

# MosBuild

ufi  
Approved  
Event

Russia's leading  
building and  
interiors exhibition

April 2014

[www.mosbuild.com](http://www.mosbuild.com)

20 years of  
MosBuild -  
building  
the future  
together

## Exhibition results

MosBuild   
ARCHITECTURE ■ CONSTRUCTION ■ DESIGN ■ DECOR

Official Business  
Newspaper:

**ВЕДОМОСТИ**  
RUSSIAN BUSINESS NEWS

Official Media Partner:

**НЕДВИЖИМОСТЬ**  
РИЭЛТИ

Supported by:

**Коммерсантъ**



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## MosBuild 2014 **Fenestration** 1– 4 April 2014, Pavilion 75, V.V.C.

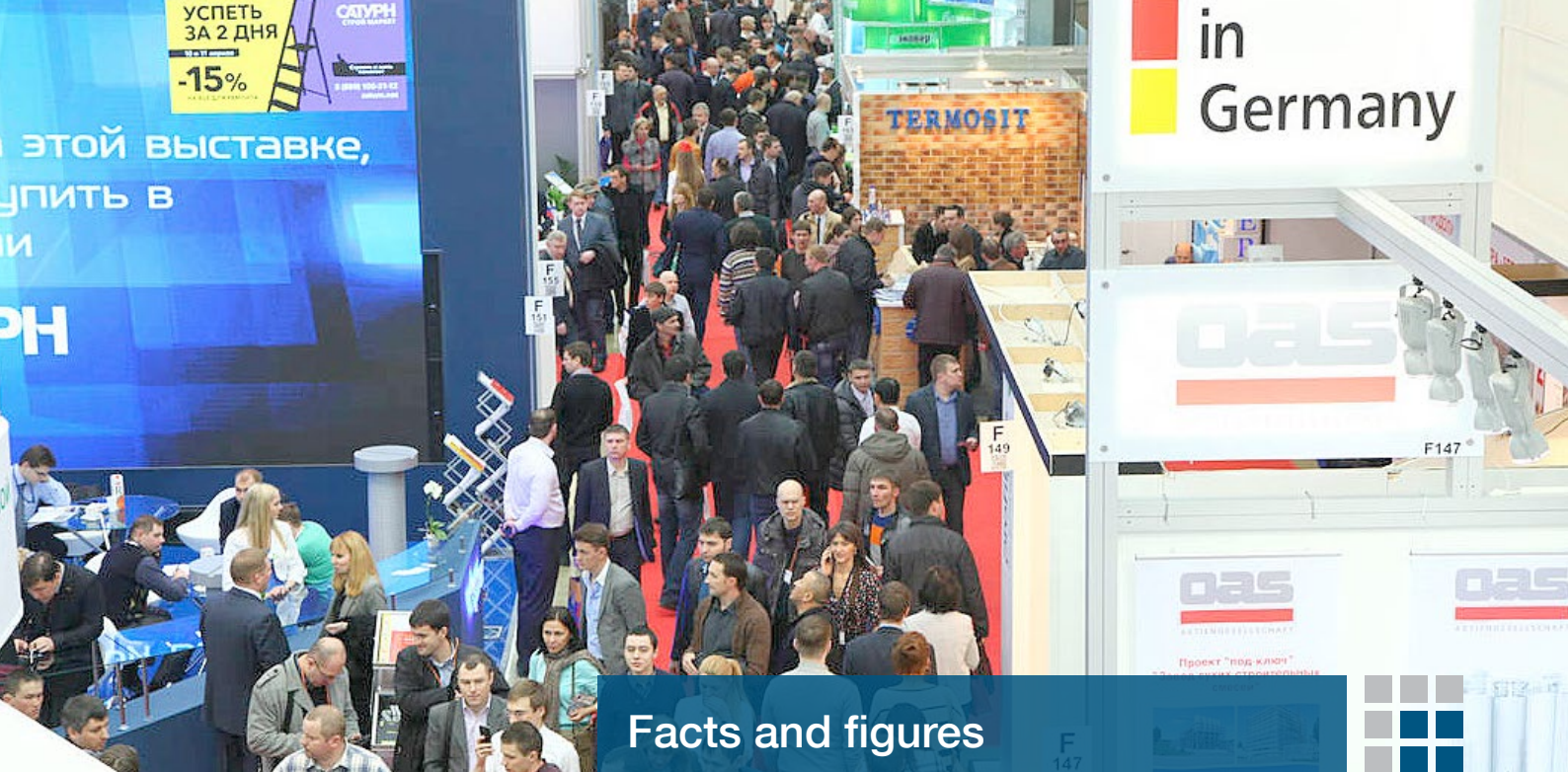
- Windows & Profiles
- Facades
- Architectural Glass
- Gates & Automation
- Fireproof Equipment

## **Building & Interiors** 1 – 4 April 2014, Expocentre

- Building Materials & Equipment
- Flooring
- Lighting & Electrics
- Decotex
- Interior Finishes
- Doors & Locks
- Paints & Coatings
- Wall Décor
- Hardware & Tools
- Country Construction

## **Cersanex** 15 – 18 April 2014, Expocentre

- Ceramica
- Stonex
- Bathrooms
- Technoceramica
- Pool, Sauna & Spa



## Facts and figures

### MosBuild

- MosBuild is the leading building and interiors exhibition in Russia
- MosBuild is the largest annual building and interiors exhibition in Europe
- MosBuild is one of the top five building and interiors exhibitions in the world
- The exhibition has been running annually since 1995

## MosBuild 2014

### Overall statistics for the two weeks:

Total area: **150,000 m<sup>2</sup>** (gross)

Total number of visits: **129,000**

Total exhibitors: **2,325**

Russian exhibitors: **1,158**

International exhibitors: **1,167**

Countries and regions represented: **48**

Australia	Hungary	Romania
Austria	India	Russia
Azerbaijan	Iran	Serbia
Belarus	Ireland	Slovakia
Belgium	Italy	Slovenia
Bulgaria	Japan	South Korea
Canada	Kazakhstan	Spain
China	Latvia	Sweden
Croatia	Liechtenstein	Switzerland
Czech Republic	Lithuania	Taiwan
Egypt	Malaysia	Turkey
Estonia	Netherlands	U.A.E
Finland	New Zealand	UK
France	Poland	Ukraine
Germany	Portugal	USA
Greece	Principality of Monaco	Vietnam

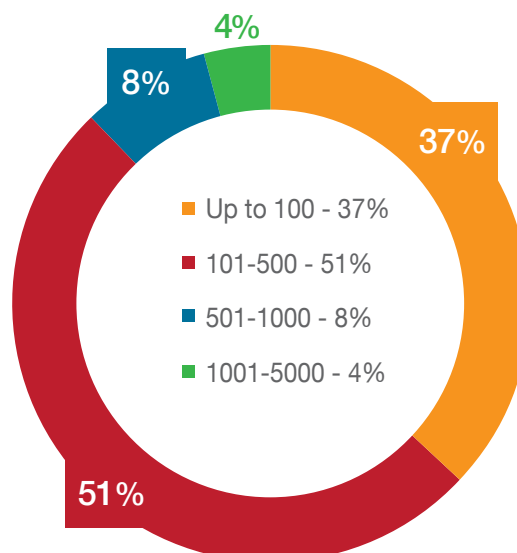
National groups: **18**

Belgium, Canada, China, Croatia, Czech Republic, Finland, Germany, Greece, Italy, Malaysia, Poland, Portugal, Serbia, Slovakia, South Korea, Spain, Taiwan and USA

