

15-я международная выставка систем отопления, водоснабжения, вентиляции, сантехники и оборудования для бассейнов



15th international exhibition for the HVAC and Pool industries

Продажи • Новые контакты • Узнаваемость бренда •
Позиционирование • Обучение • Исследования •
Личные встречи

Sales • Leads • Brand Awareness • Positioning
• Education • Research • Face-to-Face

AQUA-THERM помогает найти лучшие решения для Вашей маркетинговой стратегии!

AQUA-THERM helps you to find best solutions for your marketing mix!

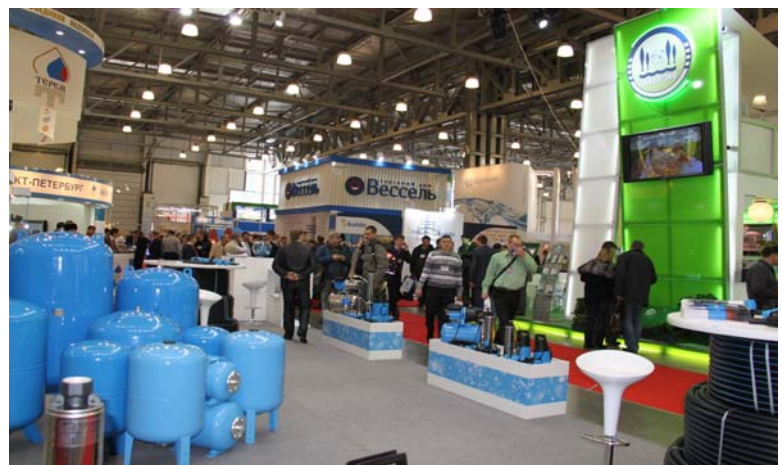
Press Release

10 February 2010

AQUA-THERM Moscow: an unprecedented increase in number of visitors by 42%

The 14th International Exhibition for heating, water supply, ventilation, sanitary technologies and pool equipment "AQUA-THERM Moscow 2010" organised by Reed Exhibitions and ITE took place on February 2 – 5, 2010 at Crocus Expo. The exhibition has again proved to be the leading event of the industry in the region and brought together 390 exhibitors and 15850 professional visitors. Total space of AQUA-THERM Moscow 2010 was 22000 sqm.

Professional composition of exhibitors and continuous improvement of service quality and standards allowed the exhibition to occupy the leading position among trade events of the industry and to become the key business platform for demonstration of the latest industry novelties of international and Russian manufacturers. Exhibitors of AQUA-THERM Moscow included such well-known companies as **BAXI, Daewoo Gasboiler, De Longhi, DOW, Fondital, FV Plast, Kalde, Kamstrup, Kan, KITURAMI, Pilsa, Rehau, ROLS Isomarket, Vaillant, Viega, Aquario, Aquafor Marketing, Alterplast, Astral, Vesta Trading, Viadrus, Vessel TH, Varem East, Glinved Russia, Hertz Armaturen, Jeelex, Heating Laboratory, Linas, Litokol, Markopool, Master-Watt, Nemen, Nibko, New Water, Pipelife, Pedrollo, Polyplastic Group, Rifar, Rems, Rosturplast, Santechassortment, SunHouse, Sunerga, Sinikon, Time, Terem, Topol-Eco, Chemkor, Hummel, Egoplast** and many others.



This year Russian companies have expressed up-going interest to the exhibition, that resulted in the increase of the number of national exhibitors of AQUA-THERM Moscow by 25%.

International participation has also expanded: the number of Turkish companies grew by 15%, German – by 35%. The second national pavilion of Germany was accommodated within the section World of Water and SPA. Due to cooperation with UBIFRANCE, the exhibition featured a national pavilion of France demonstrating products of the largest French manufacturers of heating equipment, ventilation systems and pool equipment, including SEAT Ventilation, Piscine Magiline and others.

In general, exhibitors from 25 countries among which Russia, Italy, Spain, Switzerland, Belgium, Czech Republic, Poland, USA, Austria, Singapore, UAE, Luxemburg, Israel, Greece and others participated in 2010.

