Apartment on Varshavskaya Ulitsa project

Best Home Interior according to the online jury:

1st place: Anastasia Turganova with her Dawn project
2nd place: Vitaly Bitiev and Stanislav Borozdinsky with their Moscow Apartment for a Young Couple project

Best Home Interior according to online voting:

1st place: Yulia Shatalova with her project A Design without Compromises
2nd place: Victoria Pashinskaya Loft of the city

Best Restaurant Interior according to the online jury:

Maria Lugavtsova with her project for the Farsh i Bochka gastropub

Best Restaurant Interior according to online voting:

1st place: Alexey Nevzorov and Anna Mashera with their project for a bar
2nd place: Dmitry Khramov and Natalya Doroshina with their project for Tykva café-bar



THE E3AWARDS FOR BUILDING AND FINISHING MATERIALS



Organisation partner: Green Standards eco-certification centre

Auditor: Environmental Union

The prize was awarded to manufacturers whose products comply with high environmental standards and given the e3 mark.

Winners:

- KRASPAN window blocks and door systems from EKOOKNA
- Aerated concrete blocks from BONOLIT
- GENEО window frames from REHAU
- A range of products from EKSPERTEKOLOGIYA:
 - NEOMID 430 Eco antiseptics
 - NEOMID 440 Eco mixtures for wood treatments
 - NEOMID 450-1 Eco wood treatments
 - NEOMID Bio Remont mineral based mixtures for protecting the outside of buildings
 - NEOMID coatings
 - BIO COLOUR aqua acrylic wood varnishes
 - NEOMID lacquers
- EZARRI glass mosaics from EKOMOZAIKA
- VGT Premium paints for children's rooms from VGT
- MDF panels from APSHERONSK
- Antimarker photo-wallpaper from ARTPOLIGRAF
- BIOTANK bio-purification station from TRITON PLASTICS
- Edleform bathroom furniture from SANTTEKHOM REGION
- PIR panels – a new generation of building insulation from PROFKHOLOD



MosBuild special exhibits



In 2015, special industry exhibits were presented:

Exhibit of innovative developments from MosBuild and Rusnano demonstrating samples of high-tech solutions for modern issues in the building industry. The exhibit presented developments from five nano-centres from St Petersburg, Saransk, Ulyanovsk, Troitsk and Dubna.

The special exhibit from the Skolkovo Foundation presented 30 projects in the building and utilities sphere from scientific ideas to completed samples.

The special exhibit **“Passive House”** - 30 projects of technologies and materials for building energy efficient housing.

The MARKHI exhibit presented work from students of the Moscow Architecture Institute. All projects reflected real solutions for optimising the modern architectural environment.





The Mosbuild Magazine



The **MosBuild Magazine** is a quarterly e-magazine covering the important events and renowned figures in architecture and interior design. The magazine includes the best projects from famous designers, decorators and architects from around the world, interviews with industry experts and directors of the most high-profile architecture and design studios. MosBuild Magazine presents industry news, innovative materials, technologies and ideas and gives full coverage of the latest events in the world of design and architecture.

In the build up to MosBuild 2015 2 special editions were released: Design&Decor and Building&Architecture, covering the exhibition, news from exhibitors, and exclusive projects of specific designers giving presentations at MosBuild. The magazine is released in Russian and English providing an opportunity for a wide audience from Russia and other countries throughout the year to keep up to date with industry events and news on MosBuild and other building exhibitions from ITE. Readership is more than 370,000 industry professionals from Russia and other countries.





MosBuild ArchiClub



The **MosBuild ArchiClub** is a special MosBuild project for architects and designers. The club provides an information space for specialists in architecture and design to publish their projects in the exhibition's media resources. Exhibitors, in turn, can attract collaboration partners from leading studios in Russia and Europe. MosBuild ArchiClub brought together the most vibrant projects in architecture, interior and industrial design, we invite you to get involved!





Exhibition advertising campaign

Each year a wide advertising campaign takes place for MosBuild in inform exhibitors and visitors of the exhibition and attract a new target audience.

Television adverts

Television adverts on state channels in Moscow and large cities in Russia:

Rossiya 1 (Moscow, Voronezh, Ufa, Nizhny Novgorod, Krasnodar, Samara, Volgograd, Rostov on Don, Makhachkala, Stavropol)
Podmoskovye (74 towns around Moscow)

Euronews

TVTs

Moskva 24

RBK

Radio adverts

Business-FM

Ekho Moskvu

Adverts on the Moscow Metro

Adverts in specialised press

Over 100 trade publications.

MosBuild on social networks

Reaches over **11,000** people via the most popular social networks:

http://instagram.com/mosbuild_exhibition — 1,528

www.facebook.com/mosbuild.expo — 3,046

<http://vk.com/mosbuild2012> — 6,421

<https://twitter.com/MosBuild> — 1,439

Exhibition advertising campaign

Information on MosBuild is published in the most prominent industry press.

