

## POST-SHOW REPORT

# UzBuild/MebelExpo Uzbekistan 2009

10th Uzbekistan International Exhibition "CONSTRUCTION – UzBuild 2009" and  
6th Uzbekistan International Exhibition "MebelExpo Uzbekistan 2009"

10 –13 March, 2009

Uzexpocentre, Tashkent, Uzbekistan



The 10th Anniversary International Exhibition "Construction – UzBuild 2009" and the 6th Uzbekistan International Exhibition "Furniture, Production Technologies, Interior and Design - MebelExpo Uzbekistan 2009" started their work on March 10, 2009. **UzBuild exhibition** has celebrated its 10th anniversary and still remains the unique event in the construction industry, which keeps attracting the attention of both big and well-known players of the global construction market and new companies. By participating in this exhibition the exhibiting companies expand their businesses, find new partners and improve distribution network, make agreements and familiarize

themselves with new technologies. Debutants receive vouchers to the international database of construction companies. **MebelExpo Uzbekistan** the unique specialized international trade exhibition in Uzbekistan, which annually gathers manufacturers and sellers of the furniture and interior/design industry from all over the world and Central Asian specialists to exchange experiences in the field of production technologies, latest achievements, 'know-how' and professional business organisation.

### SUPPORT OF THE EXHIBITIONS

#### **Official Support:**

- Ministry for Foreign Economic Relations, Investments and Trade of the Republic of Uzbekistan;
- The State Committee on Architecture and Construction of the Republic of Uzbekistan;
- Joint Stock Company "Uzstroyaterialy";
- Mayor Office of the city of Tashkent;
- The Chamber of Commerce and Industry of the Republic of Uzbekistan;
- FAYZ, National Holding Company.

### INFORMATION SUPPORT

**Specialized magazines:** «Spetstechnika» (Russia), «Jilishnoe Stroitelstvo» (Russia), «Building Materials» (Russia), «Window Production» (Russia), «Asia Mebel» (Russia), «Nasha Mebel» (Russia), «Uralskiy Mebelshik» (Russia), «Optovik» (Uzbekistan), «Economicheeskoe Obozrenie» (Uzbekistan);  
**newspapers:** «Building Industry» (Russia), «BrigExpo» (Russia), «AIF» (Uzbekistan), «Tashkent week» (Uzbekistan), «Mir novostey» (Uzbekistan); **internet portals:** www.cityexpo.ru, «Stroyka.uz», «Sidet.ru», StroyPortal.uz, SpetsServer, Ctroylist.ru, «msouz.ru», «ExpoUA», «ExpoNews.ru», «Exhibition Bridge», «Expomenu.ru», «InfoExpo», «Exponet», www.expoholding.ru, www.rusimpex.ru,

«Vesti.uz», Gde 24, ExpoMap, AllExpo.ru, 12.uz, Torg.uz, «investment.uz», «ut.uz»; **directories:** «Konjunktura rynka» (Russia), «StroyBusinessMarket» (Russia); «Golden Pages» (Uzbekistan), «Yellow Pages» (Uzbekistan); **publishing houses:** «Tasvir», «Shark Press»; Informational System «Norma Hamkor»; **TV and Radio:** NTRC RUz and others.

## **PRESS CONFERENCE**

The Press Conference dedicated to the opening of the 10th Anniversary Exhibition UzBuild 2009 and 6th International Exhibition MebelExpo Uzbekistan 2009 was held on 6<sup>th</sup> of March in the office of ITE Uzbekistan.



Over 20 well-known journalists, representatives of the leading commercial and news media, TV and Radio channels participated in this event. The following officials participated in the press-conference, made a speech and answered the questions of journalists: Mr.M.Shodiev, Deputy Chairmen of the State Committee of the Republic of Uzbekistan on Architecture and Construction, Mr.B. Isroilov – Manager of Uzstroyaterialy JSC, on behalf of organisers – Ms. Nigora Sarsenova (Khasanova) – General Director of ITE Uzbekistan Company, Mrs.

Larina Khodjabagyan – Project Manager, Ms. Gullola Nadirkhanova – Project Manager, Mrs. Oyimkhon Babadjanova – PR Manager.

## **OFFICIAL OPENING CEREMONY OF THE EXHIBITION**



Representatives of the key ministries, industrial associations, departments, large companies, and also diplomatic missions of Russian Federation, Turkey, Poland, Iran, China and other countries participated in the official opening ceremony, which took place on 10<sup>th</sup> of March in front of the first pavilion of the "UzExpoCentre" National Exhibition Complex. In their speeches official speakers pointed out a significant role of ITE Uzbekistan in attraction of foreign investments into the Republic and strengthening an interest of foreign companies towards particular branches and Uzbek economy as a whole.

