



Moscow  
International  
Tool Expo

**mitex**<sup>TM</sup> '2011  
The whole variety of tools and equipment

8-11  
NOVEMBER  
Expocentre  
Krasnaya Presnya  
Moscow

## **MITEX 2011: Moscow International Exhibition of Tools, Equipment and Technology**

### **PRESS RELEASE**

The leading tools exhibition of Russia and CIS **MOSCOW INTERNATIONAL TOOL EXPO (MITEX)** will take place at the Central Exhibition Complex “Expocentre” (Pavilion 2) from 8<sup>th</sup> to 11<sup>th</sup> of November 2011.

In 2011 at the exhibition will participate more than **430 exhibitors from 20 countries**.

**Net exhibition space** – 20 thousand sqm.

**Exhibition location:** Moscow, Central Exhibition Complex “Expocentre”, Krasnaya Presnya, Pavilion No.2 and outdoor areas.

**Exhibition date:** from 8<sup>th</sup> to 11<sup>th</sup> November 2011.

**Organizers:** Exhibition Company “EUROEXPO” is one of the leaders of the Russian exhibition business, a member of the Global Association of the Exhibition Industry UFI, the Russian Union of Exhibitions and Fairs, the Moscow Chamber of Commerce. The company was founded in 1995.

**Business support:**

- CEC “EXPOCENTRE”;
- RATPE - Russian Association of Trade Organizations and Producer of Electric Tools and small tools and equipment – is the strategic partner of MITEX exhibition;
- the Russian Union of Industrialists and Entrepreneurs (RSPP);
- Russian Builders Association.

**Official exhibition sponsors** – “Interskol” CJSC, “Robert Bosch” LLC



## **MITEX is the major exhibition event of the tools industry in Russia.**

In 2011 the exhibition will present the leading international and Russian brands of electric tools, hand tools and gasoline-powered tools, abrasives, fittings, electrical generators, professional cleaning and thermal equipment, snow blowers, gardening tools and machinery.

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**Among the exhibitor of MITEX-2011** are such leaders of tools industry as SPARKY, BLACK&DECKER, BOSCH, BRIGADIER TECHNOLOGIES, FISKARS; GLOBAL GARDEN PRODUCTS (GGB), GARDENA, HUSQVARNA, KÄRCHER, KNIPEX, METABO, SONY, STANLEY etc. This year at the exhibition will be present a collective German exposition of tools and equipment, organized by Federal Ministry of Economics and Technology of Germany with 14 companies.

Traditionally a rich business program is waiting for the participants and visitors of the exhibition. At the first day of MITEX exhibition work – on the 8<sup>th</sup> of November the company “Omega” Group” LLC **will hold the workshop “Business risks minimization in conditions of long goods delivery period”**.

Important event of business program is **RATPE Conference “Russian market of electric tools and small tools and equipment. Situation and prospects”** that will be held on the 9<sup>th</sup> of November from 10-00 till 14-00 o’clock in the press-hall of the Conference center of the CEC “Expocentre”. At the Conference there will be discussed the questions focused on the regulation of foreign economic activity under the conditions of customs union, problems of exhausted equipment utilization, questions of standardization and technical regulation and a range of other topical questions. On the 9<sup>th</sup> of November will be also held the following workshops: **“Lubricating materials for electric and gasoline-powered tools (usage of oil and viscous lubrications)”**, - the organizer is company **“NANOTECHNOLOGIES” LLC**; the workshop **“Building lasers market in the RF. Tendencies, prospects, innovations”**, - the organizer is company **“Condrol” LLC** and workshop **“Presentation of franchise of Federal multistores and service centres “220 volt”**, which is organized by **Federal multistores and service centres “220 volt”**.

On the 10<sup>th</sup> of November in the conference room (exhibition territory) the company **“PARKLINE LOGISTIC”** - All-Russian customhouse broker, an owner and operator of customs terminal on the borders of the RF – will hold the **hands-on workshop** on a topic **“Applied aspects of Foreign Economic Activity implementation under the conditions of Customs Union operation and the RF Federal Customs Service Concept on removal of customs processing to the borders of Russia”**. At the workshop will be discussed practical questions of new Russian Federation customs legislation application, as well as advantages and disadvantages removal of customs processing to the borders of the Russian Federation. The workshop is oriented on the logistics department specialist, sales and Foreign Economic Activity of manufacturing companies, industrial equipment and tools importers and distributors.

“GERMES” LLC на on the exhibition territory, in the conference room will hold on the 10<sup>th</sup> of November at 14.00 o'clock the workshop on the novelties of well-known brands “Sturm!”, “Energomash”, “BauMaster”.

For the second year in a row the MITEX organizers equip on the exposition territory a **Demonstration zone**. As in the last year the exhibition visitors can become acquainted with the novelties of tools from the companies-participants and test them in operation. With Presentations of their novelties in Demo zone come forward the following companies: German Tools, “Robert Bosch” LLC, “LEPSE” OJSC, “Geopribor” LLC, OREGON, “High-tech tools” Group of Companies, Interskol, DeWALT, ELORA, FISKARS and others.

For the first time within the frameworks of MITEX-2011 there will be arranged a **Students program**. The exhibition organizers make it aim to introduce to the future specialist the most contemporary worldwide trend of manufacturing and technologies of tools application. The students of leading Moscow secondary and higher building educational institutions are invited at the exhibition to take part in the hands-on workshop with visiting the stands of tools manufacturing company and participate in master classes, held by the exhibitor. Not only students, but all the other exhibition visitors can speak with the experts, can try their hand in different machines operation, and test the hand tools on **the stand of magazine WOOD-Master**. For the MITEX-2011 visitors there will be also held **demonstration of tools operation and special equipment on the stands** of other exhibition participants: “AvanTechnik” LLC, “Techcontract” LLC, DeWALT, “Distributive Center UNISAW” LLC, “High-tech tools” Group of Companies, “Germes” LLC and others.