- CRE
- 100% Кухни и Ванные
- Asian Ceramics
- Brick World Review 3
- Ceramic and Sakhteman magazine
- Ceramic World Review -109
- Elite
- Elle Décoration
- Facility manager
- ICV/L'INDUSTRIE CERAMIQUE
- IPCM - International Paints & Coatings Magazine
- Materials
- MetallExpo
- Na
- Neo Design
- Objekt
- Speech
- Taiwain International Lighting Show Catalogue
- Tecnica Ceramica
- Textiles Para el Hogar
- Tile International 4/2014
- Urban журнал
- АЛИТ Информ
- Архитектура и строительство Омской области
- Архитектура и строительство России
- Архитектура, Строительство, Дизайн
- АСД
- Банбас
- Бетон и Железобетон
- Бизнес Красногорск
- Бизнес Одинцово
- Бизнес столицы
- Близко ремонт
- БСГ / Строительная газета Белоруссии
- Вестник промышленности, бизнеса и финансов
- Вестник РСС
- Вестник строительства
- Высотные здания
- Газета Urban
- Газета Бизнес
- Гермес / Элитные строительные материалы
- Гидротехника
- Градостроительство
- Дайджест недвижимости
- Деловой мегаполис
- Дерево.RU
- Дизайн-Арт Юг
- Дом &
- Дом & Интерьер
- Еврострой
- Журнал Обустройство
- Здания Высоких Технологий
- Зеленый город
- ИД "Панорама"
- ИД «Ардис»
- Инженерно-строительный журнал
- Интерьер+Дизайн
- Камень и бизнес
- Комодик
- Кровля. Фасады. Изоляция
- Лакокрасочные материалы
- Лифтинформ
- ЛКМ-Пресс
- Любимая Дача
- Мастерская. Современное строительство. Арт Пре-стиж. Белоруссия
- Мебель и Интерьер
- Металл Трейд
- Мир новосела
- Мой любимый дом
- Объединение инженеров
- Потребитель
- Проект Классика
- Проект Россия
- Проектант
- Проекты коттеджей
- Промышленный вестник Инфо
- РИФ Строительные материалы
- Роскошный дом
- Рынок Металлопроката
- Рынок Светопрозрачных конструкций
- Рынок Электротехники
- Саморегулирование & бизнес
- Современная торговля
- Современный дом
- Спорт Facilities
- Спорт Академ Реклама
- СПССС
- Стекло и бизнес
- Стекло и керамика
- СТО
- Строительная газета
- Строительная Орбита
- Строительные материалы XXI век
- Строительство.RU
- СтройЭкспертиза
- Тандем: цемент & строительство
- Татлин Project
- Технологии строительства
- Хим-Курьер
- Центр Камня
- Шторы
- Экоград

Exhibition advertising campaign

Over 200 professional portals show media support for MosBuild

- www.1rre.ru
- www.advis.ru
- www.archi.ru
- www.archi-europe.com
- www.architime.ru
- www.archjournal.ru
- www.ard-center.ru
- www.arendator.ru
- www.arendator.space
- www.arhipeople.ru
- www.artcommediakit.ru
- www.arxip.com
- www.asck.ru
- www.avoknw.ru
- www.ayaskom.ru
- www.b2bcontact.ru
- www.banbas.ru
- www.bauelemente.bg
- www.berlogos.ru
- www.businesscem.ru
- www.ceramicworldweb.it
- www.cerbanet.org
- www.cfi.de
- www.chem-courier.ru
- www.constructionshows.com
- www.cnb.by
- www.cre.ru
- www.d-c.spb.ru
- www.derewo.ru
- www.designstory.ru
- www.detail.de
- www.diy.ru
- роскошныйдом.рф
- www.dizbook.com
- www.d-n.ru
- www.dom.by
- www.domastroim.su
- www.dominterier.ru
- www.dom-online.ru
- www.DOMzaMKAD.ru
- www.dvery.eu
- www.elec-co.ru
- www.elektrik.ru
- www.energoportal.ru
- www.energy-fresh.ru
- www.engstroy.spb.ru
- сдэкснепр.рф
- www.eurostroyrus.ru
- www.facilitymanager.ru
- www.fasad-rus.ru
- www.flacon.ru
- www.floornature.com
- www.forma.spb.ru
- www.fsr-stroy.ru
- www.furniture.eu
- www.gazetabiznes.ru
- www.generalexpo.ru
- www.gipli.ru
- www.gkhprofi.ru
- www.glassbusiness.net
- www.glass-ceramics.ru
- www.globalcolor.co.uk
- www.green-agency.ru
- www.green-city.su
- www.greencityreview.ru
- www.green-dom.info
- www.greenevolution.ru
- www.hfs.ru/domou/about
- www.hfs.ru/elledecor/about
- www.homeplans.ru
- www.home-protection.ru
- www.hqdesign.kz
- www.hydroteh.ru
- www.ibud.ua
- www.ids55.ru
- www.igiwallcoverings.org
- www.ilconte.ru
- www.indpg.ru
- www.industrieceramique.com
- www.infobuilditaly.ru
- www.infoline.ru
- www.infomach.ru
- www.inforetail.ru
- www.interior.ru
- www.Interiorexplorer.ru
- www.ipcm.it
- www.irn.ru
- www.isjournal.ru
- www.journal-eco.ru
- www.jurnalshtori.ru
- www.kapstroy.kiev.ua
- www.katalogshtor.ru
- www.kirovsp43.ru
- www.know-house.ru
- www.kommersant.ru
- www.komod.ru
- www.komod-mag.com
- www.krovirussia.ru
- www.ladj.ru
- www.lakiraski.info
- www.ldacha.ru
- www.lesprominform.ru
- www.lesstroy.net
- www.liftinform.ru
- www.livegreenblog.com
- www.lkm-press.ru
- www.lui.ru
- www.luxe design.ru
- www.m2.ru
- www.maca.ru
- www.market.elec.ru
- www.marketelectro.ru
- www.mastercity.ru
- www.master-forum.ru
- www.masterskaya.by
- www.mebel-pro.com
- www.mega-commerce.ru
- www.metalbroker.ru
- www.metald.ru
- www.metportal.ru
- www.mgsu.ru
- www.m-info.nnov.ru
- www.mio.ru
- www.ml-dom.ru
- www.moscowarch.ru
- www.naim.ru
- www.neomagazine.ru
- www.netelectro.ru
- www.netet.ru
- www.nop.ru
- www.nostroy.ru
- www.Novaya-Riga.ru
- www.obeng.ru
- www.obustrojstvo.ru
- www.of-mag.ru
- www.omorrss.ru
- www.organicalliance.ru
- www.panor.ru
- www.panor.ru
- www.parad-catalog.ru
- www.peredelka.tv
- www.photonics.su
- www.plans.ru
- www.plantautomation-technology.com
- www.pojarunet.ru
- www.potrebitel.ru
- www.productsgreece.com
- www.proektant.ru
- www.projectbaltia.com
- www.projectnext.ru
- www.prokrasnogorsk.biz
- www.pro-mramor.ru
- www.promvest.spb.ru
- www.prorus.ru/index0.htm
- www.radidomapro.ru
- www.rakennuslehti.fi
- www.rating.rosfirm.ru
- www.rcmm.ru
- www.rdh.ru
- www.reforma-gkh.ru
- www.refrige.com
- www.remontblizko.ru
- www.retail.ru
- www.riarealty.ru
- www.rifsm.ru
- www.roofers-union.ru
- www.roomble.com
- www.rosoboi.ru
- www.rspp.ru
- www.ruretail.ru
- www.ru.speech-aj.su
- www.russia.blizko.ru
- www.russianrealty.ru
- www.rway.ru
- www.santehniki.com
- www.s-bc.ru
- www.sdexpert.ru
- www.sdrussia.ru
- www.slavutich-media.ru
- www.specmash.com.ua
- www.sportmagazin.net
- www.sportsfacilities.ru
- www.sppom.ru
- www.spsss.ru
- www.srd.su
- www.sro-is.ru
- www.sroprof.ru
- www.stolbs.ru
- www.stoneBiz.Ru
- www.stonebusiness.ru
- www.stonestore.ru
- www.stopress.ru
- www.stroikavtule.ru
- www.stroyex.org
- www.stroygaz.ru
- www.stroylance.ru
- www.stroymat.ru
- www.stroymat21.ru
- www.stroy-obozrenie.ru
- www.stroyorbita.ru
- www.williz.ru
- www.stroy-press.ru
- www.stroy-profi.info
- www.studiopress.ru
- www.sveti.ru
- www.tallbuildings.ru
- www.tatlin.ru
- www.technosfera.ru
- www.teknoblog.ru
- www.tils.com.tw
- www.tools-expert.ru
- www.Townhouse.ru
- www.tpprf.ru
- www.trademaster.ua
- www.uarso.ru
- www.ukrbuid.dp.ua
- www.urban-magazine.com
- www.vdolevke.ru



