



# POST SHOW REPORT 14-18 April 2009



On 14–18 April, the 15<sup>th</sup> International construction forum “INTERSTROYEXPO” took place in St.Petersburg. The Forum was held in Pavilions 4, 5, 6, 7, 8A and in the open exhibition area of the Lenexpo exhibition complex.

The forum features in the list of priority events for the St.Petersburg and Leningrad region Governments, it is held according to the Governmental order №84 from 02.02.2009, with the patronage of the Chamber of Commerce and Industry of the Russian Federation (Certificate №46).

### Organisers:



Primexpo, part of the ITE Group, is one of the leading organisers of international exhibitions and conferences in Russia. The portfolio of the company includes more than 20 exhibitions held annually, and the list of the exhibitions is always increasing. Primexpo is renowned for its well-organised exhibitions, which attract many high-quality exhibitors and visitors. Primexpo is a member of the Russian Union of Exhibitions and Fairs (RUEF) and a member of the Global Association of the Exhibition Industry (UFI). 7 of Primexpo’s exhibitions are approved by UFI and RUEF, which ensures high standards at the exhibitions.



Established in 1991, ITE is a leading organiser of international trade exhibitions and conferences. The company has 23 offices in 19 countries. ITE organises over 150 professional trade events every year in 14 countries, many of which have become market leaders.

Tel.: +7 (812) 380 6014  
Fax: +7 (812) 380 6001  
E-mail: [interstroyexpo@primexpo.ru](mailto:interstroyexpo@primexpo.ru)  
[www.interstroyexpo.com](http://www.interstroyexpo.com)

### Official support:



Government of St.Petersburg

Chamber of Commerce and Industry of the Russian Federation

### The forum is held with assistance from:



Entre Marketing

Exhibition Company TUYAP

Dega Expoteam GMBH

Expo Line

Polexpo Exhibitions

Hessian Ministry of Economics, Transport,  
Urban and Regional Development

Arvelin

### Organisers of Russian Regions Collective Stands:

House of Architects (Saratov oblast)

Ministry for Construction of Nizhegorodskaya oblast

### Business Partners:



### Congress Organiser:

Exhibition company



### Information support:



Alongside the International Construction Forum “INTERSTROYEXPO”, 17 specialised exhibitions were held:

- Interstroyexpo
- Teplovent
- Water Supply
- Power Supply and Electrical Engineering
- Construction and Building Materials
- Tool and Equipment
- Windows, Doors and Gates
- Roofing and Insulating Materials
- Facade Materials
- Metal Structures and Metal Supply
- Building Machinery
- Interior Solutions
- Sanitaryware
- Finishing Materials
- Intelligent House
- Russian Building Industry
- Country Housing

**Exhibition space:**

Halls (4, 5, 6, 7, 8A) and open exhibition space

**Exhibitors:**

Russian Companies – 559

Foreign Companies – 99

Total – 658

**Total exhibition space: 22 000 sq. metres**

**Russian exhibitor geography:**

St.Petersburg, Vladimir, Leningrad, Ivanovo, Kaliningrad, Kaluga, Nizhny Novgorod, Novosibirsk, Moscow, Rostov, Samara, Sverdlov, Tumen, Chelyabinsk, Jaroslavl Oblasts, Perm Region.

**Foreign exhibitor geography:**

Austria, Belarus, Czech Republic, Germany, Ireland, Latvia, Poland, Turkey, Finland, Estonia.

Russian collective stands at the exhibition were presented by Saratov, Nizhniy Novgorod Regions.

National and Foreign Group Stand Included: Belarus, Bavaria, Hessen (Germany), Turkey and Finland.