### Main results of exhibiting at MosBuild 2014\*



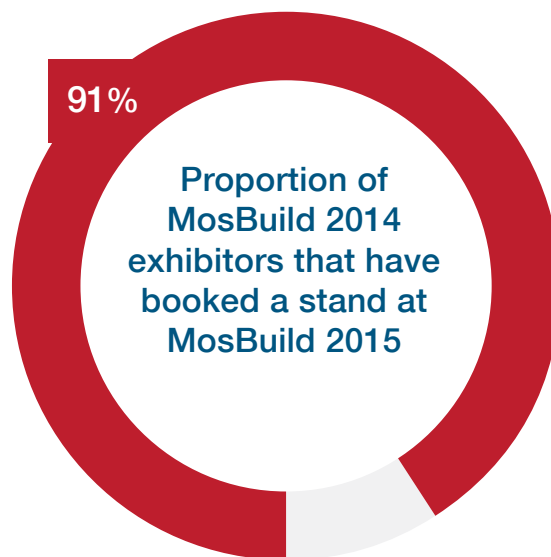
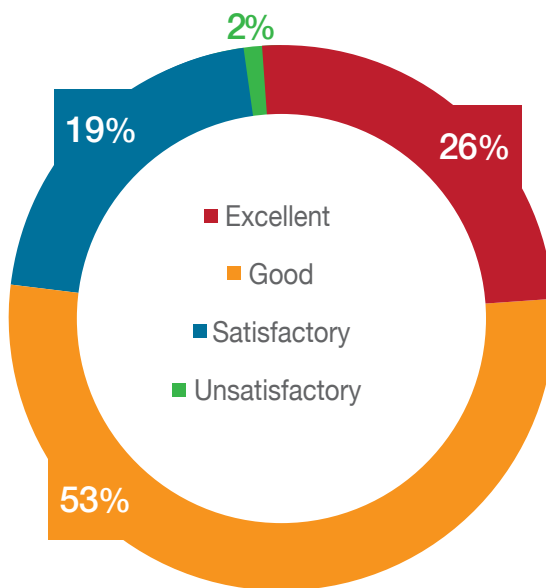
### Number of contacts gained by exhibitors at MosBuild 2014



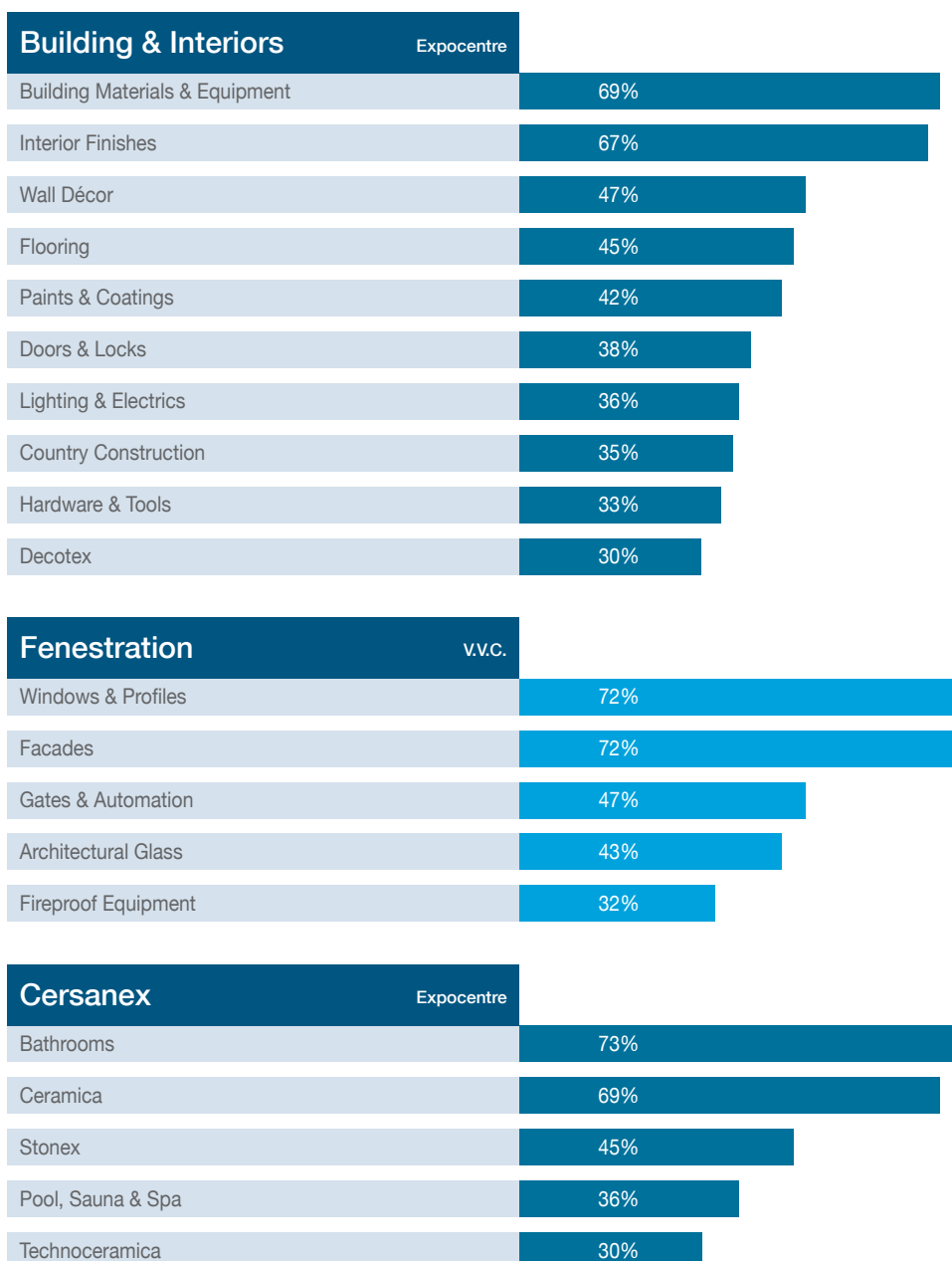
\* Questionnaire participants were granted multiple responses