Exhibition testimonials

"We have always found participation at MosBuild to be a positive experience, which is the reason we keep coming back, year after year. There are approximately 142 million people in Russia, it's a very big market it has very specific characteristics and it really motivates us to produce products that are innovative, high quality with just a touch of luxury for the end user at a reasonable price. Russia really values innovation and innovation is part of OLI's core values. We use MosBuild as a place to get a feel for what is going on in the market, we use it to catch up with clients and show them new products that we have as well as introduce our brand to new prospects. Despite the current economic climate in Russia we always knew we would exhibit at MosBuild as we are here to stay, we have invested a lot of time in Russia so we intend to stay and weather it out. MosBuild is the trade fair of reference here in Russia. For Russia, MosBuild is it!"

OLI (Portugal)
Export Department
Christina Cerqueira

"Duravit have been exhibiting at MosBuild for 3 years and working in Russia since 1998. The market size, the size of the country and the amount of people living here mean that we can sell our products in our price and quality segments, so that's why we are here, for us it is a focus market. In general there have been a lot of visitors this year, we need to qualify them after the show but so far it has been interesting for us. We attend MosBuild as it is a show that fits our interest when it comes to products and visitors."

Duravit (Germany)
Area Sales Manager East Europe
Ralf Gerbracht

"Vitra is a regular participant of MosBuild, we are quite happy with the exhibition and have had good feedback from clients. This year we were expecting to have less visitors than the previous year but surprisingly it has been very good for all the participants. The exhibition has been quite crowded, we have met with all our big clients and potential clients. We have had good sales, especially in comparison to our competitors from Europe, due to present sanctions our position in the Russian market has become even stronger than theirs."

Vitra (Turkey)
Senior marketing and advertisement specialist
Elena Nadeina

"This is the 2nd year that Idea Group has come to MosBuild and we hope to return again next year. We want to grow our business in the Russian market as we see a lot of potential here. MosBuild is a special show for the bathroom industry in Russia and our main reason for coming was to find new customers. We are actually happier than last year with the visitors which was a pleasant surprise."

Idea Group (Italy)
Daniela Modolo

"We have been coming to MosBuild for 9 years. We started with a 9sqm stand with the chamber of commerce and now we exhibit with our partners. At MosBuild we have our clients, our distributors and our competitors attending, which is very important. We have had great belief in this market since the beginning, it is a growing market that matches our style; classic, warm and a little kitsch, so we didn't have to make many changes to our products. We have been happy with this year's visitors, they may have even been a little better than last year. Although there has been less designers there have been more actual buyers."

Nicolazzi (Italy)
Export Manager
Gianluca Ferrari

"It is our first time at MosBuild we were looking for new possibilities and our products are already in Europe so we want to get them into Russia. It's not the best time to be entering Russia, during a crisis, but we wanted to come and see the reaction to our products and assess how to proceed. We think that the possibilities here are big, we have met visitors from Russia, Belarus and Ukraine. We heard about MosBuild on the internet and it looked like a promising show."

Hatori Sangyo (Japan)
Sales Manager
Yuichiro Hatori

"Kale Kilit has been exhibiting at MosBuild for about 10 years. We entered the market in 1994. Russia is one of the biggest markets in the world so is important for Kale. This is the main exhibition in Russia for our products which is why we exhibit here. We have had many visitors this year, the quality and quantity are always consistent at this event. I

Exhibition testimonials

cannot see a difference between this year and last year.”

Kale Kilit (Turkey)
Brand Representative
Alexey Oshkin

“This is our second time at MosBuild. Russia is important as it is a huge country with huge potential. We are quite established here with distributors but we wanted to increase our presence so we thought this would be a good way to gain new customers and distributors and to showcase our products. Last year was a trial at the fair we have been working here for 25 years so we are quite established but this is a marketing exercise for us, we came to support our distributor, speak with end customers and to be a presence on the ground. MosBuild is the preference for a doors and locks show in Russia. For us, it is the most interesting fair in Russia to be a part of. Even though the market isn't at its best, you need to keep participating at the main fairs, it's good to make the effort to come here and we feel it is a positive thing for us to be here.”

Alejandro Altuna (Spain)
Export Manager
Mikel Balerdi

“This is our first time bringing a group from Taiwan to MosBuild. We researched MosBuild and discovered that this was a good exhibition to attend in the building market. Our companies came here to find some agents/distributors for their products in Russia. Russia is a very big country and we are sure there is a very big market here. Taiwanese companies are not very familiar with this market, so we wanted to come here to understand the market and the people. Business people always want to try new markets and increase their customer base.”