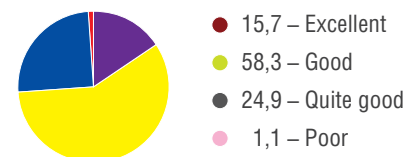
## Exhibitor breakdown to the main sections, %:



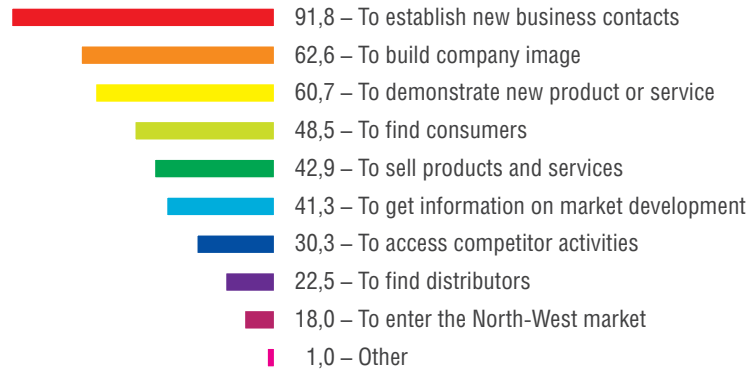
## Exhibitor breakdown to the specialised exhibitions, %:



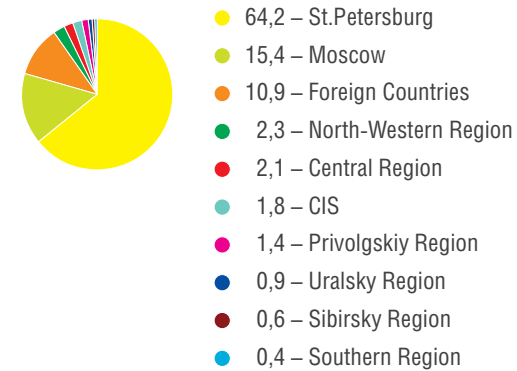
## The professional level of visitors by opinion of the exhibitors, %:



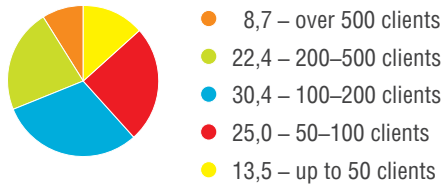
### Main aims of participation, %:



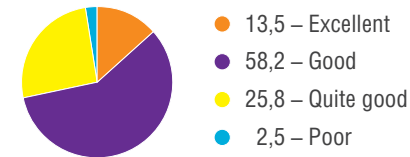
### Exhibitors geography, %:



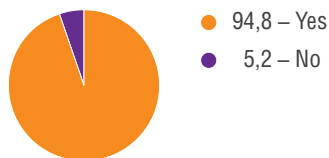
### Number of potential clients by opinion of the exhibitors, %:



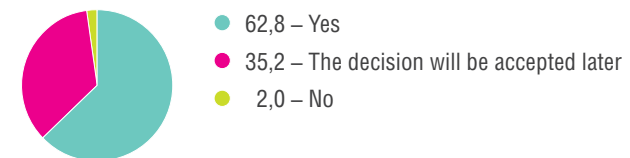
### The quantity of visitors by opinion of the exhibitors, %:



### Whether the exhibition organisation as a whole was good, %:



### Exhibitor intention for the future participation, %:



On 14–18 of April, the following events took place:

## Press conference

### Participants:

*Efim Basin*, Chairman of the Committee of the Chamber of Commerce and Industry of the RF for Business in the Field of Construction and Housing and Communal Services;

*Marina Chelak*, Head of the International Construction Forum, Interstroyexpo;

*Aleksandr Glebov*, Chief of the Department of Information Control of the St.Petersburg Committee for Construction;

*Elena Kuptsevich*, Division Director, Construction Exhibitions Department, Primexpo;

*Alexander Raspopin*, Head of Management Building Exhibition and Congress Events at RESTEC™;

*Leonid Terebnev*, Chairman of the Committee for Transport and Transport Infrastructure of Leningrad Oblast;

*Michael Viktorov*, General Director of the Russian Builders Union.

During the press conference, product developments in the building industry were discussed, as well as how the economic crisis had impacted the industry and the exhibition. According to Mr. M. Viktorov, General Director of the Russian Builders Union, “the issues of the day are discussed at Interstroyexpo. They serve also as a working agenda, and we try to follow them to a greater or lesser degree. The crisis affects our targets, but many things discussed in April 2008 have been completed by this April”.

