



CholodExpo
Rossija

Moscow, Russia 10–12.3.2009

Crocus Expo International Exhibition Center
Международный выставочный комплекс «Крокус Экспо»

Specialized Trade Fair and Conference for Refrigeration
Специализированная выставка и конференция по холодильной технике

POST-SHOW REPORT

- Date:** 10-12 March 2009 [Tue - Thur]
- Venue:** Crocus Expo International Exhibition Center, Moscow, Russia
Hall 6, Pavilion 2
- Website:** www.cholodexpo.com
- Organiser:** 
NürnbergMesse GmbH, Germany
- Show Management:** 
Nürnberg Global Fairs GmbH, Germany
- In Cooperation with:** 
Russian Union of Refrigeration Industry Enterprises, Russia
- Official Partner:** 
Institute Giprocholod, Russia
- General Sponsor:** 
G·R·O·U·P O·F C·O·M·P·A·N·I·E·S

Supported by:

- Ministry of Industry and Trade of the Russian Federation
- Ministry of Agriculture of the Russian Federation
- Ministry of Transport of the Russian Federation
- International Academy of Refrigeration (IAR)
- Association of Russian Ice-cream-producers
- FGK Fachinstitut Gebäude-Klima e.V., Germany
- eurammon – Initiative for Natural Refrigerants, Germany
- VDMA-Air-Handling Technology Association, Germany – Section Refrigeration and Heat Pump Technology
- Association of the manufacturers of household refrigeration appliances “Kholod-byt”
- Association “Kholodprom”
- Russian Union of Dairy Industry Enterprises
- Russian Meat Union
- Russian Association of Food and Processing Equipment Producers
- Russian Union of Builders
- Association of the Enterprises of Climate and Refrigeration Industry (APIMH), Belarus
- National Trade Association, Russia
- Union of Retail and Foodservice Equipment Manufacturers and Distributors (NUFEMD)
- International Institute of Refrigeration, Paris

Media Partners:



Exhibitors:

2009 (2008)	National	International	Total
Exhibitors	25 (32)	43 (24)	68 (56)
Co-exhibitors	5 (1)	9 (15)	14 (16)
Total	30 (33)	52 (39)	82 (72)
Exhibitors in %	36,6 % (45,8 %)	63,4 % (54,2 %)	100 % (100%)
Occupied net space in m ²	502 (543)	1.046 (641)	1.548 (1.184)
Occupied net space in %	32,4 % (45,9%)	67,6 % (54,1 %)	100 % (100%)

Official Pavilion:

Germany
 (Supported by the German Federal Ministry of Economics and Technology (BMWi) and Association of the German Trade Fair Industry (AUMA) and VDMA - Air-Handling Technology Association as the association of German refrigeration and heat pump technology)

Participating Countries: 11

Exhibitors by Countries:	Belgium	1
	China	2
	Egypt	1
	Finland	1
	Germany	24
	Italy	17
	Korea	1
	Russian Federation	30
	Sweden	1
	Switzerland	1
	Turkey	3

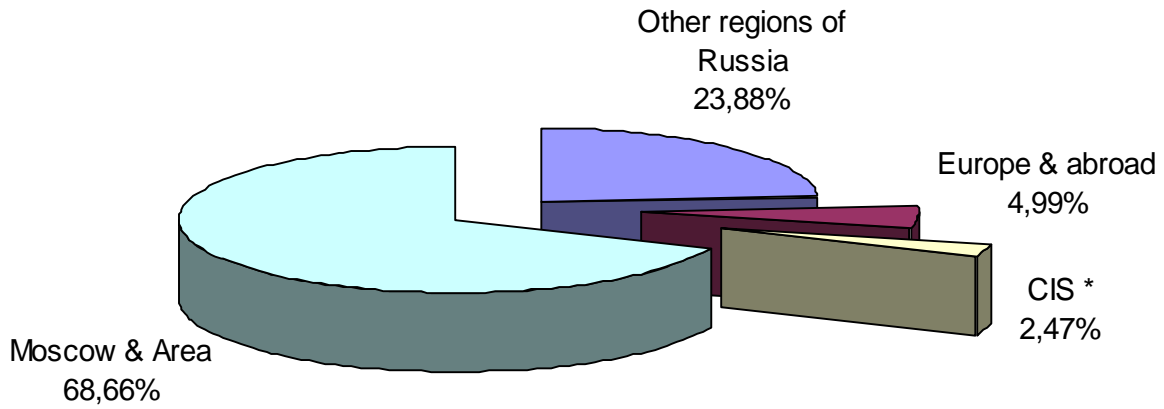
**Show Attendees /
Conference Delegates:**