In particular, First Deputy Chairmen of Uzstroyaterialy JSC, Mr.Israilov pointed out the following:

«Growing market of Uzbekistan demands new materials and "know-how". And the largest annual international exhibition UzBuild, celebrating this year its 10th anniversary, undoubtedly facilitates the provision of them. The opportunities of demonstration of production and technologies at the exhibition encourage construction companies to reduce the application of expensive building materials, products and designs and stimulate them to manufacture qualitative competitive products, taking into account local traditions and consumer demand».





General Director of FAYZ Holding Company, Mrs. Mukarram Azimova in her speech stressed that:  
 «It is no coincidence that the exhibitions UzBuild and MebelExpo are organized alongside, as while laying the foundation for a new house, we also think of its interior and design. Organisation of MebelExpo Uzbekistan international exhibition became a good tradition and thanks to it many foreign and domestic companies were provided with an opportunity to establish and develop business contacts and to strengthen the international trade relations».



On behalf of organisers Mr. Edward Strachan – Regional Director of I.T.E. Exhibitions & Conferences in CIS countries noticed that in conditions when other countries were greatly affected by the negative consequences of the world financial crisis, UzBuild exhibition had proven its importance. Summarizing its welcoming speech, Mr. Strachan has expressed his gratitude to the participants of the exhibitions for their commitment, and also has rewarded the officials, representing the official support with gratitude certificates for their long-term support of UzBuild and MebelExpo exhibitions. At the end of the ceremony officials cut a symbolical tape and being accompanied by project managers, have familiarized

themselves with the exposition.

## **ADVANTAGES OF THE EXHIBITIONS AND STATISTICS**

Today the companies-participants, which have chosen UzBuild & MebelExpo out of numerous analogical construction and furniture exhibitions, may confirm the correctness of the decision. Despite the existing instability in the world financial market, the exhibition has proven its necessity and importance. The companies which keep firm positions as market leaders in the building industry, by their participation once again have demonstrated the stability of their operation. The exhibition assisted such companies to raise the credit of trust among the consumers and witnessed their reliability. Exhibitions UzBuild 2009 and MebelExpo Uzbekistan 2009 haven't seen the reduction of spaces, they have kept the usual scale, became even more various and attractive.

This year over 111 companies from 16 countries of the world were presented at stands and more than 20 companies took an absentee participation. Out of all the participants 45% were local companies, which is twice as much as in 2008, and 55% were the participants from abroad. Among participating countries were the following ones: Belarus, Germany, Denmark, Italy, Kazakhstan, China, Luxemburg, Poland, Turkey, Russia, Iran, Uzbekistan, Ukraine, Sweden, Israel. Traditionally the wide exposition was organised by the Department of Assistance to Trade and Investments of the Republic of Poland in the Republic of Uzbekistan. The exposition has united 7 companies – both old participants and debutants.



Total space of the exhibitions made more than 1,700 square meters which is a significant and unbeaten achievement among all analogical exhibitions in Uzbekistan.

Participating companies have displayed their latest products and achievements, whereas the visitors had a chance to familiarize themselves with new materials and technologies.

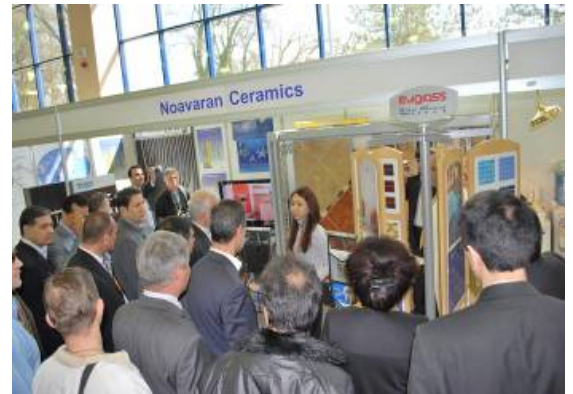


The whole range of production of building materials, furniture and interior sectors was presented at the exhibition: dry building mixes, glues, ceramic tiles, sanitary products, decorative stones and granite, heating and air-conditioning systems, metal tile and thermoproof materials, kitchen furniture sets, windows and doors, wood processing equipment, furniture components and accessories, and many other products. You may inquire about the participants of exhibitions UzBuild & MebelExpo 2009 from the organisers.