All participants commented that the forum is an important factor in overcoming the crisis. The organisers wished successful business for all exhibitors.

Over 120 took part in the press conference, including: representatives from business and specialised building periodicals, radio stations, news and thematic programmes and business news websites.





#### Partipants:

*Sergey Barinov*, Director of Department for Housing Policy of the Ministry of Regional Development;

*Larisa Barinova*, Vice Chairman of the Committee of the Chamber of Commerce and Industry of the RF for Business in the Field of Construction and Housing and Communal Services;

*Efim Basin*, Chairman of the Committee of the Chamber of Commerce and Industry of the RF for Business in the Field of Construction and Housing and Communal Services;

*Marina Chelak*, Director of the International Construction Forum "Interstroyexpo";

*Vladimir Chelomin*, Minister for Construction of the Nizhny Novgorod region;

*Igor Kirsanov*, General Director, Rectec™;

*Alexander Kogan*, Vice Chairman of the Committee for Budget, Taxes of the State Duma of the Russian Federation;

*Elena Kuptsevich*, Division Director, Construction Exhibitions Department, Primexpo;

*Ian Patterson*, Chairman of ITE Group Plc;

*Vyacheslav Semenenko*, Chairman of the Committee for Construction of the St.Petersburg Government;

*Edward Strachan*, Managing Director of ITE Group Plc;

*Leonid Terebnev*, Chief of the Committee for Transport and Transport Infrastructure of Leningrad region.





## 9<sup>th</sup> INTERNATIONAL BUILDING CONGRESS “IBC”: “CURRENT STATE OF AND TRENDS IN THE RUSSIAN BUILDING SECTOR”

Organiser: Restec™

Over 600 specialists from 42 Russian regions and 14 foreign countries took part in the Congress.

### The Congress comprised the following:

- Plenary session “Current state of and trends in the Russian building sector”.
- Open Meeting of the Russian Guild of Realtors, Association of Banks of North-West, North-West Construction and Industrial Sector Association and Association of Realtors of St.Petersburg and Leningrad Oblast. “Mechanisms for financing and reducing costs in the real estate market and in the construction sector”.
- Extended Session of the Board of the Russian Union of Builders: “Prospects for low-rise construction development”.
- Seminar: “Changes in the building inspection system. Control within the framework of self-regulation system. Requirements for self-regulatory organisations” (SRO).
- Round Table Discussion: “Construction industry development. Regional feedstock base of the construction material industry”.
- Conference: “Relevant issues of price formation in production of construction materials, real estate market and construction sector”.

### International Building Congress IBC participants:

*Sergey Barinov*, Director of Department for Housing Policy of the Ministry of Regional Development;

*Efim Basin*, Chairman of the Committee of the Chamber of Commerce and Industry of the RF for Business in the Field of Construction and Housing and Communal Services;

*Lev Kaplan*, Vice President, Director of the St.Petersburg Union of Building Companies, SOUZ-PETROSTROY;

*Anatoly Katalevich*, Chairman of the Committee for Construction of the Leningrad Oblast;

*Alexander Kogan*, Vice Chairman of the Committee for Budget, Taxes of the State Duma of the Russian Federation;

*Vyacheslav Semenenko*, Chairman of the Committee for Construction of the St.Petersburg Government.

A popular session was, “Financing mechanisms and cost saving in the real estate market and in the building sector”, as it raised questions regarding the current economical situation.

During the round tables and conferences, issues such as self-regulation in the building sector, cost reduction and pricing, the low-height construction outlook, development of the building industry in St.Petersburg and Leningrad region were discussed.

During the Congress, an initiative for exchanging business contacts was held for the first time, which became an effective networking area.