## Exhibitor rating of MosBuild 2014 organisation

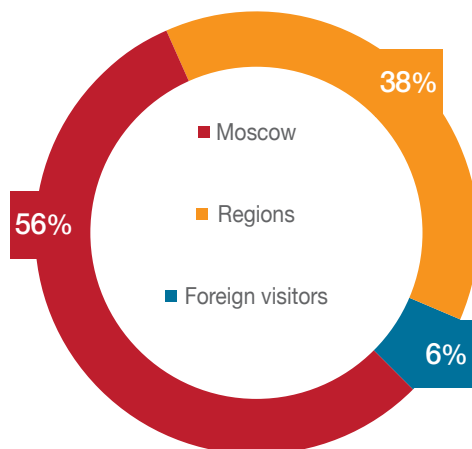


## Visitor interest by sector at MosBuild 2014\*



\* Questionnaire participants were granted multiple responses

## Geographical breakdown of visitors



## 64 countries

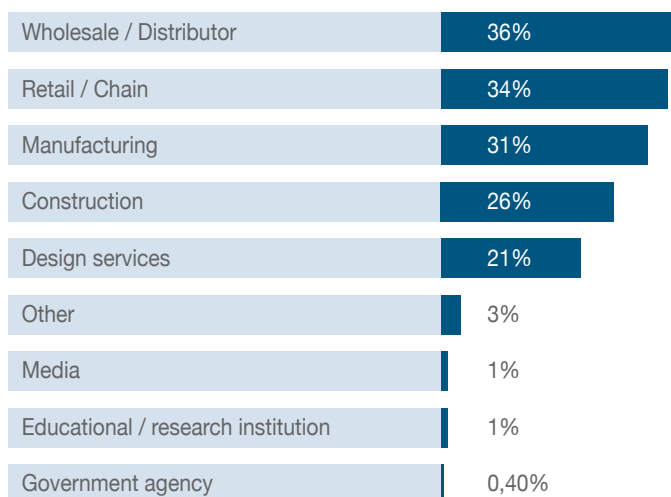
Abkhazia	Denmark	Italy	New Zealand	Sweden
Armenia	Estonia	Japan	Norway	Switzerland
Austria	Finland	Kazakhstan	Poland	Taiwan
Azerbaijan	France	Kyrgyzstan	Portugal	Tajikistan
Belarus	Georgia	Latvia	Romania	Turkey
Belgium	Germany	Lithuania	Russia	Turkmenistan
Brazil	Greece	Luxembourg	San Marino	U.A.E.
Bulgaria	Hungary	Macedonia	Saudi Arabia	Ukraine
Canada	India	Malaysia	Serbia	United Kingdom
China	Iran	Moldova	Slovakia	USA
Croatia	Iraq	Mongolia	Slovenia	Uzbekistan
Cyprus	Ireland	Montenegro	South Korea	Vietnam
Czech Republic	Israel	Netherlands	Spain	

## 81 regions of Russia

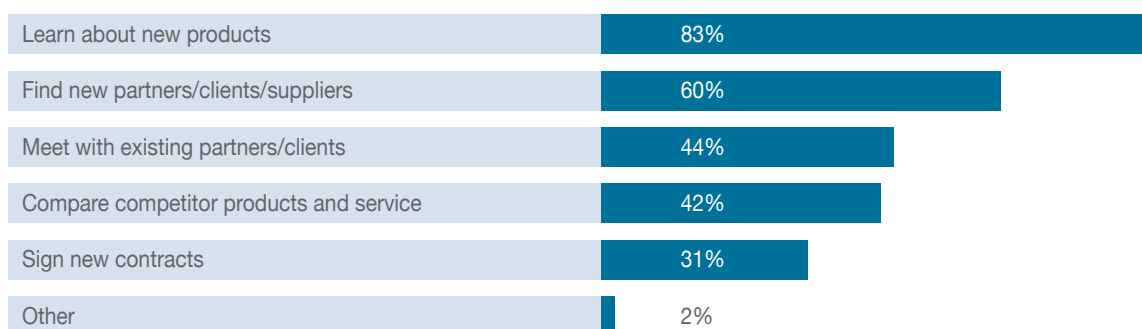
Altai Territory	Kursk Region	Republic of North Ossetia-Alania
Amur Region	Lipetsk Region	Republic of Sakha (Yakutia)
Amur Region	Magadan Region	Republic of Tatarstan
Arkhangelsk Region	Murmansk Region	Republic of Tyva
Astrakhan Region	Nenets Autonomous Area	Rostov Region
Belgorod Region	Nizhny Novgorod Region	Ryazan Region
Bryansk Region	Novgorod Region	Sakhalin Region
Chechen Republic	Novosibirsk Region	Samara Region
Chelyabinsk Region	Omsk Region	Saratov Region
Chukotka Autonomous District	Orenburg Region	Sebastopol and Republic of Crimea
Chuvash Republic	Oryol Region	Smolensk Region
Irkutsk Region	Penza Region	St. Petersburg, Leningrad Region
Ivanovo Region	Perm Krai	Stavropol Region
Jewish Autonomous Region	Primorsky Krai	Sverdlovsk Region
Kabardino-Balkaria Republic	Pskov Region	Tambov Region
Kaliningrad Region	Republic of Adygea	Tomsk Region
Kaluga Region	Republic of Altai	Tula Region
Kamchatka Krai	Republic of Bashkortostan	Tver Region
Karachay-Cherkess Republic	Republic of Buryatia	Tyumen Region
Kemerovo Region	Republic of Dagestan	Udmurt Republic
Khabarovsk Krai	Republic of Ingushetia	Ulyanovsk Region
Khanty-Mansi Autonomous District	Republic of Kalmykia	Vladimir Region
Kirov Region	Republic of Karelia	Volgograd Region
Kostroma Region	Republic of Khakassia	Vologda Region
Krasnodar Krai	Republic of Komi	Voronezh Region
Krasnoyarsk Krai	Republic of Mari El	Yamal-Nenets Autonomous District
Kurgan Region	Republic of Mordovia	Yaroslavl Region



### Visitor breakdown by company type\*



### Reasons for visiting the exhibition\*



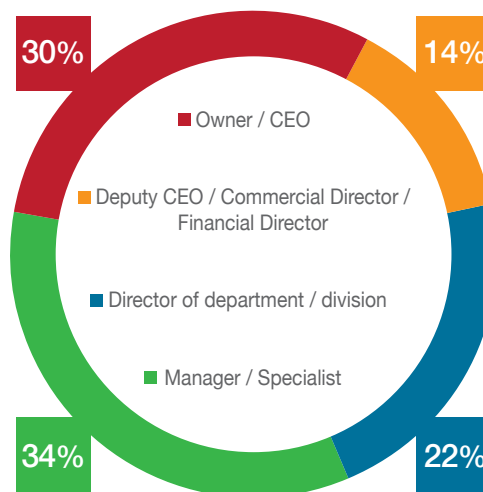
\* Questionnaire participants were granted multiple responses

# MosBuild 2014

Facts and figures. Visitors



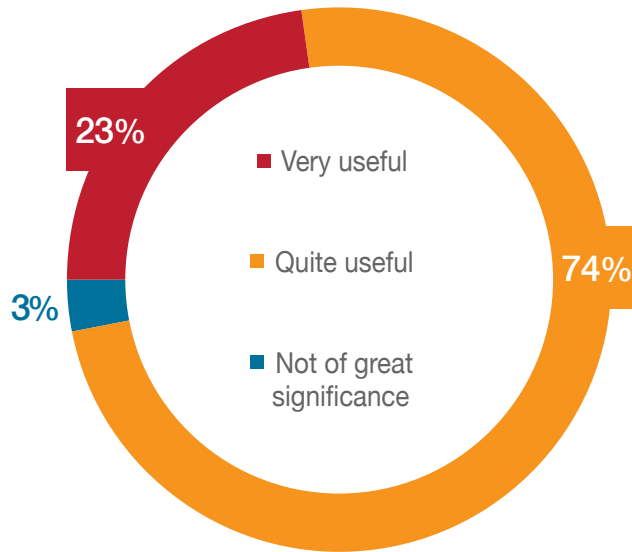
## Visitor breakdown by position in company