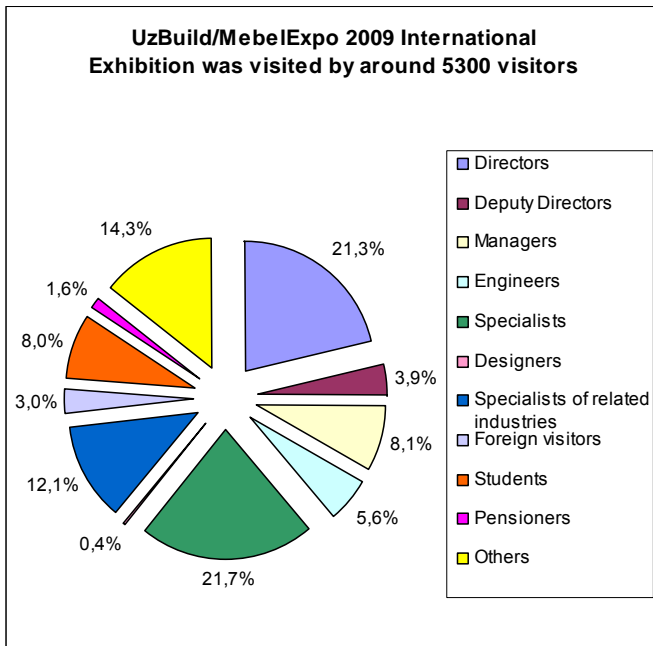


### EXHIBITIONS' NOVELTIES

In 2009 UzBuild/MebelExpo presented the companies from 16 countries. Beside the countries which regularly participate in the exhibitions, there were also the debutants, having participated for the first time. Thus, for the first time in the history of UzBuild exhibition **the national participation of the leading manufacturing companies from the Republic of Iran was organised.** The total space of Iranian companies' exposition made 144 sq.m. All products, presented by Iranian manufacturers at their stands are very called-for in Uzbekistan. By means of participation exhibiting Iranian companies were planning to extend business relationships and conclude new export contacts. The National Iranian participation united 9 companies, which presented ceramic tiles for outside and inside finishing, ceramic tile for floors, thermoproof materials, sanitary equipment and fittings.



Out of total number of participating companies 42 companies or 27,5% have participated in UzBuild/MebelExpo for the first time. This fact is a direct evidence of stability of interest of foreign producers to the market of Uzbekistan, and also of dynamic development of the domestic industry of building materials manufacturing, construction works and services and furniture market.



**VISITORS**

Over 5000 professional visitors from Uzbekistan, neighbouring Central Asian republics, Russia, Turkey, other Asian and European countries have visited the Exhibitions. 70% of the total number of visitors were registered as qualified professional visitors and 27% represent the management of the companies.

According to the registration survey, the majority of visitors holds a position of directors and chairpersons of construction materials, works and services and furniture manufacturing companies, heads of representative offices of foreign companies, distributors and agents, specialists of construction and furniture industries, architects and designers.

Interrogation of professional visitors during registration procedures has revealed the following:

Almost a quarter of professional visitors visited the given exhibitions for the first time - the Diagram 1. This figure gives an evidence about the improvement of quality and effectiveness of inviting professional visitors to visit exhibitions, strengthening the efficiency of marketing and visitor promotion activities, increase of interest towards the latest achievements of construction business and furniture industry in Uzbekistan and dynamic development of the given sectors of domestic economy.

