



CURRENT SITUATION, PERSPECTIVES AND COLLABORATION OPPORTUNITIES IN THE RUSSIAN TRADE FAIR AND EXHIBITION SECTOR

Tatiana Bashmakova

RUEF Board Member,
RUEF Membership Committee Head
Director of Progress Ltd.



GLOBAL EXHIBITIONS DAY 8 JUNE 2016





RUSSIAN UNION OF EXHIBITIONS AND FAIRS

RUEF unites leading representatives
of Russian exhibition industry
91 companies, including 26 venues

UFI Member since 1994

RUEF MEMBER LOCATIONS



Russia

Belgorod	1
Chelyabinsk	1
Ekaterinburg	2
Izhevsk	1
Irkutsk	1
Kaliningrad	1
Kazan	1
Krasnodar	2
Krasnoyarsk	1
Kursk	1
Moscow	41
Murmansk	1
Nizhny Novgorod	1
Novokuznetsk	1
Novosibirsk	2
Omsk	1
Orenburg	1
Perm	1
Saint Petersburg	13
Samara	1
Saransk	2
Saratov	1
Simferopol	1
Sochi	2
Stavropol	1
Surgut	1
Tyumen	1
Ufa	1
Vladivostok	1
Voronezh	1
Yuzhno-Sakhalinsk	1

Other Countries

Moldova	1
Ukraine	1

* The RUEF Member quantity



RUSSIAN UNION OF
EXHIBITIONS AND FAIRS

Leading Exhibition Venues in Russia



Venue	Hall Space (sq. m)
Crocus Expo (Moscow)	701,800
Expocentre (Moscow)	105,000
Ekaterinburg-Expo (Ekaterinburg)	59,600
ExpoForum (St. Petersburg)	50,000
Exhibition of Achievements of National Economy (Moscow)	39,290
Expograd Yug (Krasnodar)	36,000
Kuzbass Fair (Novokuznetsk)	26,762
KubanEXPOCENTRE (Krasnodar)	15,250
Novosibirsk Expocentre (Novosibirsk)	14,400
Omsk Regional Expocentre (Omsk)	12,300
Nizhegorodskaya Yarmarka (Nizhny Novgorod)	12,000
Kazanskaya Yarmarka (Kazan)	6,700



Positive Trends in Russian Exhibition Industry

- increasing interest expressed by the Russian federal and regional authorities towards exhibition industry development and construction of new regional exhibition and convention venues**
- improvement of the regulatory framework of the industry**
- versatile facilitating of the MICE industry representatives' work in Russia**
- more transparent and civilized market**
- improvement of exhibition industry representatives' skills**



Key Figures of Russian Exhibition Market in 2015

843 exhibitions in 46 cities
Total Net space - 1.8 mln sq. m.

The largest exhibitions' themes **(according to net space):**

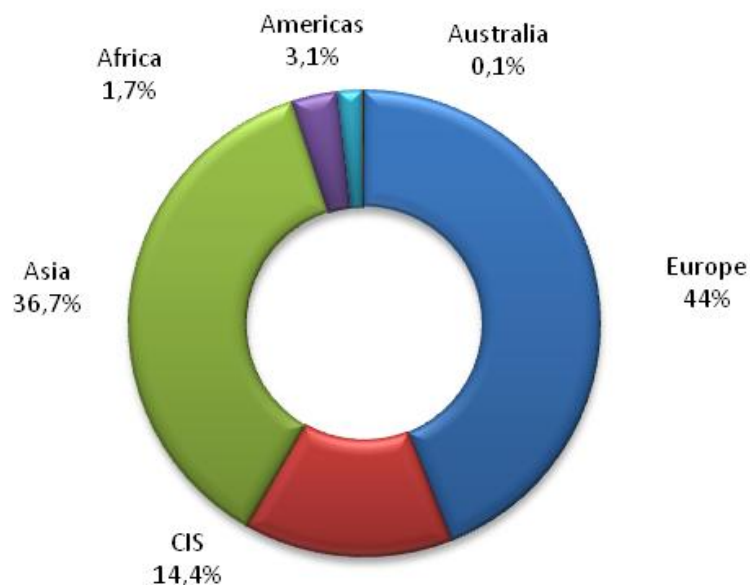
- **Construction, Finishing Materials, and Procurement (157,479 sq. m) – 8.7%**
- **Textiles, Clothes, Footwear, and Leather (145,219 sq. m) – 8.0%**
 - **Agriculture (135,825 sq. m) – 7.5%**
- **Food Processing, Beverages, Tobacco. Commercial, Refrigeration, and Exhibition Equipment (115,448 sq. m) – 6.4%**
- **Cars, Bikes, and Motorbikes (114,084 sq. m) – 6.3%**