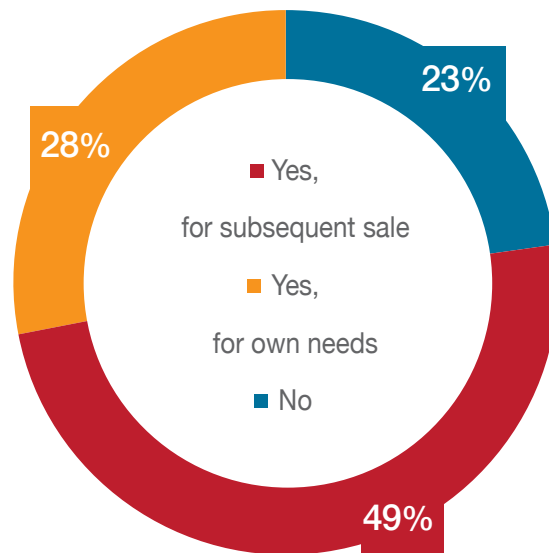
## Proportion of budget holders among visitors



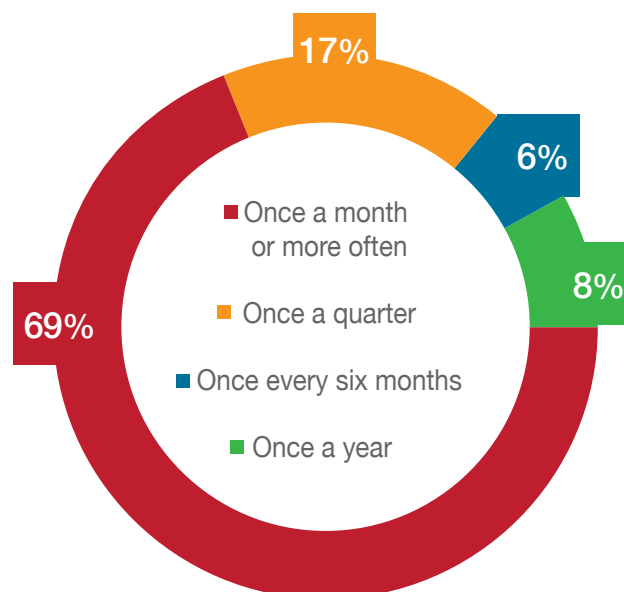
Usefulness of the exhibition for visitors in terms of making decisions about purchases



Intention of visitors to purchase products following the results of MosBuild

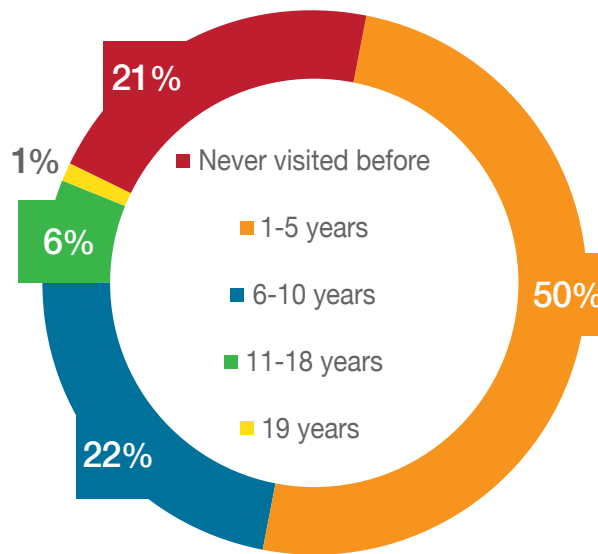


Frequency of placing orders by visitors

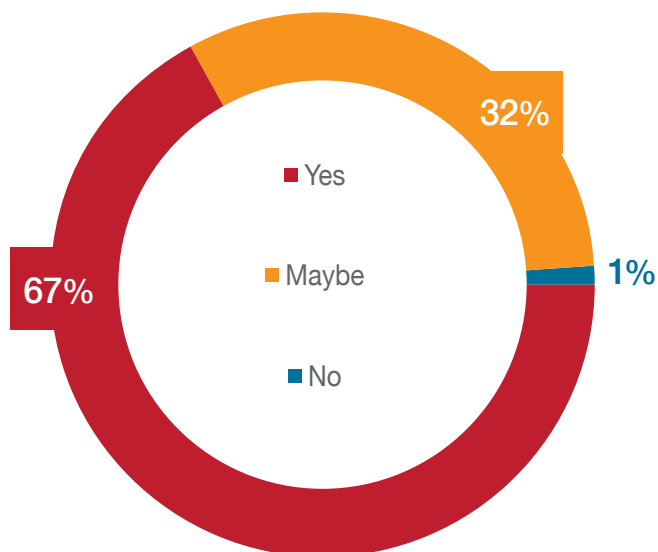




Visitor breakdown by number of years attending the exhibition



Will you visit the exhibition next year?





## Official support

The MosBuild exhibition is supported by government and public organisations, Russian and international trade associations, and by leading national and global media. In 2014, MosBuild was supported by:

### OFFICIAL SUPPORT

#### FEDERAL AGENCIES

Ministry of Construction, Housing and Utilities of the Russian Federation  
 Ministry of Regional Development of the Russian Federation  
 State Duma Committee for Construction and Land Relations  
 State Duma Committee for Construction of Buildings and Facilities for the Parliamentary Centre  
 Ministry of Natural Resources and Environment of the Russian Federation

#### MOSCOW GOVERNMENT AND MOSCOW CITY DUMA

Moscow Department for Urban Planning Policy and Construction  
 Committee for Architecture and Urban Development of Moscow  
 Moscow City Duma Committee for Development and Urban Planning

#### GOVERNMENT OF MOSCOW REGION

### PUBLIC ORGANISATIONS SUPPORT

#### PUBLIC ORGANISATIONS

Russian Union of Builders  
 Chamber of Commerce and Industry of the Russian Federation  
 National Association of Planners  
 National Association of Builders  
 Union of Architects of Russia  
 Russian Union of Designers  
 Russian Union of Industrialists and Entrepreneurs  
 Association of Businesses of the Architectural, Construction and Utilities Sector  
 Union of Moscow Architects  
 National Roofers' Union  
 'STONE CENTRE' Stone Industry Association of Russia  
 Portuguese Entrepreneurial Association

## SUPPORT OF REGIONAL MINISTRIES

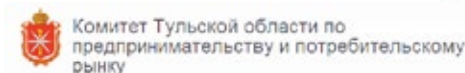
As part of the preparation for MosBuild, the organisers liaised with the administrations of all the subjects of the Russian Federation, resulting in the exhibition receiving official support from them. In addition, information about the event was posted in the official information sources of relevant ministries and departments.



**Новгородцы представили свою продукцию на крупнейшей 20-й международной строительной и интерьерной выставке MosBuild 2014**

В Москве с 1 по 4 апреля 2014 года прошла 20-я юбилейная выставка MosBuild 2014 – крупнейшая в Европе ежегодная международная строительная и интерьерная выставка, подтвержденная элитным IFFI (Всемирная ассоциация высочайшей индустрии), которая является строительной выставкой №1 в России и входит в ТОП-5 строительных выставок мира. В этом году выставка прошла сразу на двух площадках. Столичный ЦСК «Экспоцентр» собрал под своей крышей крупнейшие производители и дистрибьюторы строительной и интерьерной отрасли, а 75-я выставочная площадка в ВДНХ разместилась участники экспозиции «Окна, Фасады, Верста, Автоматика, Оборудование» по словам организаторов, на участие в юбилейной форме было подано более 2,5 тыс. заявок от компаний из 10 стран мира. Такое соседство отменительно и заслуженно компаний можно было наблюдать во всех pavilions «Экспоцентра», на эти четыре дня ставши местом проведения десяти крупнейших специализированных выставок строительной и интерьерной отрасли. Выставочные площадки из экспозиции стали «строительные материалы и оборудование», «Налетные покрытия», «Окна, краски и покрытия», «Оборудование».