## CONFERENCE: “BUILDING AND IMPROVING THE TRANSPORT INFRASTRUCTURE: STRATEGIC PLAN FOR ECONOMIC RECESSION”

*Organiser: Primexpo North-West Ilc*

*Official Support: Government of St.Petersburg, Committee of Chamber of Commerce and Industry of the RF for the Business in the Field of Construction and Housing and Communal Services.*

The development of the transport infrastructure is one of the priority issues to be solved by the Government of the Russian Federation.

St.Petersburg has a very convenient geographical position (the city is located at the junction of river, rail, road and air routes). These are the main competitive advantages of the city in the national and international transport and logistical services industry.

Taking into consideration these factors, the organisers of the largest international construction forum “Interstroyexpo” and the Committee of the Chamber of Commerce and Industry of the Russian Federation for Enterprise in the Sphere of Construction, Housing and Communal Services carried out a Conference: “Building and improving the transport infrastructure: strategic plan for economic recession”.

The Committee of the Chamber of Commerce and Industry of the Russian Federation for Enterprise in the Sphere of Construction, Housing and Communal Services was held alongside the exhibition.

### Key Topics of Discussion:

- Major trends in the development of Russian transport infrastructure
- Role of state and private partnerships in the development of the transport infrastructure using the example of Russia’s regions
- Design of roads, bridges and other transport facilities, including detailed functional and technical classification
- Safety measures for advertising structures on transport vehicles
- Modern water-insulating technologies in road and bridge construction

Conference participants were given an excursion to see a second-phase building site for the Narva motorway linking St.Petersburg to Bronka, the headquarters of St.Petersburg the KAD ring road, the president’s library named after Boris Yeltsin in the Synod building and Lasarevsky Bridge on Krestovsky Island.



## Conference Delegates:

Yury Agafonov, Director of the Self-Regulated Regional Association of the Road Complex of Russia' North-West;

Alexander Alkhimenko, Dean of the Engineering and Building Faculty of the St.Petersburg State Technical University;

Dmitry Ambartsumov, Director of the Bitum ltd representation in Russia;

Efim Basin, Chairman of the Committee of the Chamber of Commerce and Industry of the RF for Business in the Field of Construction and Housing and Communal Services;

Alexander Borodin, Assistant of the Minister for Transport of the Russian Federation;

Vladimir Chelomin, Minister for Construction of the Nizhny Novgorod region;

Alexander Grigoriev, Chief of the Department of Building Inspection of the Federal Service for Ecological, Technical and Nuclear Inspection;

Kirill Ivanov, Director of the Dormost Association;

Sergey Kelbakh, General Director of the Federal State Management "Roads of Russia" Federal Road Agency;

Denis Kulkov, Head of the Sibur project;

Yury Sukhin, President of the Association of International Road Carriers "ASMAP";

Leonid Terebnev, Chief of the Committee for Transport and Transport Infrastructure of Leningrad region.

Over 200 specialists took part in the conference.

Participant geography: Moscow, St.Petersburg, Belarus and 16 regions of the Russian Federation including: Vladimir, Irkutsk, Novosibirsk, Kaluga, Leningrad, Nizhniy Novgorod, Saratov, Smolensk, Tver, Tumen, Chelyabinsk, Perm Regions, Karelia, Sakha (Jakutia) Republics and Jamalo-Nenetsky Autonomous region.

By the end of the conference, a resolution was passed, which incorporated the main trends in the transport industry during the recession. The plans will be sent for consideration to the State Duma of the Russian Federation and the Government of the Russian Federation.



## Business Dialogue Between: Suppliers and manufacturers of materials for construction projects and the wholesale and retail network of St.Petersburg and Leningrad region

Organisers: St.Petersburg Construction Center, Primexpo North-West Ilc

The event aims to play an important role in anti-crisis management in the building materials industry. The main purpose of the meeting is promoting building production. The event enables dialogue between suppliers and producers of building materials and wholesale and retail chains representatives, specialists in the construction service of building and design companies. Mr. Igor Shikalov, Head of the Methodic Department of the City Committee for Building, welcomed participants and expressed his interest in the meetings.

By the end of the business dialogue initiative, every participant had been able to negotiate promising cooperation in the future.