Key Figures of Russian Exhibition Market in 2015

102,615 exhibitors
including 19,496 foreign exhibitors from 120 countries

Foreign Exhibitors Ratio

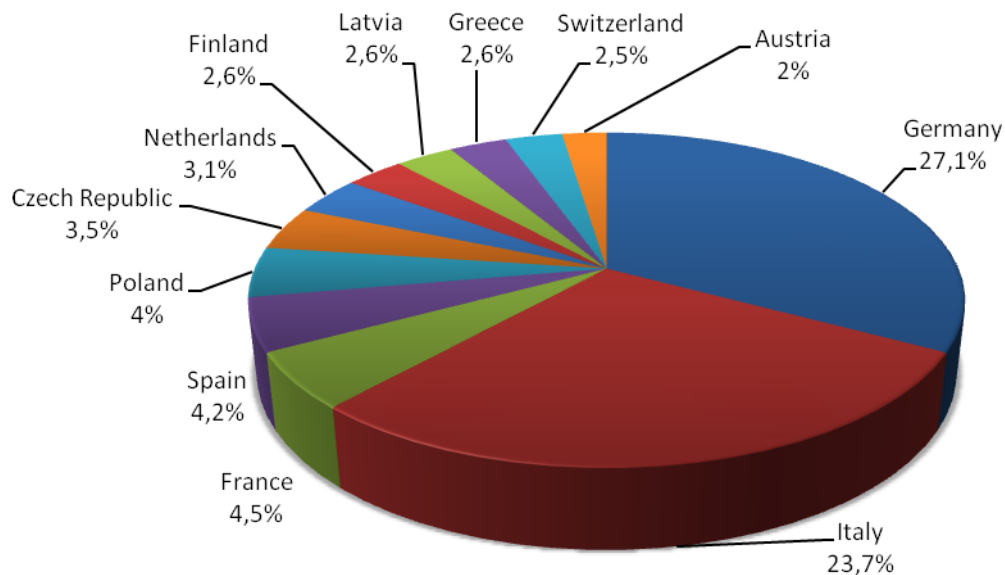




Key Figures of Russian Exhibition Market in 2015

102,615 exhibitors
including 19,496 foreign exhibitors from 120 countries

European Exhibitors Ratio





Key Figures of Russian Exhibition Market in 2015

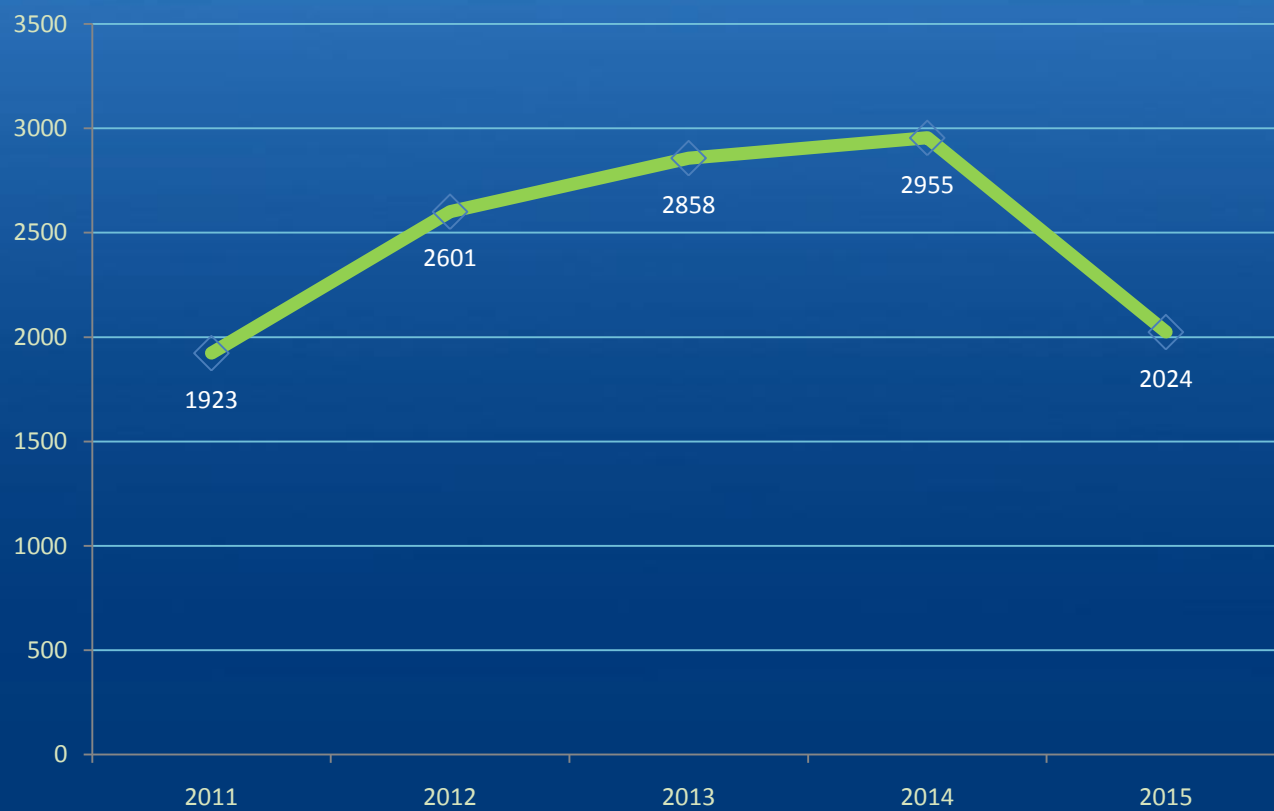
Foreign Participation Rating

		Number of Exhibitions	Number of Exhibitors
1	China	176	4414
2	Germany	183	2306
3	Italy	144	2024
4	Belarus	276	1730
5	Turkey	131	1073
6	Ukraine	159	565
7	France	89	381
8	India	75	375
9	Spain	79	359
10	Poland	95	340





Number of Italian Exhibitors (2011-2015)