TAITRA (Taiwan)
Project Manager Exhibition Services
Herb Chang

“MosBuild is the most important exhibition for us in Russia and Russia is one of the most important markets for Italian producers. This is our 4th year at MosBuild, honestly, this year we left Italy with a negative impression due to the problems with the market but we are really happy and pleasantly surprised by what we have found. We hope to continue coming to MosBuild.”

Portofino (Italy)
Export
Daniele Baldini

“MosBuild is the platform for Russia and the CIS for the wall paper market, you cannot claim to be in the wall paper industry in Russia without having a presence in MosBuild. Having a presence at MosBuild is a way of really investing into the market because there are always opportunities which you could have missed by not being here. The current situation has had an impact on trading in general but I was pleasantly surprised to see the amount of Ukrainian visitors at MosBuild. We came here to sign up and appoint distributors in the key markets of Russia and the CIS. In Russia we have already made an agreement with a distributor so next year we make look at having a

combined stand with them.”

design id (South Korea)
Global Business Development Director
Mourad Hamoum

“Rasch has been present at MosBuild for more than 10 years, it's a tradition for us. Russia is one of the most traditional wall paper markets with the largest offerings making it one of the most important markets for wall paper in the world. The current situation is difficult for everyone at the moment but the most important thing to do is to make the best of it and to keep your presence in the market. The 'Made in Germany' label is still important in Russia, people know what it means. They know that it represents high quality products which you can rely on.”

Rasch (Germany)
Head of Sales (Export)
Katja Seibel

“It is our first time in MosBuild. Russia is an important market for us about 90% of our exports come to Russia. We have had many many visitors to our stand so it is a very good result for us, they have been mostly from Russia and Ukraine. This year we haven't seen a sign of the economic situation as the visitors have been very good.”

Veika (Lithuania)
Executive Director
Dmitrij Persin

“Russia responds well to our brands, over 50% of our total business comes from Russia. At MosBuild we present all of our products. In Russia they have a culture of wall paper and they respond well to the Italian style and products. This year there have been many customers and visitors, probably more than in the last 3 years. In Russia there is only MosBuild and the Russian market is the future so we will continue to keep exhibiting at this show.”

Emiliano Parati (Italy)
Art Director
Egidio Freddi

“MosBuild is a good show for us, we have a lot of Russian and Ukrainian customers. Due to the economic situation there have been less visitors than last year of course but I see it as a courtesy to come here because our customers expect to see us. Russia and Ukraine represent 40% of my turnover, wall paper is a big thing in this market even some ceilings have wall paper here. At MosBuild, in a fairly small space we have all the companies that are interesting for us, the German companies the Italian companies; everybody is here. We will absolutely continue to keep coming to MosBuild regardless of the results, last year we had an excellent show, this year everyone feels the pinch due to the price of the Rouble, nevertheless they need designs one way or the other and that's what we do.”

Verbeek Designs (Holland)
Owner
Chris Verbeek

“Russia is a big market and this is the biggest exhibition in Russia, the most important and the biggest. We have had

Exhibition testimonials

many clients visit us from Russia as well as its surrounding regions, MosBuild is a very good platform for sales. This year our visitors have been slightly fewer than last year but by a very small margin."

Anza (Sweden)
Key Account Manager
Igor Yakovlev

"Russia is a big country, the current situation may have slightly affected the visitors this year but Russia is a big country and this situation will be resolved soon, the economy will get better and better every day and we will start to see the results. We are quite happy this year as due to the trade restrictions between Russia and Europe, Russia is looking to buy more from Turkey. We plan to return to MosBuild next year as we want to enlarge our presence in the Moscow region."

Polisan (Turkey)
Export Sales Supervisor
Hasan Yelbay

"This is the first time we have brought a group of companies to MosBuild. The Russian market fits our countries quality, and research and development capacity, we see a lot of potential here. Our finishing products such as curtain rods etc. have done very well. We decided to come to MosBuild after careful study of the market and exhibition. We were drawn to this show in particular as it is organised by the famous exhibition organiser ITE Group, who we trust. We will return in 2016 and have already selected our location for next year."

Taiwan Textile Federation (Taiwan)
Project Manager Overseas Marketing
Melodie Lin

"This year, from 11 – 17 April, highly qualified specialists in selling Japanese cladding, assembling fibre cement panels and building light steel thin-walled structures from all over Russia and different divisions of Karkas were brought together in Moscow to share their experience with visitors. This year, we presented KMEW products at two stands. We found it very easy and convenient to work with the exhibition organisers.

Our company would like to give a particular thanks to Yulia Chepurnaya, Event Director of MosBuild; Natalya Voskresenaya, Director of the Windows, Façades, Gates, Automation section; and Dmitry Peninsky, Technical Manager for all their help, attention to detail, practical work, and constant willingness.

Each year, MosBuild reaffirms its title as the most significant exhibition of the year for Russia's building industry. We are always very happy to exhibit, and we do not have to wait long to see the results of our collaboration here. The exhibition helps us meet interesting people in our business area, acquire new partners for development and widen our client base.

Thank you to the organisers, we hope for further productive collaboration."

Karkas
HR Manager/Office Manager
Tatiana Parfenova

"This is not the first time ATN has exhibited at MosBuild. Each time the exhibition opens up new opportunities and prospects for our company. This year, we presented our new collection of laminate flooring. Our aim was to announce ourselves and our products, and we were successful. We had important talks with our partners, existing clients and received over 300 forms from new clients. Now we are holding talks with all our new clients, and we have already seen results. It was at the exhibition that we acquired new markets for promoting our goods and services in Crimea and Kazakhstan.

I would also like to express my gratitude to the organisers of the exhibition not only for their excellent organisation, but also for their diligence, efficiency in resolving all issues, and care, which created a comfortable atmosphere at the exhibition."