Event Year	2008	2009
	2.873	2.991 *

*Attendees (incl. Conference Delegates)
 from 32 different countries

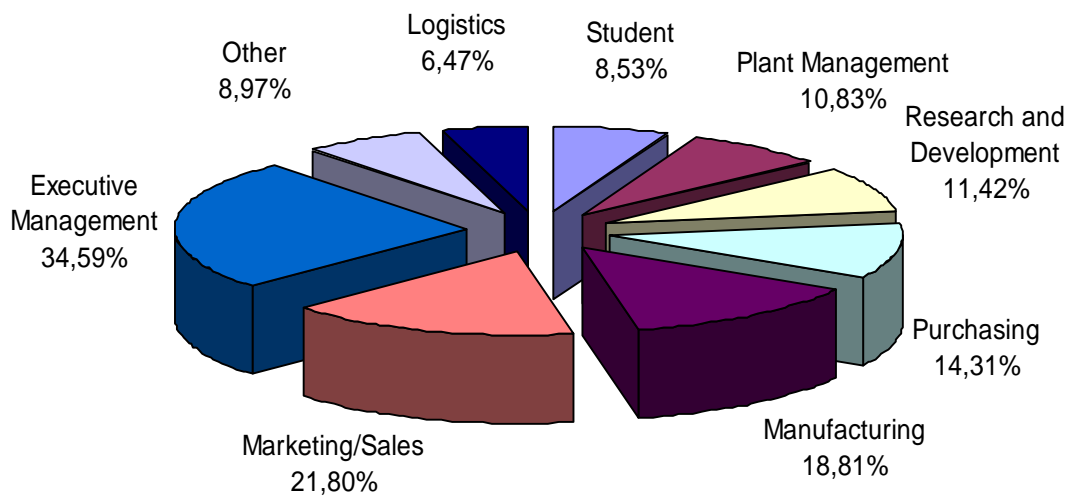
Visitor Structure:

Visitor breakdown by region

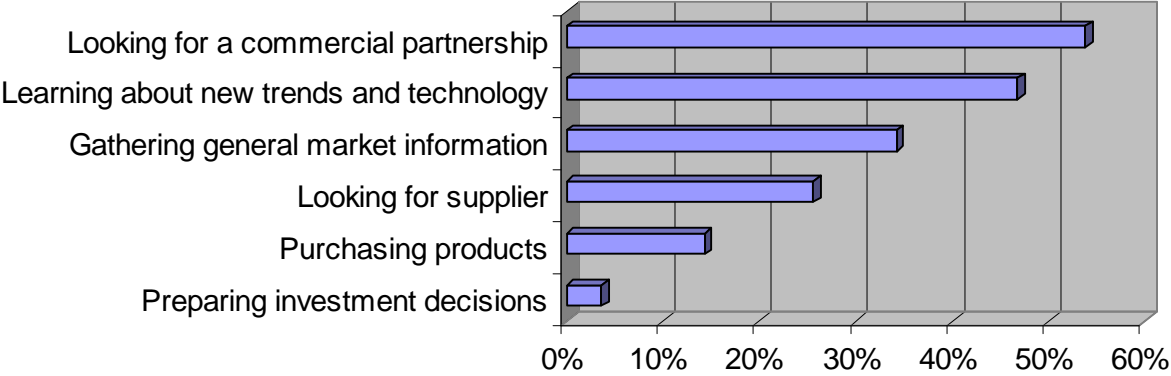


*CIS = Commonwealth of Independent States including: Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldavia, Tajikistan, Turkmenistan, Ukraine and Uzbekistan