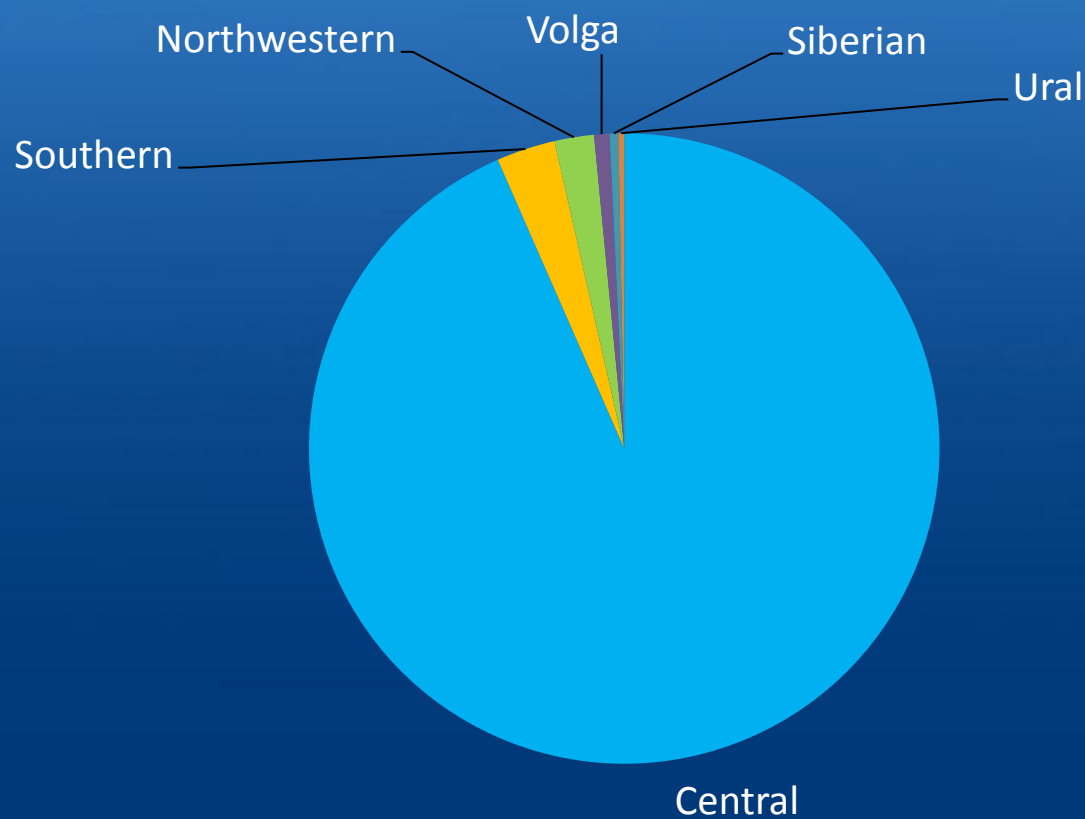


Exhibitions' themes with highest level of Italian participation

Theme	Number of Italian Exhibitors	Number of Exhibitions
Textiles, Clothes, Footwear, and Leather	640	15
Tourism, Sports, Leisure, and Hobby	307	7
Construction, Finishing Materials, and Procurement	229	15
Food Processing, Beverages, Tobacco. Commercial, Refrigeration, and Exhibition Equipment	168	8
Engineering, Mechanisms, Machines, and Equipment. Metallurgy, Welding	122	13
Chemistry. Plastic and Rubber Materials	102	8
Polygraphy. Packaging. Labels	74	3
Agriculture	66	2
Wood and Wood Processing	56	2
Medicine, Health, Hygiene, and Social Support	53	11



Number of Italian Exhibitors by Russian Federal Districts





Exhibition	Organizer	Number of Italian Exhibitors
MITT	ITE Moscow	298
CPM - Collection Premiere Moscow – Autumn	Messe Duesseldorf Moscow	157
Obuv. Mir Kozhi. Spring	Expocentre AO	141
Obuv. Mir Kozhi. Autumn	Expocentre AO	138
CPM - Collection Premiere Moscow - Spring	Messe Duesseldorf Moscow	103
Aqua-Therm Moscow	ITE Moscow	77
Interplastica	Messe Duesseldorf Moscow	66
MosBuild. Design & Décor Week	ITE Moscow	57
Agroprod mash	Expocentre AO	56
Upakovka / Upak Italia	Messe Duesseldorf Moscow	55



Italian Partners of Russian Exhibition Organizers

AFIDAMP

AICA - Autopromotec

ASSOCALZATURIFICI – Italian footwear
manufacturers' association

Association of Italian Textile Machinery
- ACIMIT

Associazione Costruttori Italiani Macchine per la
Lavorazione del Legno - ACIMALL

Bologna Fiere

Camera di Commercio Italo-Russa

Carrara Fiere Srl

Ente Fiere Italiane Macchine S.p.A

FAIRSYSTEM SRL

FIAC Air Compressors S.p.A

Fiera Milano

GIMAV – Associazione italiana fornitore macchine,
accessori e prodotti speciale per lavorazione del vetro

Idrobase Group Srl