Секция застройщиков при содействии департамента жилищно-коммунального хозяйства на эту престижную выставку также были приглашены и оборудованы для участия в выставке ООО «Самострой» (Иркутск), ООО «Самострой» (Иркутск), ООО «Самострой» (Иркутск) (Иркутск) – производитель (Иркутск) – производитель



Дальность - Об органе - Пресс-центр - Документы - Календарь - Лич - Указы Президента РФ. Для муниципальных образований: образовательные учреждения, органы государственной власти, органы местного самоуправления, органы государственной власти субъектов Российской Федерации, органы государственной власти субъектов Российской Федерации, органы государственной власти субъектов Российской Федерации.

Новости

События

Статьи о работе

Календарь

марг 2014						
сб	вс	пн	вт	ср	чб	вс
					1	2
3	4	5	6	7	8	9

### МЕЖДУНАРОДНАЯ ВЫСТАВКА MOSBUILD 2014

28 марта 2014 года | Комментариев: 0

ВВ | Ключевые слова: Не заданы



**Выставка "МОСБИЛД - 2014"**

Публикация от: 29/03/2014, 14:44  
Изменения от: 29/03/2014, 15:17

Руководителям предприятий и организаций строительного комплекса Астраханской области

Предлагаем Вам принять участие в 20-й юбилейной Международной выставке «МОСБИЛД 2014». Выставка проводится одновременно на двух выставочных площадках Москвы – на ВВЦ (м. ВДНХ) и в ЦСК «Экспоцентр» (м. Выставочная).

Выставка «МОСБИЛД 2014» состоит из трех крупных тематических разделов:

- MosBuild Finestates / Окна, Фасады, Верста, Автоматика** 1-4 апреля, ВВЦ, павильон 75.  
Включает специализированные выставки: Окна и Профильные системы, Фасадные системы, Верста и Автоматика, Промышленное оборудование, Архитектурное стекло.
- MosBuild Building & Interiors / Строительство, Интерьер** 1-4 апреля, ЦСК «Экспоцентр»  
Включает специализированные выставки: Строительные материалы и Оборудование, Загородный дом, Архитектурный и декоративный свет, Электрика, Инструменты и Крепеж, Интерьер, Отделочные материалы, Дизайн, Краски и Покрытия, Декор окна, Декоративный текстиль, Сантехника, Двери и замки, Налетные покрытия, Обои.
- MosBuild Ceramics / Керамика, Камень, Сантехника** 15-19 апреля, ЦСК «Экспоцентр».



## Opening ceremony

The official opening ceremony of the 20th edition of MosBuild took place on 1st April 2014

The opening ceremony featured the participation of:

- Deputy Minister of Construction, Housing and Utilities RF - **E. Sierra**
- President of the Russian Union of Builders - **V. Yakovlev**
- Deputy Director of the Department for Control of the Implementation of Government Programmes and Transferred Authority of the Ministry of Regional Development of the Russian Federation - **M. Belov**
- President of the Union of Architects of Russia - **A. Bokov**
- President of the National Union of Designers, **Y. Nazarov**
- First Deputy Director of the Moscow City Urban Planning Policy Department - **O. Rydin**
- Deputy Chairman of the Moscow City Duma Committee for Economic Policy, Science and Entrepreneurship - **I. Novitsky**
- Deputy President of the National Association of Builders - **A. Ishin**
- Ambassador of Belgium to the Russian Federation - **Alex Van Meuwen**
- Ambassador of Malaysia to the Russian Federation - **Zainol Abidin Oma**
- Minister-Counsellor, Trade and Investment Promotion Department, Embassy of the Republic of Poland - **Marek Ocheпка**
- First Secretary of the Embassy of the Republic of Croatia in the Russian Federation - **Sanja Sich Zagorschak**
- Head of the Croatian Chamber of Commerce and Industry in Moscow - **Yakov Despot**
- General Director of 'Construction' Research Centre, Deputy President of the Russian Academy of Architecture and Building Sciences - **A. Kuzmin**
- Head of Administration of the National Union of Designers - **A. Moroz**
- First Deputy General Director of Expocentre - **N. Gusev**
- General Director of ITE Moscow - **A. Shtalenkov**



## Business programme

58 industry events

Over 150 papers presented by experts

Over 3,000 visitors

### FOR MANUFACTURERS, SUPPLIERS AND DIY CHAINS

### Forum 'Development issues and prospects of the building and finishing materials and DIY market'

The forum brought together more than 400 industry professionals, including representatives of major DIY chains, leading manufacturers and suppliers of building and finishing materials, and experts and market analysts.

Among the speakers and attendees of the forum: European Federation of DIY Manufacturers (FEDIYMA), Union DIY, Leroy Merlin, K-rauta, Trest SCM, Corporation SBR, Maxidom, 220 Volt, STD Petrovich, Storylandiya, Kashirsky Dvor, Home Centre, Baucentre, Akson, Saint-Gobain, ABB and others.

The forum included a presentation of the unique industry rating "DIY Retail Russia TOP".

### Conference 'The ceramic tile market: new technologies as a factor of growth'

The conference presented innovations in ceramic tiles, modern manufacturing technology and market trends.

Speakers included: Confindustria Ceramica, Pamesa Ceramica S.L., Grasarò, CreaCeramic, and SICER S.P.A.





## FOR MANUFACTURERS, SUPPLIERS AND DIY CHAINS

### Conference 'Assembly as a guarantee of effective window operation'

An annual industry event organised by the Association of Suppliers and Manufacturers of Window Assembly Materials. Among the speakers at the conference: GK Robitek, Hanno, TVM and Sika Industry.

### Conference 'New technological approaches for effective roof construction: design and installation'

The best current solutions in roof construction were presented by URSA Eurasia, the Association of Producers and Sellers of Polycarbonate, and BRAAS - DSK 1.

### Seminars by the National Association of Planners

- Public discussion of the edition of the Code of Rules 'Typical project documentation'
- Public discussion of the edition of the Code of rules 'Steel thin-walled structures from cold-formed galvanised profiles and corrugated sheets. Design rules'
- NOP tasks to improve legislation
- Conference 'State and municipal procurement of Moscow'
- Round table 'Legal nature of designer supervision. Developing a set of rules for designer supervision'.



## FOR ARCHITECTS AND DESIGNERS

### MosBuild School

MosBuild School is an active learning platform at the exhibition for architects and designers.

In April 2014, MosBuild School again featured successful master classes by leading Russian and international specialists in design and architecture:

**Sergey Estrin, Oleg Karlson, Andrey Asadov, Dmitry Pshenichnikov, T + T Architects, Narine Tyutcheva, Diana Balashova, Mike Shilov, Anna Smolyakova, Sergey Sizy Nicholas Champkins.**

### MosBuild Architecture & Design Awards (MADA)

3rd international MosBuild Architecture & Design Awards (MADA) for young architects and architectural students.