### Participants:

- Petrovich Building Trade House
- VSB, JSC
- Metrika Building Hypermarket
- Baltiisky Building Complex
- Rikel JSC
- Iskrasoft JSC
- Dalpiterstroy JSC Building Company
- Materik M JSC
- Ust Luga JSC



## CONFERENCE “EFFECTIVE HEATING, VENTILATION, AIR-CONDITIONING SYSTEMS AND HEATING SUPPLY”

*Organiser: NP ABOK, Primexpo North-West Ilc*

### Held alongside the conference:

- “Technology for comfort design in housing and public buildings. Design, installation, repair and operation”

Representatives of companies, including manufacturers and distributors of modern power efficient technologies, took part in the conference.

- Seminar “Software for engineering systems within building design”

Participants included representatives from more than 500 companies from Moscow and the North-West region.

### Alongside the international construction forum “Interstroyexpo” the following events were held:

- Conference “Metal Industry of the North-West”

*Organiser: Baltic Metallurgic Company*

- Conference “SIEMENS production and solutions for building automation”

*Organiser: SIEMENS*

- 3<sup>rd</sup> Practical Conference “Self-regulation in the building industry in St.Petersburg and the Leningrad Region”

*Organiser: Union of Building Companies and Organisations*

- Conference “Construction systems by TechoNICOL”

*Organiser: TechoNICOL Corporation*

- Presentation by INGTRANSSTROY

- Session of the Council of Self-Regulated Organisations “Inter-Regional Builders Union”

- Seminar “Prospects of gate systems development. New products review”

*Organiser: DOORHAN*

- Seminar “Companies from Central Finland: supply and opportunities for co-operation on the St.Petersburg building market”

*Organiser: Juvaskyla Regional Development Company Jukes Ltd.*



A gala reception took place on the 2<sup>nd</sup> day of the forum at Manege of Cadet Corps. Representatives from Russian and foreign companies were able to speak to colleagues, partners and industry representatives in a relaxed atmosphere, whilst enjoying an interesting entertainment programme.

**Certificates were awarded to:**

- Ministry for Construction of Nizhegorodskaya oblast – Organisation of a collective stand for Nizhniy Novgorod
- House of Architects – Organisation of a collective stand for Saratov oblast
- TUYAP – Organisation of a Turkish national stand
- Entre Marketing Ltd. – Organisation of a Finnish national stand
- Juvaskyla Regional Development Company Jukes Ltd. – Organisation of a Finnish national stand
- Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology – Organisation of a German regional stand
- Hessian Ministry of Economics, Transport, Urban and regional development – Organisation of German national stand
- Group “STROYKA” – Information support
- “STROYBUSINESSMARKET” – Information support
- “BUILDING WEEKLY” – Information support





During the gala reception, the rewards ceremony was held. The prize winners included:

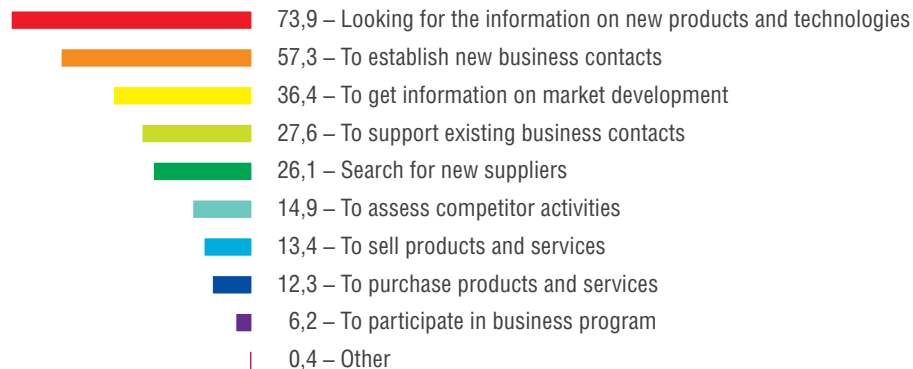
- **Номинация: The Best Stand**  
PITERRA  
EUROCEMENT GROUP  
PETERBURGTRANSSTROY (Part of the “INGTRNSSTROY Corporation”)
- **Best Personnel**  
АРКТИКА, JSC  
ТЕПЛО АРТ НЕВА, ООО
- **Original Product Demonstration**  
KAN
- **Best Marketing Policy**  
TERMOROS SPB ZAO
- **Successful Promotion of Domestic Products in the Russian Market**  
ELECTROCHIELD, SZ, SI
- **Creative Approach to Participation and Advertising**  
VOLVO CONSTRUCTION EQUIPMENT
- **Professional Approach to Stand Organisation**  
DOMINO, PAINT STUDIO
- **Creative Approach to Product Promotion**  
SALITAR, ООО



