



POST RELEASE

of the International Specialized Exhibition of Tools, Machinery and Manufacturing Technologies - MITEX-2011

The largest Russian and CIS Tool Exhibition **MOSCOW INTERNATIONAL TOOL EXPO (MITEX)** took place in Central Exhibition Complex (CEC) "Expocentr" from the 8th to 11th of November, 2011.

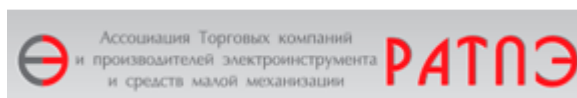
450 exhibitors from 16 countries participated in the exhibition this year: Russia, Poland, Germany, France, China, Taiwan, India, Italy, Ukraine, Belarus, Latvia, Sweden, Spain, Liechtenstein, Portugal.

The exhibition total area was 20.000 sqm.

Exhibition company "EUROEXPO", one of the leaders of Russian exhibition business, the member of the Global Association of the Exhibition Industry UFI, Russian Exhibitions and Fairs Union, Moscow Chamber of Commerce and Industry, organized the event. The company was founded in 1995.



Exhibition strategic partners are the Russian Trade Organization and the Power Tools and Small-scale Mechanization Facilities Producers Association (RAPTE).



Russian Builders Association and the Russian Union of Industrialists and Entrepreneurs supported the exhibition.



"Interskol" CJSC and Robert Bosch LLC – the official sponsors of MITEX 2011



Brands / exhibitors at MITEX–2011: AEG, Black & Decker, Bosch, Brigadier / Archimedes, DeWALT, Felo, Fiskars, German Tools (Knipex, Rennsteig,...), GGP, Hitachi, Husqvarna / Gardena, Hyundai, Interskol, Irwin, JCB, Kärcher, Keil, Makita, Metabo, Milwaukee, Rubi, Ruko, Sparky, Stabila, Stanley, Stiga and others.

The German Group was organized by FWI (Fachverband Werkzeugindustrie) and the German Federal Ministry of Economics and Technology. Fourteen companies introduced under Made in Germany their products.

The opening ceremony of the exhibitions was held on 8th November at 12 a.m. – following speakers / participants: The General Director of “Euroexpo” LLC **Anisimov K.V.**, the Executive Vice-President of Russian Union of Industrialists and Entrepreneurs **Cherepov V. M.**, the President of Russian Trade Organization and Power Tools and Small-scale Mechanization Facilities Producers Association **Goldstein B. G.**, Russian and CIS Power Tools Sales Director of the “Robert Bosch” company **Marshall Lutz**, the Chairman of the Board of Directors of “Interscol” CJSC **Nazarov S. V.** and the Deputy General Director of “Expocentr” CJSC **Sobolev A. V.**

The ceremony visitors noted the undeniable exhibition growth this year, both in the number of the participants, and in the exhibition area, as well the high value of the event that reliably reflects of the Tool Industry current status and trends.

Traditionally, the organizer provided a rich parallel business program. The company “**Omega Group**” LLC conducted the seminar “**Commercial risks minimization subject to products long-term delivery**” on the 8th of November – the first MITEX exhibition day.

RATPE Conference “Russian Tools and Small-scale Mechanization Facilities Market - Status and Prospects”, held on November 9, was one of the most important events of the business program. The issues related to the regulation of the foreign economic activity in terms of the customs union, the problems of disposal of used equipment, the issues on the standardization and technical regulation and a number of other topical issues were discussed there. Such seminars as “**Lubricants for electrical and benzene equipment (oil and grease use)**”, organized by the “**Nanotechnologies**” LLC company; the seminar “**Construction lasers market in the Russian Federation. Tendencies, prospects, innovations**”, organized by the “**Condrol**” LLC company were also held that day.

“**PARKLANE LOGISTIC**” – the all-russian customs broker, the owner and operator of customs terminals at the boundaries of the Russian Federation – organized the **workshop “FEA applicable aspects in terms of the Customs Union and the Russian Federation Federal Customs Service Concept on the transfer of the customs clearance to the boundaries of Russia” at the exhibition on 10th of November**. Practical issues of the Russian Federation new custom legislation implementation, as well as the advantages and disadvantages of customs clearance transfer to the boundaries of the Russian Federation were discussed at the seminar. The seminar was focused on the specialists of logistics, procurement and FEA departments of the manufacturing companies, importers and distributors of industrial tools and equipment.

“**HERMES**” LLC company, which presented new products of such popular brands as “Sturm!”, “Energomash” and “BauMaster” to its clients, successfully brought the series of seminars to an end.

Since two years the MITEX organizer creates a demonstration zone at the exhibition territory. This year with following participants – DeWALT, Elora, Felo, Fiskars, Geopribor LLC, German Tools, Hi-tech Instrument, Oregon, Interskol, Robert Bosch and other companies - presented new tools and provided visitors with unique possibility to test the equipment. Various contests with prizes attracted the attention of MITEX-2011 guests and participants.

For the first time a **student program** was organized during MITEX-2011. More than 400 upcoming specialists - groups of students of the MGSU and College of Building No 26, as well as the pupils of Moscow and Regional Secondary Schools - visited the exhibition and got acquainted with the most up-to-date world production tendencies and tools technologies and

took part in practical training and master classes (including visiting of several Tool Manufacturers’).

The opportunity to communicate with professionals, to have a shot at different machines operation and to test hand tools at the **stand of the WOOD-Master magazine** was given not only to students, but also to all visitors of the exhibition. **Tools and special equipment operation demonstration** were organized for visitors of MITEX-2011 at other exhibition participants’ stands: “AvanTechnik” LLC, “Techkontract” LLC, DeWALT, “Distribution Centre YuNISOO” LLC, “Hi-tech instrument” GC, “Hermes” LLC and others.

The RUBANKOV Company presented a **collection of old instruments of the XIX - early XX** centuries during the exhibition. Wooden planes, which were presented along with their modern analogues against the background of the old instrument posters and catalogs, formed the basis of the collection. In addition to planers the collection included numerous joiner's and fitter's tools: saws, wrenches, drills, tape measures, which have been collected and restored by the RUBANKOV company.

Belt Sander Race (BSR) - Tools-Expert Race – a unique entertaining show played a special role in the exhibition parallel program - organizer was the “Tools-expert” magazine. That was for the first time that professional tools became racing. Instrumentalhy Rai, KEN, Progress, Specmash, Status and Sturm! were participating for 3 days from the 3rd till the 10th of November. Such companies as Pruma, TTI Group – AEG, Makita-online, MAX-distribution, ZAC.ru and Revtool provided sponsorship. Participants and winners were awarded prizes.

Each year, the exhibition organizers make their best to ensure the more convenient work of the visitors at the exhibition. For instance, every visitor has the free of charge internet access at the **“VAIO-Intel Business Café”** stand. **The mobile directory and guide**, containing all necessary information - list of the participants, indicating the stand number and contact information, the exhibition plan, exhibition halls navigation, as well as the business program was for the first time provided for service to the visitors. The directory can be downloaded from www.mitex.neonavigation.com. (In Russian language)

More information about MITEX 2011: www.mitexpo.ru (photos, business program, videos, exhibitor list and more)