INTEREXPO C.I.F. SRL

Interpump Group S.p.A

Italian Fair Service

Marketing agency Piramide di Dudchik Olesya

Pezzol Industries srl

PROMOS - The Milan Chamber of Commerce

SEINT

Sistemi Per Produrre – UCIMU

Temis Trade and Marketing Solutions

Universal Marketing

ZAGO srl



The leading representatives of Russian exhibition industry agreed that to develop Russian-Italian cooperation it is necessary:

- to use shared interests and mutual trust between the two countries to enhance cooperation;
- to organize Russian delegations to Italian exhibitions and vice versa;
- to organize events dedicated to cooperation in the sphere of trade and investments;
- to sign cooperation agreements with industry and trade associations of each other;
- to exchange events calendars for mutual participation, proposals for business programs, etc.;
- to organize RUEF presentations in Italian regions and vice versa.



What is important to know while entering the Russian and CIS countries exhibition markets. RUEF recommendations:

1. Characteristics of the local market:

- Regional authorities, administration
- Regional exhibition companies
- National traditions
- History of region and politics
- Features and needs
- Turnover in a certain branch
- Government regulations
- Custom restrictions
- Customer motivation and behavior

2. Activity of competitors

3. Business / management models:

- Partnership with the local organizer, member of RUEF
- Acquisition of a local exhibition brand
- Subsidiary
- Representative office
- in Russia
- Being a representative for a Russian exhibition brand
- Off-Russia management



RUSSIAN UNION OF
EXHIBITIONS AND FAIRS

**You may find RUEF publications and
additional information on our website:**

www.ruef.ru

info@ruef.ru



RUSSIAN UNION OF
EXHIBITIONS AND FAIRS

Grazie!