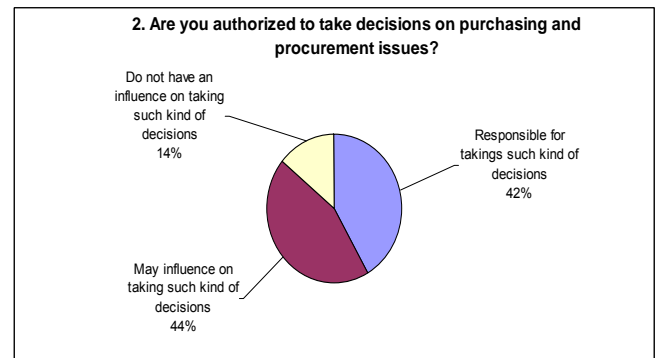
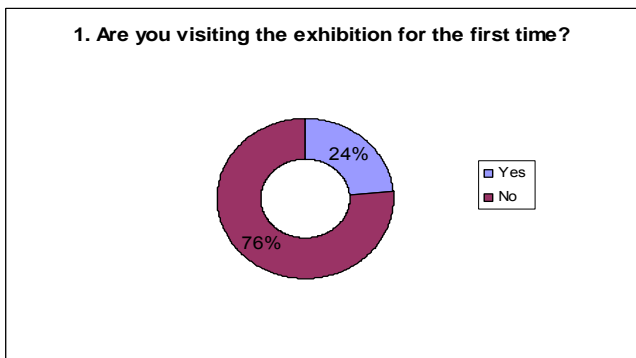
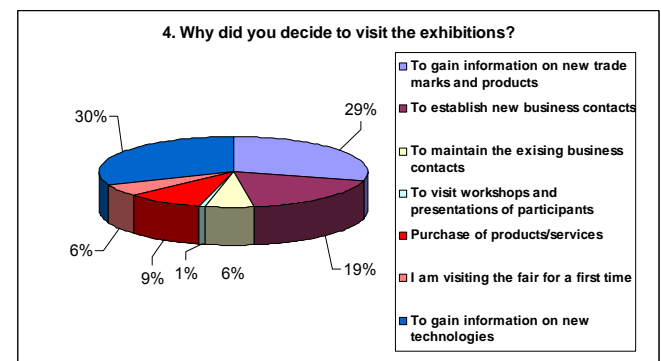
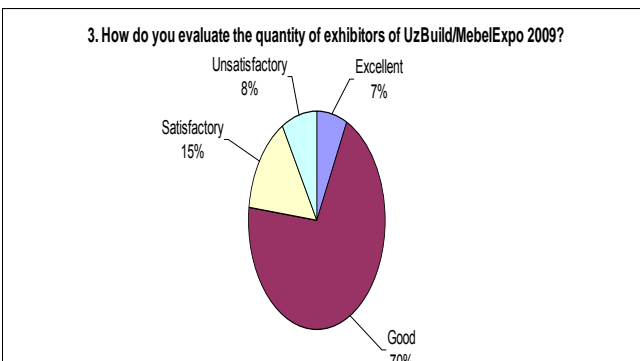


Diagram 2 testifies to the professionalism and the high rank and status of visitors of the exhibitions. 86 % of the total number of professional visitors hold key positions in the companies and influence or are responsible for decision-making, including the issues related to the procurement and purchases of equipment, materials, products.



77 % of the total number of professional visitors find the quantity of exhibitors excellent and good (the Diagram 3). It is especially important in the current conditions of reduction of number of participants practically in all similar exhibitions worldwide. The following reasons were indicated as principal ones for exhibition visiting: gaining information on new technologies, new trade marks and products, establishment of new business contacts, purchase of products/services (Diagram 4).

## ACTIVITIES WITHIN THE FRAMEWORK OF THE EXHIBITIONS

### March 10



The Official Gala Reception dedicated to the opening of the 10th Anniversary UzBuild 2009 Exhibition and 6th Uzbekistan Furniture&Interiors MebelExpo Uzbekistan Exhibition was organised on March 10<sup>th</sup>, 2009. The Reception took place in "Amir Temur" Hall of Intercontinental Tashkent Hotel, having gathered together the participants of the exhibition, officials from supporting ministries and agencies, sales managers from partner offices of ITE Group. Honourable guests were greatly impressed by the musical illustration presented by the Ensemble of National Instruments, giving new interpretations to the famous and popular melodies and songs.



Celebrating Anniversary of UzBuild, the organiser ITE Uzbekistan company has decided to award the companies-participants which throughout all 10 years took an active part in the exhibition. Among them there are the following companies: WILO Representation office in Uzbekistan, Korjukovskaya factory of technical papers, Grundfos company, ITT Water&Waster, Onduline Avrasya, AKBATEX, DEVI A/S. The companies have highly appreciated such an attention of organisers. In order to enable the companies to hold this event in remembrance, organisers in public have awarded the nominees with memorable certificates and engraved prizes and have taken the memorable group pictures.

### March 13

During 3 working days of the exhibitions (10-12 March 2009), ITE Uzbekistan's staff has interviewed around 3000 professional visitors of UzBuild/MbelExpo Uzbekistan 2009. The interview was conducted in order to impartially assess and choose the best companies – participants. As a result, the following companies were indicated as the best in the categories:

1. WIDEST EXPOSITION –KRONOPOL company (Poland)
2. BEST STAND DESIGN – CERAMICA PARADYZ company (Poland)
3. BEST DEBUTE – Uzbek-China Trade House (Uzbekistan) and the Organiser of Iranian National Participation – PARSRASTAK company (Iran)
4. BEST PRODUCT PRESENTATION – TERMIPRO (Uzbekistan).

On the 13<sup>th</sup> of March the winners were awarded with special certificates and prizes.



## **MASS MEDIA**

The work course, events and results of the 10th Anniversary Uzbek International Exhibition «CONSTRUCTION – UzBuild 2009» and 6th Uzbekistan International Exhibition MebelExpo Uzbekistan 2009 have been broadly reflected in the mass media of Uzbekistan.