15-я международная выставка систем отопления, водоснабжения, вентиляции, сантехники и оборудования для бассейнов



15th international exhibition for the HVAC and Pool industries

Продажи • Новые контакты • Узнаваемость бренда •
Позиционирование • Обучение • Исследования •
Личные встречи

Sales • Leads • Brand Awareness • Positioning
• Education • Research • Face-to-Face

AQUA-THERM помогает найти лучшие решения для Вашей маркетинговой стратегии!

AQUA-THERM helps you to find best solutions for your marketing mix!



Strong partners and advanced & busy business programme of AQUA-THERM Moscow

At AQUA-THERM Moscow, one could not only view the full range of products offered by the industry today, but also get invaluable experience of communicating with professional market players.

The exhibition featured a specialised conference on 3 February: **“Engineering Systems. Issues and Solutions. Technologies”**. coorganized by Tepy Dom Magazine. The conference featured discussions of such topical issues as energy saving technologies for heating supply, water supply and sewage issues, pipes and fitting on the Russian market and others. Speakers at the conference were representatives of such major companies as Dow Europe GmbH, Vaillant, Sanha, De Dietrich, Lubrizol. Russian participants of the event included top managers and leading specialists of Nortex Engineering, LIT Plant and Egoplast company. The conference was attended by more than 120 specialists. The exhibition also comprised seminars of Pipelife, Borealis, Dizayn Group.



Growing interest to the exhibition: the number of visitors increased by 42%

Being aware of difficulties encountered by all market participants in 2009, the organisers have invested substantial resources to show efficiency improvement: this includes visitor promotion in regions, match making programme for sellers and buyers at the exhibition, advertising in business and trade press, TV, Websites, online registration of visitors, etc.

High status of the exhibition is supported by state authorities and industry associations

AQUA-THERM Moscow was run under the support of Moscow City Duma, Russian Union of Industrialists and Entrepreneurs, Moscow Chamber of Commerce and Industry, Russian Union of Construction Engineers, Moscow Association of Entrepreneurs, Ministry of Economy and Technologies of Germany (BMW), Association of Industrial and Trade Exhibitions of Germany (AUMA), German Association for Swimming Pools and Wellness (BSW), Association of the steel and metal processing industry (WSM) and International association of qualified pool enclosure and spa shelter manufacturers and traders (IPC Team).

15-я международная выставка систем отопления,
водоснабжения, вентиляции, сантехники
и оборудования для бассейнов

Продажи • Новые контакты • Узнаваемость бренда •
Позиционирование • Обучение • Исследования •
Личные встречи

**AQUA-THERM помогает найти лучшие решения для Вашей
маркетинговой стратегии!**



15th international exhibition for the HVAC and Pool industries

Sales • Leads • Brand Awareness • Positioning
• Education • Research • Face-to-Face

**AQUA-THERM helps you to find best solutions
for your marketing mix!**

Exhibitors prove the success of the exhibition: 50% of exhibition space for 2011 has been already rebooked

Julia Zueva, BAXI S.p.A.

AQUA-THERM Moscow remains the largest and most awaited exhibition in the field of heating, heat supply, ventilation and air conditioning in Russia. It provides an opportunity to all companies to demonstrate their achievements and predetermines further development and improvement trends.

BAXI S.p.A. has had long-term cooperation with AQUA-THERM Moscow, and this year, as usually, presented a major display of the best achievements and new launches in the field of in-house heating and water heating equipment.

This exhibition has appeared to be extremely productive in terms of business contacts. We have got an excellent opportunity to meet potential clients and get acquainted with new products of our colleagues, both partners and competitors. Certainly, it is necessary to mention that, according to representatives of BAXI S.p.A. office in Russia, AQUA-THERM Moscow is the most high-quality trade exhibition in terms of the number of invited visitors, popularity in heating and heat supply sector, degree of detail and results.