**146** entries were received from various countries, and assessed by an international jury of architects comprising:

**Mikko Heikinnen**, Heikinnen-Komonen Architects  
**Vera Butko**, Atrium, Moscow architectural studio  
**Koen Olthuis**, Waterstudio.NL  
**Sergey Makushev**, Dom A architectural studio

Categories:

'Best architectural solution for creating an accessible environment'

'Best sustainable architecture project'

### 6th international 'ArchCeramica. Ceramics and Architecture' competition

Architects and designers are able to present the different ways of using ceramic tiles in modern architectural and interior solutions.

Categories:

'Artistic interior finishing of public or residential buildings using ceramic tiles'

'Use of handcrafted ceramics in facades and interiors'



## FOR MANUFACTURERS, SUPPLIERS AND CONSUMERS OF SUSTAINABLE SOLUTIONS, PRODUCTS AND TECHNOLOGY

### e3Awards 'Environment, Energy, Efficiency'

International awards for eco-friendly building and decorating materials. Only materials and products that have documentation confirming their sustainability are accepted.

Organisational partner:  
**Green Standards Eco-Certification Centre**

Auditor:  
**Environmental Union**

Award categories:

#### **Structures**

Winner: **Arbolit Stroy Dom**  
Product: **ASD-Arbolit blocks**

#### **Dry mixes and building chemicals**

Winner: **Silk Plaster**  
Product: **Silk decorative plaster**

#### **Insulation**

Winner: **Saint-Gobain Construction Products Rus**  
Product: **Isover glass fibre-based mineral wool**

#### **Paints and varnishes**

Winner: **VGT Enterprise**  
Product: **VD-AK -1179 acrylic enamel universal gloss**

#### **Flooring**

Winner: **Interface Russia**  
Product: **Urbant Retreat carpet tile collection**

#### **Utility systems**

Winner: **REHAU**  
Product: **RAUTITAN piping system**

#### **Interiors**

Winner: **AESSEL**  
Product: **AESSEL acrylic bathtub from**

#### **Heating, air-conditioning and ventilation**

Winner: **Termoros**  
Product: **Low-H2O heat exchanger with DBE system**



## FOR MANUFACTURERS, SUPPLIERS AND CONSUMERS OF SUSTAINABLE SOLUTIONS, PRODUCTS AND TECHNOLOGY

### e3Forum 'Environment, Energy, Efficiency'

A key event within MosBuild on sustainable development issues.

The 2014 forum programme included:

- 'Sustainable architecture' session
- Master class 'Using environmentally innovative materials in the construction of sports facilities to international green certification systems (LEED, BREEAM, DGNB)
- Russian - US round table on green building, organised by the Green Building Council

Speakers included:

**Waterstudio.NL, Heikkinen-Komonen Architects  
Atrium architectural studio, Moscow, Russia, Pos Architekten,  
Austria, Green Building Cluster of Lower Austria BEUC,  
Green Standards Eco Certification Centre, Velux, GBA,  
CISCO, Lindab and others.**

### 9th international conference: 'Technologies for the Design and Construction of Energy Efficient Buildings (Passive House)'

An annual event within MosBuild on issues relating to the design and construction of Passive Houses.

Speakers included: **Saint-Gobain, Dekening RUS,  
TekhnoNIKOL corporation, ACTIVE HOUSE, Arbolit Story Dom,  
Eltomation B.V., Schoeck, Menerga GmbH, Zehnder GmbH,  
Stiebel Eltron LLC Rus, Ekvator**



## Special projects Awards Competitions



### Special displays at MosBuild

During MosBuild several special displays were presented:

- **Innovations** - a display by MosBuild and the Foundation for Infrastructure and Educational Programmes (ROSNANO), which presented samples of science-driven solutions proposed in response to the needs of the construction industry.
- **Group stand of Russian producers** - presenting businesses from the Novgorod, Moscow, Tver, Tula, Sverdlovsk and Ivanovo regions.
- **New Product of the Year** - display of competition participants. The competition featured 26 products from 11 countries. The winner was chosen in online voting by visitors to the exhibition's website. An electric heating system by ECONDOL was voted the best new product of the year.
- **MARCHI display** - a display of energy-efficient housing projects by students of the Moscow Architectural Institute.
- **Architectural display 'Facades and Glass'** - featuring projects by world-famous architects Andrey Asadov and Werner Sobek and Asadova.
- **Photo from MosBuild** - visitors to the Building & Interiors week had the opportunity to be specially photographed to commemorate the 20th anniversary edition of the MosBuild exhibition. You can view the photos in the MosBuild group on social networks.



## MosBuild Magazine & CERSANEX Magazine

Alongside the exhibition we publish two digital magazines. MosBuild Magazine is a quarterly publication about Europe's largest annual construction exhibition and major events in the building and interiors industry, and CERSANEX Magazine is all about ceramics, bathrooms and stone.



## #MosBuild 2014 competition

MosBuild continues to be active on social networks: Facebook, VK, Twitter, Instagram.

In 2014, MosBuild launched the #MosBuild photo competition on social networks. We received brilliant photos of stands, products and collections.

In the category 'Best photo by an exhibitor', the winner was Pamesa Ceramica. The prize for the company is one page of free advertising in MosBuild Magazine.

In the category 'Best photo by a visitor', the winner was the Instagram user @aleshinylya74. The prize is a MosBuild umbrella and bag, as well as two print catalogues (one from each week of the exhibition).

MosBuild congratulates all the competition participants.

Our accounts on social networks:

- [www.instagram.com/mosbuild\\_exhibition](http://www.instagram.com/mosbuild_exhibition)
- [www.facebook.com/mosbuild.expo](http://www.facebook.com/mosbuild.expo)
- [www.twitter.com/MosBuild](http://www.twitter.com/MosBuild)
- [www.vk.com/mosbuild2012](http://www.vk.com/mosbuild2012)





## MosBuild *Diamond Club*

### Diamond Club

MosBuild Diamond Club continued its successful work this year. The club provides a unique space for major buyers. Key retailers, developers, architects, designers and other major participants in the building and interiors market had the opportunity to meet and negotiate in a specially created comfortable space. The members of this exclusive club include major DIY chains, real estate companies and architectural firms, such as Leroy Merlin, Trest SKM, DESIGNUS, Dmitry Pshenichnikov and partners, za bor, ub.design and many others.

### Business activity at the exhibition

As usual, MosBuild exhibitors were pleased with the presence of their target audience, the opportunity to assess the state of the building and interiors market, and the number of contracts they signed.

Many companies - including the online store **220 Volt**, **ATLAS CONCORDE**, **ALKOTEK**, **KhimTorgProekt**, **Ruchnoy Instrument** and **Mini Krany** - signed numerous contracts during the show.

*"Thanks to the exhibition we gained more than 200 contacts. MosBuild is a good start to the new construction season. We would like to thank the organisers and wish success to the exhibitors and visitors of this project."*

N. Scherbakova  
Director of Marketing and Advertising, Alkotek

The improved quality of the visitors should be noted. In 2014, 84% of the audience visited the exhibition out of professional interest.

*"Throughout the exhibition, potential customers came to our company's stand, which is evidence of the high number of target visitors and the effective advertising support of the exhibition itself."*

Sergei Bokov  
Deputy Director of Marketing, Istra Profil

### ArchiClub, a club for architects and designers

In 2012, the organisers of MosBuild established ArchiClub, a club for architects and designers. The club is an information platform where architects and designers are able to publish their projects on the exhibition's media resources. The club offers exhibitors the opportunity to expand their business contacts through collaboration with leading architectural studios and design offices in Russia and Europe.