ATN
Marketing Manager
Elena Arkhipova

"I would like to thank the organisers for their professionalism in holding the Problems and Prospects of Developing the Building and Finishings Materials Market and DIY Trade forum. The issues discussed at the forum were as topical as ever, and the fresh ideas from players of the building market and operators of retail chains will, no doubt, give impetus to the new development of production and sales of building materials in Russia."

Ilim Timber

"It is not the first time Vintazh has exhibited at MosBuild. Impressions of the exhibition remain positive. I would like to note the high level of organisation, the efficient handling of documents and the resolving of all issues that arose. I was pleasantly surprised at the large number of visitors despite the economic situation, which testifies to the large-scale advertising campaign carried out by the organisers. During the exhibition, we had a number of important talks and business meetings. We are planning to exhibit at the exhibition in the future and wish the organisers prosperity and success for all their projects."

Vintazh
Marketing officer
Oksana Ageeva

"One reason we wanted to come to Russia was its big market the other was because of the current restrictions on trade between Europe and Russia, the trade relations between Russia and Iran are currently better so we thought this would provide opportunities for our company."

TIMA Tile Industries (Iran)
Dr Naseri Mehdi

"Russia is the biggest country in the world and Moscow is the capital of Russia, so we thought this would be the best place to find a customer, wholesaler and distributor. Our purpose of coming to MosBuild was to create a long term plan for our company in this market. At present Russia is under very heavy sanctions from Europe and the USA, which highlights an opportunity for us, Iranian products

offer an advantage to Russian customers as our ceramic tiles are produced by raw materials from Spain with Italian technology, same materials same quality but the price is much lower. Russians can buy high quality products for a lower price from Iran.”

SINA Tile (Iran)
International Marketing Manager
Reza Geransayeh

“It is our 12th year bringing a group to MosBuild. The Russian market is important as it is the closest emerging market for Belgium companies. The European market is pretty much saturated, companies are looking for new clients so this is the closest new market to us, with new opportunities. The exhibition is going really well. Surprisingly, this year we were really happy to see that it is even better than last year, so far our companies are having about 20 to 30 meetings per day. The current economic situation does not appear to be reflected in the visitors. We will definitely be returning to MosBuild next year, it is one of our main events, every year we intend to come. Belgium companies have heard of MosBuild because it is the most important and the most well-known exhibition in Russia.”

Wallonia Export Investment Agency (Belgium)
Area Manager CIS Countries
Alexandra Mojaeva

“It was important for us to come because our presence in Russia spans 20 years. If you are not present for one year all of Russia say that your company is killed, therefore it is an important time to present your company as strong. We will return again next year as Russia remains one of our main markets in the world. ITE’s organisation is always perfect, for the last 4 or 5 years I don’t have any complaints.”

Gamma Meccanica (Italy)
Sales Manager
Daniele Pivetti

“The visitor numbers have been better than expected, the situation in the market is not so good but it is very important to be here at MosBuild and to show we are a strong company and that we would like to continue operating in this market. Russia is a very big market and for our products, it is a very important market as plastic drain pipes are very popular. In the western market we are not able to sell as they mainly use metal, we specialise in plastic, so Russia is a very big market for us.”

Gamrat, (Poland)
Konrad Wojtowicz

“The Russian market is for us, very important, because it is a huge market for the construction business. In particular for us, as we have a production site in Serbia. Serbia and Russia have a good relationship, we can export to Russia without customs fee so we are very competitive here. The market is big, the crisis is visible but it is good to show the visitors that we are here and strong. MosBuild is the biggest show in Russia for the construction industry; we will definitely continue to participate here.”

Alubond
Regional Manager
Milic Drobniak

“Russia is very important for us. Our main targets are CIS and the Middle East, in the CIS area Russia is number 1 for us because of the volumes you can sell here. We exhibit in MosBuild first and foremost for marketing reasons, there was never a question that we wouldn’t exhibit. Sustainability is very important for our company, we are still strong and still selling in this market so it was important for us to attend. Moscow is the centre of Russia, our products are building materials and MosBuild is the biggest building exhibition in the CIS.”

ODE (Turkey)
Asia Business Development Executive
Ozan Turan

“The Russian market is a huge market, we believe that in our sector (construction machinery for brick production) there is great potential in Russia and the CIS. There has been a slight reduction in visitors compared to last year but this is not a huge problem as the nature of exhibitions are that visitors change year to year. We are happy with the visitors, we have seen both current clients and new potential customers during the exhibition, so things are good at the moment. MosBuild is the biggest exhibition for the building industry in Russia, MosBuild is also the oldest. This exhibition presents a very good opportunity for us, which is why we will participate again next year.”

SABO (Greece)
Commercial Depratment
Angelos Markou

“We are an association from Istanbul with 24,000 members, dealing with Turkish export. This is the first time we have participated at MosBuild, we came to evaluate the exhibition as next year we would like to make a national participation with 10 or more companies. The Russian market is very important for Turkish people as construction materials are very much needed and such materials are an important part of the Turkish construction market. Russians are very open-minded to Turkish products and I think in the last 10 years the cultures have become closer to each other, so we believe we can use this to sell our products in this market. Exhibitions such as MosBuild help us to achieve this, we are very happy to be participating.”

iMMiB—Istanbul Minerals and Metals Exporters Association (Turkey)
Chief
Aydin Yilmaz

“RosStyle Group would like to thank MosBuild 2015 for its creative, productive and long-standing collaboration. Our regular participation in the main event of the construction market gives us a unique chance to show our leadership in the industry, the latest innovations in décor, and give new impetus to our colleagues on the market.

We highly value the excellent service provided by the organisers, in particular the extremely clear, professional, intelligent and delicate resolving of all issues at our stand. Our particular thanks go to Ruzanna Sarkisova, the Event Director.

Thanks to its unique location in the centre of the capital, we always see a large number of visitors and clients at our stand, and even though everyone seems to know us, we get an incredible number of new potential partners from different regions of Russia and abroad.

The image and high status, with no exaggeration, is the

best Russian exhibition platform allowing us to invite such honourable guests as Valentin Yudashkin, who presented his collection of wallpapers entitled *A Journey through Italy* this year.