Among the display at the exhibition of tool companies the participants and visitors can become acquainted with the **collection of ancient tools of the XIX – beginning of the XX centuries, represented by the company of JACK PLANES**. The basis of the collection consists of wooden jack planes, which will be presented along with their modern counterparts on the background of the ancient tools posters and catalogs. In addition to the jack planes the collection will be presented also by numerous carpentry and small tools: saws, wrenches, pliers, drills, tapelines, which have been collected and restored by the company of JACK PLANES.

The exhibition will not dispense with an entertaining show – a unique **Show of Belt-Sanders (BS) - tools-expert Race** – will be organized by the magazine «Tools-expert». This is the first event to make a professional tool like racing on. Within 3 days from the 8th to the 10th of November all the interested companies who possess Belt-Sanders can participate in the race. The participants and the winners will be awarded.

Annually within the frameworks of International Tools Exhibition of Russia MITEX is held a **charity event “MITEX – for children”**. This year the campaign purpose is to collect financial resources that exhibitors can transfer to the account of the rehabilitation center “Vdohnoveniye”.

This year the main purpose of the MITEX exhibition promotion was to improve the qualitative composition of the visitors. **The exhibition advertising campaign** aimed at attracting of end-users of the professional tools, representatives of wholesale and retail trade, employees (decision makers) of wood-working enterprises, forestry, housing and utilities, engineering and construction companies. Within the framework of advertising campaign:

- is held the active promotion of the official exhibition website [www.mitexpo.ru](http://www.mitexpo.ru);
- contextually targeted advertising;
- has been carried out the sending of invitation cards under the unique visitors “Euroexpo” base and “Yellow pages” base (20 thousands of addresses);
- express delivery of information and invitation cards to the project and building self-regulating companies for design works has been fulfilled;
- the invitation cards are distributed at the largest construction material markets of Moscow;
- has been issued two editions of “MITEX news” newsletters, developed in association with the publishing house “Potrevitel”, are distributed through Moscow and regional retail tools shops.

To visit the exhibition everyone must fill in the application form on the web-site [www.mitexpo.ru](http://www.mitexpo.ru), print out a ticket that will be sent to your e-mail and at the entrance to the exhibition exchange it for a visitor badge.

### **Organizer:**



### **Company Euroexpo ([www.euroexpo.ru](http://www.euroexpo.ru))**

“Euroexpo” LLC is the largest organizer of exhibition arrangements and conferences in Russia. The company was established in 1995.

The main activity of Euroexpo is the organization of international specialized exhibitions. Annually there are 12 specialized exhibitions held in various branches: Domestic Construction Materials; MATTEX (Engineering Equipment, Power Saving Technologies and Materials); AQUASPACE (Salon within the frameworks of the MATTEX exhibition - swimming pools, saunas, SPA); CLIMATE WORLD (Heating, Ventilation and Air Conditioning System equipment exhibition, ventilation systems, commercial and industrial refrigeration); GARDEN TOOL (exhibition of tools and equipment for gardens and parks); World. Information. Communications (International Exhibition of telecommunications equipment, control systems, information technologies and communication services); Barbecue Expo (International exhibition of equipment, supplies, tools and accessories for making barbecue, grilling, shashlik); APTEKA (Pharmacy exhibition); Otdykh LEISURE

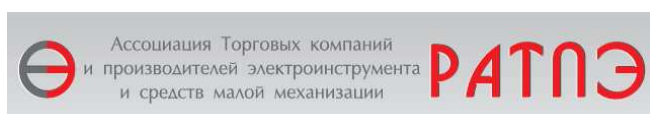
(Tourism Exhibition ); MIBEXPO Russia (business tourism exhibition); LUXURY Leisure (Exhibition of exclusive tourism); MITEX (“The whole variety of tools”).

Every event is accompanied by a large-scale advertising campaign in the mass medium.

The high level quality of organization and holding of “Euroexpo” exhibition arrangements is recognized by government organizations and international professional associations. Since August, 2000 "Euroexpo" is considered to be a member of the Moscow Chamber of Commerce and Industry (MCCI), and since December 2001 it is a member of Russian Union of Exhibitions and Fairs (RUEF). In 2010 “Euroexpo” Exhibition Company has become a full-fledged member of the Global Association of the Exhibition Industry UFI in the category of "the Exhibitions Organizer”. The UFI sign gives evidence of recognition by the international community of the high level organization of the event being held and is considered one of the greatest achievements in the exhibition business.

“Euroexpo” constantly improves the quality level of the exhibition service for exhibitors and visitors. The company was among the first in the region successfully implemented and certified quality management system (QMS) in accordance with the requirements of international ISO 9000 standard in the leading certification system BQI (Bureau Quality International).

“Euroexpo” Exhibitions contribute to the development of the market at which they specialize, establishing of business contacts, extension of business connections and business success.



### **Strategic partner - RATPE ([www.ratpe.ru](http://www.ratpe.ru))**

The main purpose of the Association is the formation and development of a civilized market of electric tools and small tools and equipment (STE) by the creation of branch infrastructure, the formation of civilized relations with public authorities (legislative, customs, tax, banking), making conditions for the protection of business from high risks, protection of Association members from the unfair competition, and consumers protection from defective products, including technical means, the fight against counterfeit production, development of the electric tools production in Russia.

**We look forward to seeing you at the MITEX-2011 exhibition, from 8th to 11th of November 2011, in the “Expocentre”, Krasnaya Presnya, Exposition Hall No.2!**