## Sector of interest to visitors, %:



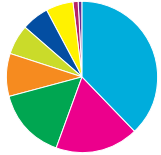
## Main aims of visiting, %:



## Exhibitor breakdown to the main sections, %:

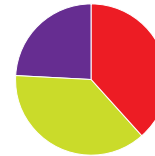


### Visitors profile, %:



- 37,9 – Director
- 17,7 – Purchase manager
- 15,5 – Engineer of technical specialist
- 9,1 – Architect/Designer
- 6,4 – Sales manager
- 5,8 – Marketing manager
- 5,7 – Builder
- 1,3 – Adviser
- 0,6 – Other

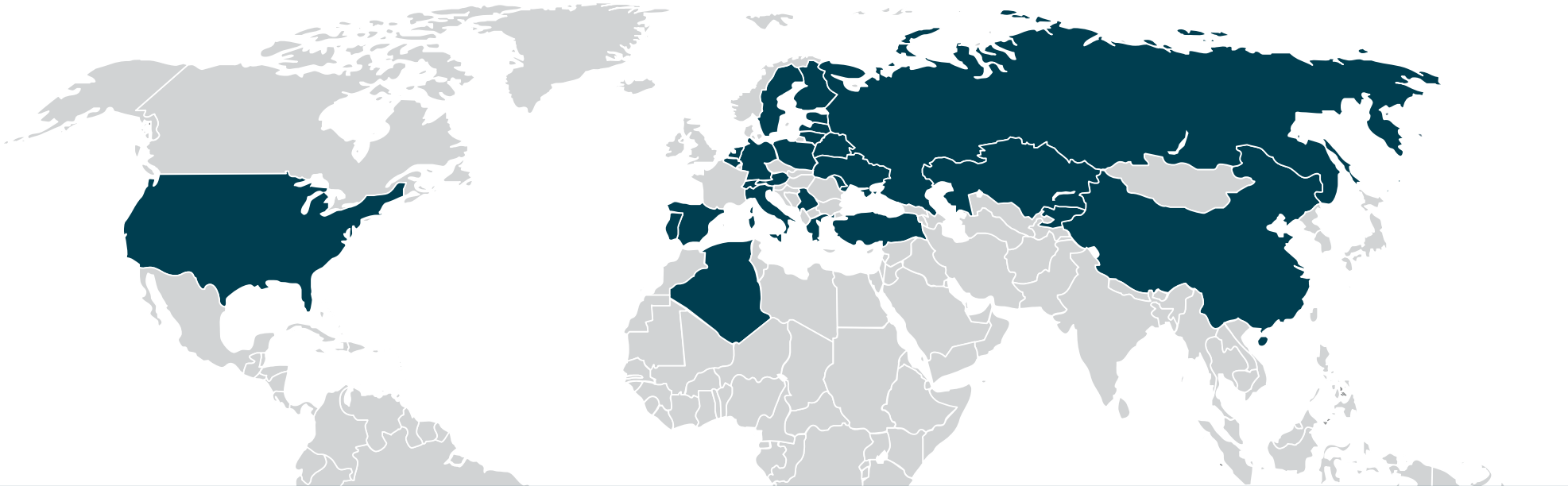
### Estimated volume of investment of visitors %:



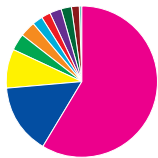
- 38,5 – over 10 000 EUR
- 37,4 – 3 000–5 000 EUR
- 24,1 – 5 000–10 000 EUR

| Visitors       | Russian | Foreign | Total  |
|----------------|---------|---------|--------|
| Trade visitors | 28 912  | 1 976   | 30 888 |
| Visitors       | 8 650   | 217     | 8 867  |
| Total          | 37 562  | 2 193   | 39 755 |





### Visitors geography, %:



- 58,7 – St.Petersburg
- 15,1 – North-Western Region
- 8,4 – Moscow
- 3,5 – Fogeign Country
- 3,2 – Central Region
- 2,3 – Uralsky Region
- 2,1 – Privolgskiy Region
- 2,5 – Sibirsky Region
- 2,2 – CIS
- 1,5 – Southern Region
- 0,5 – Far Eastern Region

### Foreign visitor geography:

Austria, Algeria, Belarus, Belgium, Germany, Greece, Spain, Italy, Kazakhstan, China, Kyrgyzstan, Latvia, Lithuania, Moldova, the Netherlands, Poland, Portugal, Serbia, the USA, Turkey, Finland, Ukraine, Switzerland, Sweden, Estonia

### Russian visitor geography:

St.Petersburg, Moscow; Amur, Arkhangelsk, Belgorod, Bryansk, Volgograd, Vologda, Voronezh, Ivanovo, Irkutsk, Kaliningrad, Kaluga, Kamchatka, Kemerovo, Kirov, Kostroma, Kursk, Leningrad, Lipetsk, Moscow, Nizhniy Novgorod, Novgorod, Novosibirsk, Murmansk, Omsk, Orel, Pskov, Rostov, Ryazan, Samara, Saratov, Sakhalin, Sverdlovsk, Smolensk, Tambov, Tula, Tyumen, Chelyabinsk, Ulyanovsk, Yaroslavl Regions; Altay, Krasnodar, Krasnoyarsk, Perm, Primorsk, Stavropol, Khabarovsk; Bashkortostan, Chuvash, Dagestan, Kabardino-Balkaria, Karelia, Komi, Saha, Tatarstan, Udmurtia Republics; Khanti-Mansiysky, Jamalo-Nebetsky Autonomous Regions.

“Haacke and M-OST (the representative office in St.Petersburg) received many contacts thanks to the exhibition. At Interstroyexpo, we try to bring to our potential clients the German style of work. Very often, clients comment that the exhibition is their basic source of industry information. Interstroyexpo is an opportunity to sell our products from the manufacturer to the customer directly. At the exhibition we can gain real clients.

That is why we have participated in the forum for many years”.

**Mikhail Zaltsman,**

Representative of Haacke+ Haacke GmbH+Co. KG

“Volvo Construction Equipment has participated Interstroyexpo several times. Our company appreciates Interstroyexpo not only as an opportunity to demonstrate its machines, but also for the friendly atmosphere at the event.

We also notice that the event is successful and effective for promoting our equipment”.

**Anna Klevtsova,**

Marketing Coordinator, Volvo Construction Equipment

“Our Company would like to thank the “Interstroyexpo 2009” organisers for their efficient and professional work organising the annual spring international construction forum.

We have succeeded in achieving all of our objectives. There were many new products and conferences this year; I think this attracted a lot of new professional visitors and exhibitors.

I would like to note that, “Interstroyexpo” remains to be one of the leading industry exhibitions in St. Petersburg for the building industry. It also reflects the development and trends in the building industry”.

**Natalia Parri,**

Chief of the Marketing Department, Kramarev Group

“Termoros SPb would like to thank the organisers for their organisation of the 15<sup>th</sup> International construction forum “Interstroyexpo-2009”.

We would especially like to thank Primexpo for their accurate coordination and efficient work. The forum proved to be the largest in the territory of the Northwest region”.

**Denis Sherbakov,**

General Director Termoros SPb



# SEE YOU NEXT YEAR!

**14-17 April 2010**  
**St.Petersburg, Lenexpo**