I hope for further prosperity and a reliable and stable collaboration between ITE and RosStyle."

S. Shemyakin
Marketing Manager,
RosStyle

"MosBuild 2015 is a fantastic event for the building industry. Our aim for exhibiting was to announce ourselves and our products. The exhibition entirely lived up to our expectations; we acquired many important contacts from potential dealers and end consumers. MosBuild is an extremely effective tool for bringing a new product onto the market. The organisation and running of everything was at a very high level. Thank you, organisers."

Vitaliy Anikushin
Deputy Marketing Director,
ZHUODA

"Our company is very satisfied with our participation in MosBuild 2015. We were pleasantly surprised with the amount of visitors at the exhibition. Despite the instability of the country's economy, we are happy that clients had a positive attitude to sales, and that we found new partners. As usual, the organisation was at a high level. I am glad that next year the exhibition will take place in a one-week format for all the areas of the industry. I wish you success for your future work and new large-scale exhibitions."

Svetlana Kuzmina
Commercial Director,
River Group

"SKOL would like to thank ITE Group for the successful organisation and running of MosBuild 2015, its comprehensive PR coverage and professional approach to each exhibitor. The exhibition has become a meeting place for suppliers and customers, specialists from different areas, end consumers, and all interested individuals. For each company, including SKOL, MosBuild 2015 is a unique opportunity for visitors to get to know our products, for us to demonstrate our advantages, present new products, give presentations, answer questions, and get new contacts. We hope for long-term and mutually beneficial cooperation with ITE in the future."

We would like to thank ITE for MosBuild's business programme. As well as presentations at our stand, this year SKOL organised for Pascal Gravaud, the famous French architect, to come to Moscow. He gave a master class on the architecture of interiors and decoration as an expression of individualism, which interested a large number of people and thanks to the advertising support from MosBuild, the conference hall was full. The wonderful article on Pascal Gravaud in the MosBuild magazine also played a major role in attracting visitors."

SKOL

"Jacob Delafon and Kohler have had the pleasure and pride of exhibiting at MosBuild for over 12 years. We hope that there will be many more years of our cooperation to come. For us, MosBuild is a place to communicate with business partners, meet architects, designers, and retailers in a comfortable and professional atmosphere."

This year, despite economic factors, there were many visitors. To be honest, we didn't expect so many people. It is important to maintain interest and demand for the exhibition, and MosBuild has already managed this. We are completely satisfied with the exhibition. MosBuild manages the space very well, where once a year the best companies, architects, designers, decorators and business partners in the sphere of interiors meet and present their new trends and innovations."

We show a new collection at MosBuild each year. This year, we presented Elite acrylic bathrooms, Odeon Up Rimove toilets without inner rims, and other innovations and elegant products. The exhibition was also the start of our new sophisticated concept – you can see our eye-catching style and stand decoration. This all happened mostly thanks to MosBuild 2015. We are glad that the event this year was so interesting. We are grateful for the wonderful, interesting and incredibly informative design and interiors exhibition. It was a great honour for Jacob Delafon to participate at MosBuild. Thank you, see you next year!"

Maksim Morozov
Jacob Delafon,
Kohler Rus

"We have exhibited at MosBuild every year since 2002 and consider it the main exhibition of the year. The building season starts with MosBuild. We are coming up with a forecast for the coming year based on the results of the exhibition. The commercial productivity from the exhibition is not our only reason for exhibiting. We are look at MosBuild from a much wider viewpoint – as an opportunity for direct dialogue with professionals in the architecture and building community and with end consumers – private customers. This is why our exhibit is always a work of art, a unique object translating conceptual ideas of the development of stone façade décor onto the market. I would like to thank ITE and MosBuild for the fantastic organisation of this exhibition and wish for further cooperation on the Russian market of the most advanced and effective ideas and technologies."

Vladimir Morozov
ArkhiKamen Group

"We have exhibited at MosBuild for 10 years running. We always expect to find many clients and dealers at this exhibition. Once again, we got them, despite the crisis. For our business the building season has already started, if people need to build we need to work. We saw many new faces at MosBuild and many new acquaintances – architects, builders, who, I am sure, will help us overcome these complex times and help our company to progress. As the owner of this business, I am satisfied that the exhibition lived up to my expectations. As for the fact that the number of exhibitors decreased this year, I see that only as a competitive advantage. We didn't spare any expense on our exhibit. Judging by the testimonials from our visitors, we absolutely took the right commercial decision by coming to MosBuild this year. I am satisfied, thank you."

Igor Mosin
General Director,
Keramika I Klinker

"As part of the state support programme, the Tula region is exhibiting at MosBuild at the collective stand for Russian manufacturers for the second time. This year, eight building

companies are presenting their products at the stand organised by the Tula business support centre. For companies from Tula, MosBuild is one of the most significant events of the year, expected to bring many useful business contacts. A whole series of preliminary agreements on further cooperation have been made at the exhibition between Russian and international companies. Our exhibitors noted a high interest in products from Russian manufacturers.”

Valentina Ilina
Specialist,
Business Support Centre,
Tula Regional Foundation

“This year, EkoPromPanel is taking part in MosBuild for the first time, having always been visitors. In recent years, our company has been supplying sandwich panels on the Russian market. It was a good decision to present EkoPromPanel at MosBuild to attract new clients and increase awareness of the EcoPanel™ brand. Each day of the exhibition was completely intense and productive, and we got over 200 business contacts, which in the current economic climate is not a bad indicator. EkoPromPanel's workforce and management sincerely thank visitors and exhibitors for their interest in our stand. I would also like to thank the organisers for their professionalism, efficiency and quality of work.”

Olga Yureva
Marketing Specialist
EkoPromPanel

“Shops are now stocking a large number of wallpaper from Russian and international manufacturers, however not everyone knows about our factory. Therefore, exhibiting at MosBuild is an excellent chance to announce ourselves and present our products to consumers, both wholesalers and retailers.