### **«Narodnoe slovo» Newspaper – dated March 11, 2009**

«One of the distinctive features of the present exhibition, organised for the 10th time, is that 45 percent of its participants are representatives of domestic construction industry»...

«According to the opinions of participants and visitors of UzBuild and MebelExpo Uzbekistan-2009, exhibitions have once again demonstrated the interest of foreign manufacturers both to the market of Uzbekistan, and to fruitful and mutually beneficial cooperation with Uzbekistan partners, and also as a direct evidence, at stands of the domestic enterprises and companies the positive results of the reforms undertaken in particular, in building sector and furniture manufacturing industry».

### **«Pravda Vostoka» Newspaper - dated March 11, 2009**

«At an exhibition in the building, concerning manufactures and realisations of building materials, the process equipment, introduction all directions of carried out reforms are in full presented to this sphere of new technologies».

### **«Uzbekistan Today» Newspaper - dated March 12, 2009**

«At the exhibition, which has gathered in its pavilions the participants from Uzbekistan, Russia, Germany, Austria, China, Poland, Turkey, Iran, Sweden and other countries, the economic crisis which has captured the world markets was not noticeable at all. Exhibitors and experts of the construction industry passionately discussed the new opportunities opening in connection with a current situation in the market, without leaving the pavilions until the end of the first day of work of the exhibition. There was an opinion that the organisers should soon prolong exhibition working hours till the late night and this conclusion resulted from the view of professionals with great enthusiasm discussing new projects, tendencies and technological novelties».

### **«Novosti Uzbekistana» Newspaper - dated March 13, 2009**

«The present exhibition differs from previous ones in the wide range of presented production and services. Special attention is being attracted to the modern building materials and equipment, systems of heating and ventilation, doors and frames, varnishes and paints, floor and roofing coverings, ceramics and finishing materials, electronics and the lighting products».

#### **Portals:**

##### **«Uzreport.com»**

<http://business.uzreport.com/uzb.cgi?lan=r&id=59162>

<http://business.uzreport.com/uzb.cgi?lan=r&id=59161>

<http://business.uzreport.com/uzb.cgi?lan=r&id=59163>

##### **«12.uz»**

<http://www.12.uz/#ru/news/show/economy/1703/>

<http://www.12.uz/#ru/news/show/economy/1727/>

##### **«Gov.uz»**

<http://www.gov.uz/en/content.scm?contentId=46791>

##### **«Gazeta.uz»**

<http://www.gazeta.uz/2009/03/11/cement/>

## EXHIBITORS ABOUT US:

### Uzpromholodmontaj (CIAT - France)

«UzBuild exhibition is the only in Uzbekistan which we consider reliable. It is stable despite any changes in the world. This fact speaks for itself».

### XINJIANG TULAN MACHINERY AND CHEMICALS (China)

«We have been working for many years in Uzbekistan, but we participate only in exhibitions organised by ITE Uzbekistan – the individual approach to a client is one of the most important factors in any work, and the staff of ITE Uzbekistan manages it perfectly».

### DNEPROKRAN company (Ukraine)

«We started our preparations for UzBuild 2009 exhibition in advance and as a result we have found around 10 potential clients. We did not expect that four days of work at the exhibition would provide us with more than 50 real contacts. Organisers do invite a professional visitor».

### AFROSIAB MARBLE (Uzbekistan)

«We are very much tired after 4 days of the exhibition. There were plenty of visitors and they were really professional. There were moments when visitors could not reach our stand. Many thanks to organisers».

### PAGNONI IMPIANTI (Italy)

« Uzbekistan market seems very interesting for us. We are glad that we have been invited to participate in the given exhibition (MebelExpo Uzbekistan 2009) and we hope that all our expectations will be realized in the near future. We have already made a plan to participate next year also».

You can find all news, articles, press releases and reports about UzBuild/MebelExpo 2009 on our web sites [www.uzbuild.uz](http://www.uzbuild.uz) and [www.mebelexpo.ite-uzbekistan.uz](http://www.mebelexpo.ite-uzbekistan.uz).



**Construction Division ITE Uzbekistan**  
Tel.: + (998 71) 113 01 80, fax: + (998 71) 252 51 64  
E-mail: [larina@ite-uzbekistan.uz](mailto:larina@ite-uzbekistan.uz) and [gullola\\_nadirkhanova@ite-uzbekistan.uz](mailto:gullola_nadirkhanova@ite-uzbekistan.uz)  
Web: [www.uzbuild.uz](http://www.uzbuild.uz), [www.mebelexpo.ite-uzbekistan.uz](http://www.mebelexpo.ite-uzbekistan.uz)