We would like to thank the organisers of AQUA-THERM Moscow for the excellent organisation of the exhibition, accuracy and attention to exhibitors. We hope on future productive cooperation and development of the exhibition!

Vladimir Kostyuk, Viega

All four days of the exhibition were very full with events, as the exhibition has attracted keen interest. Over the past 3-4 years composition of visitors to the exhibition has significantly changed. While previously most of visitors were representatives of wholesale companies and owners of shops, this year there were a lot of building and assembling specialists and people carrying out some construction works for themselves. People improve their knowledge and professional experience, and we are very glad about it.

Andrey Mazan, Zeus-Service

In comparison with the previous year, the exhibition has become better, larger and more representative. Our intention was, first of all, to find clients engaged in assembling, commissioning and maintenance of equipment, and we have achieved our goals: we have found new partners for cooperation in heating and water supply sectors.

Holger Wellman, KME

Recently, more new exhibitions in this field of industry have appeared. It was not easy for us to make a decision on which exhibition to choose to take part in, but we have chosen AQUA-THERM Moscow. It is too early to sum up the final results, because the effect of the exhibition will be seen in a longer term, but already now we can say that we have fulfilled our key tasks: strengthening of our image, maintenance of contacts with our current clients and attraction of new partners.

Elena Puchkova, Grotta

Our key goal at Aqua-Therm is to inform clients about our new products: we have produced a new series of cabinets which was very popular with visitors. In addition, we are confident: those who are not at the exhibition – they are not in business. We participated in previous exhibitions and we can say that the number of visitors and clients has significantly grown this year. We have very good impressions of the exhibition, everybody is in high spirits and very optimistic. Business flourishes in spite of anything!

The next Anniversary 15th International Exhibition AQUA-THERM Moscow will be run from 8 to 11 February 2011.

For more detailed information visit the Website of the exhibition www.aquatherm-moscow.ru

15-я международная выставка систем отопления,
водоснабжения, вентиляции, сантехники
и оборудования для бассейнов



15th international exhibition for the HVAC and Pool industries

Продажи • Новые контакты • Узнаваемость бренда •
Позиционирование • Обучение • Исследования •
Личные встречи

Sales • Leads • Brand Awareness • Positioning
• Education • Research • Face-to-Face

**AQUA-THERM помогает найти лучшие решения для Вашей
маркетинговой стратегии!**

**AQUA-THERM helps you to find best solutions
for your marketing mix!**

About the organisers:

Reed Exhibitions is the world leader in organising events. Every year Reed Exhibitions organises 440 exhibitions in 36 countries. More than 2700 employees in 35 offices work in 44 industries worldwide. Reed Exhibitions is an integral part of Reed Elsevier Group – a leading publishing house and supplier of information services listed on London, Amsterdam and New-York stock exchanges. In 2008, sales volume of Reed Elsevier achieved £5,334 mln. In Russia, the company organises such events as InterCHARM, INTERCHARM professional, Safety Technologies Forum, PAP-FOR, Intertool, AQUA-THERM (jointly with ITE Moscow), Infosecurity (jointly with Grotek LLC), Russian technical oil and gas exhibition and conference (jointly with SPE).

ITE has been organising exhibitions and conferences since 1991. The company has achieved significant success over the past years: opened representative offices in 19 countries worldwide, registered at London stock exchange, and the number of employees of the company is more than 800 people. Every year ITE runs more than 200 international exhibitions and conferences in various fields of industry. At present, ITE is a recognized business leader in the field of exhibition organising – both in terms of the number of events and the range of coverage of the markets. Major projects of ITE include such well known exhibitions as Mosbuild, MITT, MIOGE, MIMS, World Food Moscow, TransRussia and many others.

Reed Exhibitions

Marina Osadchaya

Tel: +7 495 937-6861

Fax: + 7(495) 937-6862

E-mail: marina.osadchaya@reedexpo.ru

ITE

Ekaterina Sviridova

Tel: + 7 (495) 935-7350

Fax: + 7 (495) 935-7351

E-mail: sviridova@ite-expo.ru