As exhibitors, we hoped, principally, to make new business links, find new clients, and of course, meet our current customers. Now, looking back, we can safely say that our expectations have been met. We had a constant stream of clients (owners and representatives of retail chains, wholesalers, and design studios etc.), we presented our products (both old favourites and our new collection), and came to new deals and agreements. MosBuild is an excellent platform for business discussions. Now the exhibition is over, we are gathering the results, drawing conclusions and preparing for MosBuild 2016. We hope it will be even more successful and productive.

We are grateful to ITE Moscow for the help and support for the preparation and during the exhibition itself. Preparing for the exhibition takes a lot of work and effort; you can't overlook a single detail. Thanks to ITE's staff, who were always available and informed us of all the necessary forms to fill in and sent memos and tips, we had no difficulties and did not encounter any problems. All our questions and issues were solved easily thanks to ITE's high professionalism.”

Kseniya Rozhkova
Head of the Commercial Department,
A.S. i Palitra

“In our view, the exhibition went very well. We did not expect so many visitors. Almost all the visitors were professionals involved in products that we were presenting. We have a huge number of contacts from this exhibition and hope that

they will follow through. I am confident that we will continue to work with you next year. Thank you, MosBuild.”

Alexey Lustenko
Commercial Director,
ASSA ABLOY Entrance Systems

“Our impressions of the exhibition are completely positive, there was a great many people visiting our section. Even old clients returned to renew orders. The organisation was perfectly good. In fact, our company had no difficulties or problems with importing or exporting samples, getting into the complex or dismantling. Everything was done properly. Many thanks!”

Iplana

“It is not our first time at MosBuild, for us it is not just a presentation of our new products, but an opportunity to personally meet buyers, regional partners and representatives from the CIS. MosBuild 2015 went, as usual, very well and we would like to thank all partners and staff of Victoria Stenova for their work at our stand, and would also like to mention the high level of organisation of the exhibition and the professional staff at ITE.”

Yulia Chebotareva
Advertising and PR Manager,
Stenova

“Over the last six years, we have seen an increase in the number of architects, designers, and representatives of design studios visiting the exhibition. They make up 90% of all visitors to our stand. We hope that this will increase our turnover for our official representatives in Russia and the CIS, which will increase the turnover of our factory. Customer reviews were also very good.”

Lyubov Morozova
SIRPI spa

“I would like to say how great it was to hold a master class at MosBuild. I have visited the exhibition a number of times in recent years with my partners from SKOL and I know the high standard of organisation of this event. It was a very interesting experience to take part in the master class at the exhibition. The organisation was excellent, professional and considerate. Regarding the visitors to the master class, I would like to say thank you to everyone for such a large audience from all regions of Russia, and thank you to the visitors who were so interested, warm-hearted, and expressive, whom it was very nice to meet and answer their questions.”

Pascal Gravaud
Designer

“We had many visitors at our stand this year. I was pleasantly surprised at the quality of visitors. We got many new contacts and held meetings with old clients. Everything we had planned went very well; our team entered a new sales market. A huge ‘thank you’ to the organisers, ITE, for holding the exhibition at such a high level. We look forward to the next exhibition.”

I Barabanov
Sales Director,
Artistail

“The results of the exhibition for our company completed exceeded our expectations, we were very happy with the

news on the format of the next exhibition – that it will all take place at the same time.”

Orbis

“Tech-KREP is a long-standing exhibitor at MosBuild and this year was no exception. The exhibition is a great opportunity for companies to present new goods, find new customers and strengthen links with existing partners. A large part of our investment in the exhibition is our image projection. The extensive advertising support and the participation of large market players put the exhibition on the top spot, and is very attractive for us. Tech-KREP wishes ITE success and prosperity, as our successes depend on our joint cooperation.”

Roman Shpakov
Marketing and Advertising Manager,
Tech-KREP

“We have been exhibiting at MosBuild for many years. During this time, the economy has had its ups and downs, but this exhibition has always been popular. Our participation in recent years has involved meeting old friends, and finding new partners, so we see it largely as an exhibition for image promotion. We think it very necessary to participate. We wish the project further prosperity.”

Oleg Logunov
General Director,
Santop

“This is not the first time 38 Metrov has exhibited at MosBuild. Despite our slump in sales this year, the exhibition went well on the whole, it not only gave us increased awareness of our brand FALQUON, but also attracted potential clients. I would like to thank the organisers of MosBuild for your cooperation in resolving different issues in organising the exhibition. I wish you further success.”

Alexey Plotnikov
38 Metrov

“We were pleased with the large number of visitors to our stand this year at MosBuild. It was good to personally meet our existing partners and acquire new ones. It was especially good in today’s unstable economic conditions. We presented one of our key collections, our JEANS collection, at the exhibition this year. Our Baby Pictures! wallpaper went down well with visitors. The creation is an important direction for our company and we want everyone to be creative with us. MosBuild gave us the opportunity to show the children’s wallpaper in action, which you can draw on and then wash off – an innovation we are very proud of, and our smallest clients have great fun with it! Without doubt, our stand’s most popular item was the panorama fresco on a solid piece of canvas with relief arches – from the collection of reliefs from Volume Elements. This is our fourth time exhibiting at MosBuild and each year it is a long-awaited event. Our team works in all regions of Russia and MosBuild is the perfect place to meet partners, discuss issues worrying us and not only talk about our products, but show how high quality they are. We produce frescoes, photo panels and children’s wallpaper to order, and the exhibition gives the opportunity to visually show potential clients, that with the help of our products can

realise design projects of any complexity. The exhibition has inspired and energised us, and helped us to find new solutions. Thanks to the organisers for their hard work. Exhibiting at MosBuild is a lovely tradition for our company.”

“This is not the first time Grace has exhibited and this year we were very satisfied with the results. The positive comments from clients and exhibitors have only strengthened our impressions. During the exhibition, we met contractors, and were presented with catalogues, samples and new solutions. Visitors to our stand exceeded 1,000 people, which is undoubtedly a high indicator of the exhibition’s excellent work.”