## Exhibition advertising campaign

### Principal information partners of MosBuild 2014:

Official Business Newspaper:

**ВЕДОМОСТИ**  
НЕДВИЖИМОСТЬ

Informational Support:

**Коммерсантъ**

Official Media Partner:

**НЕДВИЖИМОСТЬ**  
РИА НОВОСТИ

Regional Partner:

**BLIZKO**  **BLIZKO.ru**

Internet Partner:

**ради дома**  
PRO  
www.radiodoma.pro.ru

### TV advertising:

TV advertising on national channels in Moscow and major cities in Russia (Samara, Ufa, Nizhny Novgorod, Krasnodar, Ekaterinburg, Novosibirsk, Stavropol, Voronezh, Vladikavkaz and others).

**РОССИЯ 1**

 euronews

**РОССИЯ 24**

 РБК

 ТВУ

 Звезда

 Москва 24

### Advertising in trade press:

Over 100 trade publications.

### Internet advertising:

Over 200 internet resources.

Federal and regional news sites.

3rd place in the 'Construction' section of the Yandex search engine.

### MosBuild on social networks:

An audience of 5000 on the most popular social networks:

[www.instagram.com/mosbuild\\_exhibition](http://www.instagram.com/mosbuild_exhibition)

[www.facebook.com/mosbuild.expo](http://www.facebook.com/mosbuild.expo)

[www.twitter.com/MosBuild](http://www.twitter.com/MosBuild)

[www.vk.com/mosbuild2012](http://www.vk.com/mosbuild2012)



### Exhibition advertising campaign

#### Trade press

- Astarta
- CRE
- Elite
- Elle décoration
- Interni
- M info
- Materials
- MetallExpo
- Neo Design
- Object
- PlastInfo
- Profitool
- Speech
- Tools Expert
- АВОК Северо-Запад
- АЛИТ Информ
- Арендатор
- Архитектура и строительство Омской области
- Архитектура и строительство России
- АСД
- Банбас
- Бетон и Железобетон
- Бизнес столы
- Близко ремонт
- БСГ / Строительная газета Белоруссии
- Высотные здания
- Газета "Ведомости"
- Газета "Коммерсант"
- Гермес / Элитные строительные материалы
- Градостроительство
- Дивострой
- Дом & Интерьер
- Домой • Еврострой
- Жилая среда
- Журнал Обустройство
- Зеленый город
- ИД "Панорама"
- ИД "Электроника"
- Индустрия бизнеса
- Интерьер+Дизайн
- Информ Юнион
- Информгентство Мособлстройкомплекса
- Инфо-Стоун
- Камень и бизнес
- Каталог Штор
- Коммунальный комплекс России
- Комодик
- Кровля. Фасады. Изоляция
- Лакокрасочные материалы
- ЛесДревЭкспо
- ЛеспромИнформ
- ЛифтИнформ
- ЛКМ-Пресс
- Лучшие Интерьеры
- Любимая Дача
- Мастерская. Современное строительство. Арт Престиж. Белоруссия
- Мебель и Интерьер
- Металл Трейд
- Мир и Дом City
- Мир Металла
- Мир новосела
- Мой любимый дом
- Московские Торги
- Объединение инженеров
- Оконная Индустрия
- Отраслевые ведомости
- Парадный квартал
- Потребитель
- Проект Классика
- Проект Россия
- Проектант
- Проекты коттеджей
- Промышленное оборудование
- Промышленный вестник Инфо
- Ради дома про
- Ремонт и строительство
- Реформа ЖКХ
- РИА Недвижимость
- РИФ Строительные материалы
- Роскошный дом

- Рынок Металлопроката
- Рынок Светопрозрачных конструкций
- Рынок Электротехники
- Саморегулирование & бизнес
- Светопрозрачные конструкции
- Сила Бренда
- Снабженец
- Современный дом
- Спорт Facilities
- Спорт Академ Реклама
- СППОМ
- Стекло и бизнес
- Стекло и керамика
- СТО
- Строй-Пресс
- СтройПромЭксперт
- Стройтек Экспо
- Строительная газета
- Строительная Орбита
- Строительные материалы XXI век
- СтройЭкспертиза
- Татлин Project
- Технологии строительства
- Товары и Услуги
- Умный дом/ ИД "Июль в Швейцарии"
- Федеральный Строительный Рынок
- Хим-Курьер
- Частная территория
- Шторы
- ИД «Ардис»
- Инженерно-строительный журнал
- Гидротехника
- Деловой мегаполис
- СПССС
- Trade Master
- Бизнес Красногорск
- Бизнес Одинцово
- Facility manager
- Строительство.RU
- Тандем: цемент & строительство
- Дайджест недвижимости
- Вестник промышленности, бизнеса и финансов
- Стройка
- Фасадная индустрия
- CRE
- Архитектура, Строительство, Дизайн
- Ландшафтная архитектура. Дизайн
- Оконное производство
- Дерево.RU
- 100% Кухни и Ванные
- СтройПрофи
- Проект Балтия
- ЭкоМониторинг

#### Industry websites

- www.fsr-stroy.ru
- www.gkhprofi.ru
- www.glassbusiness.net
- www.glass-ceramics.ru
- www.green-agency.ru
- www.hfs.ru/domou/about
- www.hfs.ru/elledecor/about
- www.ids55.ru
- www.indpg.ru
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- www.interior.ru
- www.journalshtori.ru
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- www.lakikraski.info
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- www.nop.ru
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- www.panor.ru
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- www.hqdesign.kz
- www.arxip.com
- www.lookatme.ru



## Testimonials

Interior decoration, especially wallcoverings is a huge market in Russia. Russia is also a gateway to the other Eastern European countries. We only entered Russia in the wallpaper industry a few years ago so we still need to build our brand recognition, however our digital solutions are creating a lot of interest. MosBuild is a huge international trade show in Russia and in this huge market- MosBuild is the place to be!

*Holger Naumburg,  
Market Development & Marketing, Hewlett Packard*

We first came to MosBuild 10 years ago and since then have never missed a year of exhibiting. MosBuild is rich and well organised compared to any other show in Russia and its surrounding countries and is definitely on the same level as the big European exhibitions. I would encourage other European companies to come to Russia, in my opinion it's one of the biggest markets in the world. There are many more opportunities here than there are in Europe.

*Daniele Pivetti,  
Sales Manager, Gamma Meccanica*

We have been participating at MosBuild for 7 years. Every year we gain more and more connections in the Russian market. There are 3 channels we are focusing on, direct customers, large distributors, DIY and projects by designers and architects. There are a lot of visitors from the regions of Russia and also from the surrounding countries. MosBuild is well known in Russia and for us it is one of the top three shows in the world alongside Cevisama and Cersaie.

*Fakhraddin Karimov,  
Area Manager, Roca*

It is our first time at MosBuild and we have received a lot of new contacts. We came to MosBuild because I heard our competitors refer to it as the most important building exhibition in Russia.

*Fabio Guelpa Piazza,  
Sesamo srl*

We have been coming to MosBuild for 3 years. The Russian market is important because the taste and look of our tiles at Roberto Cavalli, suit the needs of people who live in Russia, this kind of design Russian people love, we didn't have to amend our products for this market. For tiles MosBuild is the main exhibition in this part of the world.