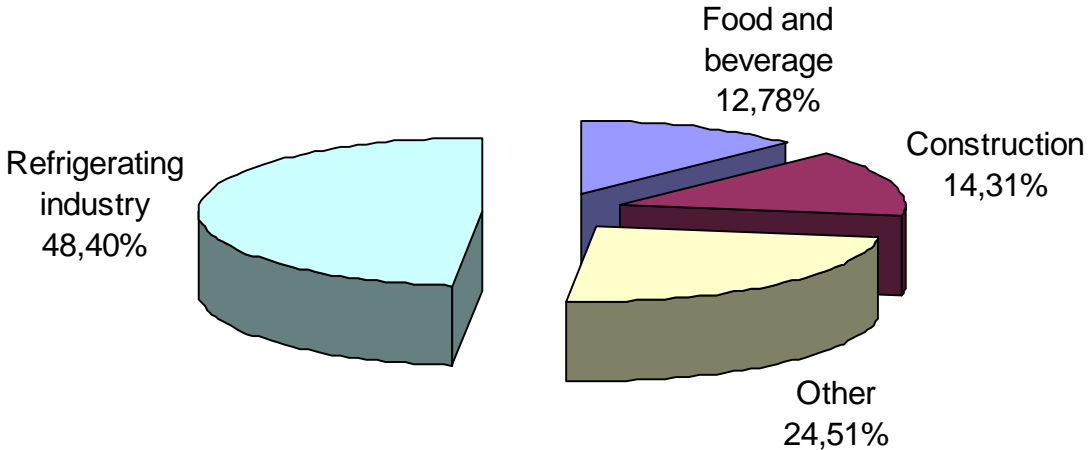
Visitors by department / function



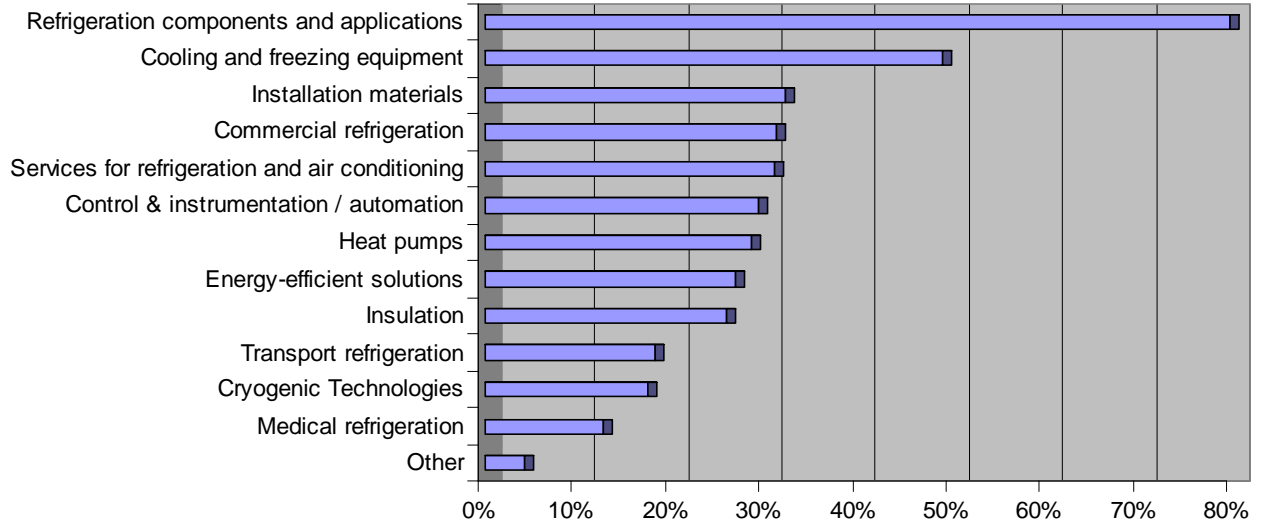
Objective / purpose of visiting



Visitors by business sector



Categories of interest



Conference Program:

The conference program of CholodExpo was an impressive reflection of the activities not only of the industry in Russia but also internationally. It was an indication of what is concerning the business currently and it will give an important impulse to the Russian industry.

To develop the topics of the conference, an advisory board consisting of leading scientists, heads of major manufacturing companies and representatives of State structures had been built. The variety of the conference programme covered the status and prospects of the refrigeration industry, technical regulations, industrial safety and environmental protection, measuring and control automation as well as an overview of education and training for the refrigeration industry.

During the three day conference, 42 high level representatives of well-known institutes and companies of the refrigeration industry were holding 35 trendsetting presentations to the following Key conference topics:

1. The state and perspective of development of the refrigeration industry in Russia.
2. Refrigeration equipment and application. Measuring and control technology/ Auto. Components and fluids.
3. Regulations of the refrigeration industry - Industrial safety and environmental protection.
4. Training, personal development and training in the refrigeration industry.

For details of the conference program please visit www.cholodexpo.com.



Exhibitor statements:

Rivacold Group

Sergey Derevianko– Representative in Russia
„It is the best specialized Fair in Russia and CIS indeed”

Thermokey

Simona Bottecchia, Area Manager

“Highly qualified visitors – this is what makes the difference between CholodExpo Rossija and other exhibitions. The great majority of people who came to our stand work in companies that truly specialize in our field – heat exchangers and compressors – and are therefore potentially interested in a serious cooperation with our companies. We owe special thanks to the organizers managing this perfect trade fair. This is not easy considering the peculiarity of Moscow as a location.”

Officine Mario Dorin

Giovanni Dorin, Sales & Marketing Executive

“After visiting the first edition of CholodExpo Rossija, we felt absolutely sure about the fact that this exhibition is going to be a key event in Russian refrigeration market. The huge number of highly qualified visitors and the high standard of services by the organizer NürnbergMesse are unique in Russia.”

Bock

Peter Pintar, Sales Manager East Europe

“East Europe CholodExpo Rossija again offered an ideal setting for the presentation of our semi hermetic Compressors made in Germany.”



Result from the exhibitors' survey:

Question: How would you rate **the market potential of your products in the region?**

excellent	36%
average	54%
low	10%

Question: How would you rate **the quality of the visitors?**

very good	6,1%
good	51%
satisfactory	34,7%
unsatisfactory	8,2%

Question: How would you rate possibilities for **new business contacts** during the trade show?

very good	4,2%
good	56,3%
satisfactory	37,5%
unsatisfactory	2,1%

Question: How would you rate the **overall success of your participation?**

very good	8%
good	52%
satisfactory	32%
unsatisfactory	8%

Question: How would you rate the **overall organisation** of the trade show?

very good	23,3%
good	65,1%
satisfactory	11,6%
unsatisfactory	0 %

Photo Gallery

Official Opening Ceremony



Opening speeches



Frank Venjakob, Nuernberg Global Fairs



Eduard Bagirian, Rossojusholodprom



Victor Chernyak, Giproholod Institute



Jury Terpenianz, Bitzer GUS



Dmitry Baranov - Rector of the Moscow State University of Environmental Engineering



Alexander Bagirian, International Academy of Refrigeration



Official ribbon cut

List of exhibitors:

Aircool	Russia
Arcest OY	Finland
Armaturenwerk Altenburg (D)	Germany
Ariada	Russia
AUMA - Association of the German Trade Fair Industry (D)	Germany
BEutler Maschinenbau- und Vertriebsgesellschaft (D)	Germany
Bicold Engineering s.r.l.	Italy
Bock (D)	Germany
B & M s.r.l.	Italy
Cabero (D)	Germany
Cholodchimash	Russia
Cholodilnaya Tekhnika	Russia
Cholodilniy Business (Magazine)	Russia
CIA Center (Commercial Information Analytical)	Russia
Coolmaster Prof.	Russia
CORE Equipment s.r.l.	Italy
DecsaRus	Russia
Dupont de Nemours	Russia
Eliwell Controls s.r.l.	Italy
Embraco Europe s.r.l.	Italy
Emerson Climate Technologies	Germany/Russia
Empire of Cold (Magazine)	Russia
Equipment: Market, Offers, Prices (Expert Equipment)	Russia
Evapco Europe N.V.	Belgium
E.W. Gohl GmbH (D)	Germany
Experte Oborudovanie (Magazine)	Russia
Farmina	Russia

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Federal Ministry of Economics and Technology (BMWI) (D)	Germany
Food Industry (Magazine)	Russia
Frascold	Italy
Fresco-M	Russia
Friterm A.S.	Turkey
GEA AWP GmbH	Russia
GEA Goedhart	Russia
GEA Grasso BV	Russia
GEA Grasso Refrigeration	Russia
GEA Küba GmbH	Russia
G.S. Anderson GmbH (D)	Germany
German Pavilion	Germany
Giproholod	Russia
Güntner AG & Co. KG	Germany
Holodilshchik.ru	Russia
Honeywell (D)	Germany
International Academy of Refrigeration (IAR)	Russia
Imamoglu Refrigeration and Hardware	Turkey
IRD Iniziative s.r.l.	Italy
Johnson Controls	Russia
Karyer Heat Exchangers	Turkey
Kriotek	Russia
KUB Burkhardt GmbH (D)	Germany
Kyung Dong	South Korea
Lu-Ve Contardo	Italy/Russia
Mashimpeks	Russia
MKM Mansfelder Messing- und Kupfer GmbH (D)	Germany
M.T.H. s.r.l.	Italy

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Nürnberg Global Fairs	Germany
NTC TNT MGUIE	Russia
Novaja Linia	Russia
Nürnberg Global Fairs GmbH	Germany
Oborudovanie (Magazine)	Russia
Officine Mario Dorin	Italy
ONDA	Italy
Orelholodmasch	Russia
Ostrov	Russia
Pishepromizdat (Magazine)	Russia
Pressko (D)	Germany
Refcomp s.p.a.	Italy
Retail Technologies (Magazine)	Russia
Rivalcold Group	Italy
Rizk Brothers	Egypt
Rossojusholodprom	Russia
Saint-Petersburg State University of Refrigeration and Food Engineering	Russia
Shanghai Meluck Refrigeration Equipment Co. LTD	China
Spektroplast	Russia
Suppliers of Machines and Equipment, The Business Information Guide	Russia
SWEP	Sweden
Tazzetti	Italy
TEKO (D)	Germany
Thermofin (D)	Germany
Thermokey	Italy
thermowave Gesellschaft für Wärmetechnik mbH	Russia/ Germany
Thyssen Krupp Bausysteme GmbH (D)	Germany
Topclimat Co. Ltd.	Russia

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T.T. International	China
TÜV Süd (D)	Germany
Unilab s.r.L	Italy
Union of Russian Ice Cream-Makers	Russia
VDMA- Air-Handling Technology Association Section Refrigeration and Heat Pump Technology (D)	Germany
VNIKHI	Russia
VNII-Kholodmash-Holding, OSC	Russia
Walter Roller GmbH & Co. (D)	Germany
Worlead International	China
WTK S.R.L.	Italy