Grace Marketing
manager Julia Vasilenko

“I would like to thank the organisers, who have given manufacturers the opportunity to find new clients and meet existing ones in a short space of time, as our country is rather big! In 2015, we exhibited for the second time, and we can’t say that it was good – in fact it was excellent. We, as are other exhibitors, counting our successes, to be honest we did not expect such a large number of new clients. We will definitely exhibit next year.”

Estet

Everyone at Farvater Plus would like to express their gratitude for the cooperation and entire experience of MosBuild. For us it was an important project, and we are sincerely happy with the performance. I would like to mention the hard work and organisation from the MosBuild team – such a large-scale international event attracts a lot of attention every year and requires complete control. MosBuild is a wonderful platform for finding partners, clients and business ideas. We would be happy to work with you in the future.”

Farvater Plus

“Our testimonial is only positive. Everything was well organised. We have no negative comments. Thank you. We are planning to exhibit in 2016.”

Pavel Markov
Regional Sales Manager,
KhimTorgProekt

“I am confident that everyone, as usual, will have praised the exhibition (after all, this is the most important event in the industry) and its organisers (absolutely deservedly). I can only confirm that they have done really well. Thank you to you personally and to your team! It was a pleasure to work with you! I am trying to remember a negative moment that could be improved, but I don’t think there were any.”

Pavel Shelmanov
Head of the Marketing Department,
LeMark

“We liked the exhibition. The crisis is really being felt. Overall, however, the exhibition was successful: we made many contacts and we will see if they turn into orders. Of course, we will take part next year, because the exhibition was a significant event and one of the main events of the year for us. We will definitely exhibit next year.”

Andrey Romanenko
Deputy Director,
KMEW

"On the whole, I liked everything: the level of organisation and running of the event, the convenience of the location of the exhibition complex, the friendly staff, the promptness of presenting documents and efficiency of additional paperwork provided."

There was a remarkably large number of visitors in the first 3 days and we had clients surrounding our stand almost constantly."

Prosept

"Thank you to the organisers for their professional work on the Problems and Prospects of the Development of the Market of Building and Finishing Materials and the DIY Trade forum. Issues discussed at the forum were more topical than ever, and fresh ideas from players in the building market and operators of retail chains, will undoubtedly give impetus to new development of the production market and sales of building materials in Russia."

Ilim Timber

"This year, we presented our specialised Innovations exhibit for the second time, which has been developed and expanded. We presented nano-technology products from independent manufacturers and nano-centre start-ups. Visitors to the Rusnano stand could see 30 solutions from the Russian nano-industry for the construction industry and for us it was an important indicator of our unique technology. We would like to thank the organisers of MosBuild and ITE Group for giving us this opportunity, the good organisation of the exhibition and attitude to exhibiting companies in collective exhibits."

Rosnano

"The exhibition went really well - surprisingly, given the crisis. Thank you, organisers!"

Rodeo

"Thanks a lot for the opportunity to participate in the business programme as a speaker. As always, the level of organisation was high. The staff were pleasant and the hall with modern equipment and interior was very convenient. I hope for further collaboration."

**Alina Sokolova
Gira**

"MosBuild was interesting and informative. Despite the fact that it was not centred on lighting technologies, we still managed to acquire many new contacts and meet potential clients from various regions. We found mutual interests with some exhibitors and are planning some joint projects."

**Alexander Avdeev
Consultant, Ekola**

"Our new manufacturing business is exhibiting for the first time. Our hopes for the exhibition were completely justified. Holding the exhibition over two separate weeks allowed a better selection of visitors and therefore increased the level of business contacts. The interest in new players on the market of building materials, in particular glass fixtures, was high. The exhibition organisation was also at a high level. We will definitely exhibit next year."

Vostek Glass Fixtures

"Another MosBuild has ended. We'd all like to congratulate and thank the exhibitors and organisers of this large-

scale exhibition project. What was memorable in 2015 and what do we expect from next year? - Among visitors were planners, contractors and representatives of trade organisations in the building industry; - A number of companies, due to current economic circumstances, are looking for opportunities to develop and increase profitability by finding new directions - Many visitors asked "Are you Russian manufacturers?", which was significant - We believe that next year the organisers will do everything properly and make it very convenient for exhibitors, taking into account their interests and wishes."

**Alexander Borchaninov
Strategic Communications Director,
KrovTrade**

"We were happy to take part in the MosBuild School educational programme and talk about our latest projects. The hall was full, and people showed interest and asked many questions. I would like to mention the wide range of products presented. The attitude of manufacturers to things like the design of the stand and presenting different ways of using materials was particularly noteworthy. It must be said that we are seeing many good designer options in the cheaper price range."

**Vera Butko and Anton Nagtochniy
Directors of Atrium Architecture Studio**

"Our testimonial is this: positive, energetic, lots of people, effective, warm-hearted. Good luck with the exhibition season!"

Uyut

"Kramos AI would like to express its gratitude to ITE Group for their long-standing and successful collaboration. Over the 15 years since our partnership began, ITE Moscow has provided invaluable support in preparing and running the exhibition. Kramos AI highly values the work of its reliable exhibition partner, ITE Moscow, and hopes to continue the mutually beneficial and productive cooperation. We wish the ITE Moscow team happiness, luck, prosperity, and success in achieving their goals."

Kramos AI

"The International Design School took part in the business programme at MosBuild for the fourth time this year. We immediately noted the high quality of organisation of the exhibition and the master classes from our teachers Viktor Demboskiy and Alexey Yashanov. Our students on the Interior Design and Decoration courses visit the exhibition and the MosBuild School every year and learn about the products and technologies for finishing and building materials."

International Design School

MosBuild

Russia's Leading Building
and Interiors Exhibition

Design & Decor Week

31 March – 3 April 2015
Expocentre, Moscow

Building & Architecture Week

14 – 17 April 2015
Expocentre, Moscow

www.mosbuild.com

**List of
publications
who support
the exhibition**



MosBuild

**Главная строительная и
интерьерная выставка России**

**Russia's Leading Building
and Interiors Exhibition**

5–8 апреля/April 2016

**Россия, Москва, ЦВК «Экспоцентр»
Exporcentre Fairgrounds, Moscow, Russia**

www.mosbuild.com

**See you at
MosBuild 2016**