*Mauro Grignani,  
Sales & Marketing Director, Roberto Cavalli*

We are a Dutch company exhibiting at MosBuild for the first time and there has been a lot of interest in our products. Russian people want high-quality and European-quality products. MosBuild has been on my list to attend for a long time, an exhibition here in Russia provides the same value and experience that it did in Europe 10 years ago. Russian people like to come to an exhibition and experience face to face business.

*Robert Ketelaar,  
General Manager, LAMBRI Wood Panels*

We are happy with the exhibition and very happy with the position of our stand. This is our fourth year at MosBuild, we were drawn to the Russian market because Italian wallcoverings are highly thought of in Russia and its surrounding countries. We have to keep exhibiting at MosBuild, for our market this is the best exhibition in Russia.

*Daniela Baldini,  
Export Manager, SELECTA PARATI*

The exhibition has been quite lively, there have been a lot of visitors to our stand and we have been pleasantly surprised at the variety of customers we have been able to get acquainted with. It's our first time at MosBuild and we have found that there is a great interest here for Japanese products. Russia is a huge country so universally it is considered to be a place where people can make money. The consumerism culture here is rapidly growing, so there are a lot of possibilities.

*Elena Korshenko,  
Marketing Executive, Kansai Paint*



The Russian market is very important for our range of products because there is a real taste for products 'Made in Italy'. Russian people view Italian products exceptionally well. MosBuild is the most important event in our sector, over the last 10 years we have seen the exhibition grow and have noticed a much larger presence of international companies. We choose MosBuild as all of our competitors are present here, making it the most important event in the calendar. In Europe exhibitions have less importance but in Russia, MosBuild is still a very important event.

*Luisa Della Puppa,  
Export Division Area Manager, San Marco*

MosBuild is the only show of this calibre in Russia, there are a lot of local shows but none are on the same level as MosBuild. I think it will certainly be beneficial for our company to keep exhibiting at MosBuild. On a personal note I have been present in Russia for 20 years and have always made good business here. I think this shows you that there are definitely opportunities here in Russia.

*Dusko Milic,  
Area Sales Representative, TITAN*

We are very happy because we have met many visitors at MosBuild from all over Russia. We have been looking at this market for about 2.5 years so for us it is very important to find customers throughout Russia and I think MosBuild is a good place to do this. MosBuild is the number 1 fair in Russia for this purpose. Our sales are going up in Russia so returning to MosBuild is a must for us. MosBuild provides a good opportunity for people doing business in this industry.

*Nicola Mularoni,  
Sales and Marketing Director, Ali Parquets*

Russia is a big market and we have many customers here. We come to MosBuild to meet with our existing customers/distributors as much as meeting new ones. We plan to continue exhibiting at MosBuild, we have tried other exhibitions in this industry in Russia but they didn't compare to MosBuild.

*Mihaly Baji,  
Marketing Manager, Graboplast*

We are happy with the number of contacts that we have received, the visitors are of a good quality. This is our second time at MosBuild, last year was our first participation and we already have some good clients that are growing that came out of the show.

*Lieven Pieters,  
Sales & Marketing Director, Locinox*

Russia is the biggest wallpaper distributor in the world and Italian wallpaper is recognised as a brand in Russia. MosBuild is the only exhibition that has a strong impact on the wallpaper market. I believe that we will continue to exhibit here as for us MosBuild is a major appointment in our calendar.

*Renato Elisa,  
Emiliana Parati*

We are extremely happy with MosBuild this year. Attendance, the amount of visitors and the quality of visitors are all beyond our expectations. We last exhibited in 2010 and decided to resume our presence here as we recognised the necessity of attending such an important event. The Russian market is absolutely massive. As the market grows, average income grows and so the attitude to spend increases. MosBuild is the primary event in our industry. When speaking to European customers who list the top events in the calendar they say for design you go to Milan, for technical Business, Frankfurt and then for whatever pertains Eastern Europe and Russia you go to MosBuild.

*Enrico Bracesco,  
CEO, Teuco*

It is our first time at MosBuild, we decided to come to Russia because we were looking for new export markets and saw that there were a lot of potential customers here in Russia. Russian people view products from Western Europe in a positive light, they are known to be of good quality.

*Davina Jardon Gonzalez,  
International Manager, Granilouro*



This is Fila's 4th year at MosBuild. As we already have a good partner based here in Russia our main reason for coming is to enhance our brand presence and to support our distributor. Moscow is the centre of Russia, it is the most important city, which makes MosBuild the most important exhibition.

*Denis Tessaro,  
Export Area Manager, FILA GROUP*

This is our 8th time at MosBuild. I am happy with the business we have been developing over the last 7 years here. The Russian market provides an opportunity for a company like ours, there is a similarity between the Russian and Italian market with regards to style. Russians more than other people in the world look for 'Made in Italy' products. We come to MosBuild because this is the only show that is focused on tiles.

*Andrea di Battista,  
Sales Director, Ceramica Vallelunga*

For some of our companies it is their first time in Russia and they are here to find partners, we also have companies who have been in Russia for 20 years and are here to reinforce their presence in the market. We bring a group to MosBuild because it is important to promote other markets outside of the European Union. It is now very difficult to find new business in Europe which is why it is important to diversify our business connections and come to markets such as Russia.

*Andrej Estvanik,  
Senior State Counsellor,  
Ministry of Economy of the Slovak Republic*

This is our 5th or 6th time bringing a group of Croatian companies to MosBuild. Our companies are attracted to the Russian market as many are looking to expand their business into countries outside of the EU, such as Russia, Kazakhstan etc. MosBuild provides a good platform to do this as it is biggest construction fair in Russia.

*Vanja Kaludjer,  
Croatian Chamber of Economy*

Our companies are happy with the level of visitors and believe that this is the place where you can build a presence in Russia. The Russian market for us has been increasing very fast in the last few years. In 2012 we had a growth of Spanish exports to Russia of over 20% in 2013 5% and it is continuing to grow. We brought 66 companies this year, including 6 companies in the bathroom sector, of this number only 15 companies are new as most of the companies return every year to continue building their brand presence in the market. MosBuild is a good show to find out how the market works and to meet the key agents and key partners.

*Carolina Fernandez,  
Build & Design Sector Manager, ICEX*

We have been bringing a group to MosBuild for 6 or 7 years. The Russian market is very important for Italian companies in the finishing products (marble and granite) industry, because it is a top level market. It is not a mass market, not big in quantity but in quality it is very important. Russia is not the easiest market to approach, companies need to exhibit here for at least 2 or 3 years, some companies come once and then not back again but this is not the way to do business here, you have to commit to the market and build your brand/reputation.

*Pasqualino Pietropaolo,  
Confindustria Marmomacchine*

SACMI is composed of 17 different companies in the tile industry so it is a must for us to be here. For ceramic tiles and sanitaryware it is the most important show in Russia, everyone is coming here from all the regions of Russia.

*Giorgio Renolfi,  
Area Sales Manager, SACMI*

# MosBuild



Russia's Leading Building  
and Interiors Exhibition

## **Design & Decor Week**

31 March – 3 April 2015

Expocentre, Moscow

## **Building & Architecture Week**

14–17 April 2015

Expocentre, Moscow

[www.mosbuild.com](http://www.mosbuild.com)

**See you  
at MosBuild 2015!**

