The 24th International Architectural and Building Exhibition YugBuild 2014 has taken place from the 26th of February to 1st March 2014 at the Kuban ExpoCentre in Krasnodar.

The event united Russian and foreign specialists in the building industry, entrepreneurs and representatives of government bodies. YugBuild covered 2 global topics: Architecture & Building and Interiors uniting 16 sectors meeting industry trends.

**Architecture & Building**
- Building materials and equipment
- Engineering equipment. Ventilation.
- Roofing and insulation. Facades
- Electrics. Building automation
- Stone. Ceramics
- Building machinery
- Real estate
- Country houses
- Tools and fixtures
- Window technologies

The Architecture & Building topic presented industry professionals with the latest developments in the manufacture of construction tools, all types of fittings and fastenings, electrics, building automation systems, construction equipment, construction materials and engineering equipment.

**Interiors**
- Paints and coatings
- Bathrooms
- Doors and locks
- Interior solutions. Design
- Finishing materials
- Decorative Lighting

The Interiors topic displayed the whole spectrum of materials and services necessary at the final stages of construction and interior decoration.
"...Today, YugBuild has earned the right to be considered one of the most respected events in the Russian construction industry. For many years, this event has united architects, builders and representatives of the business community from Russia and many foreign countries. This format for annual meetings offers the opportunity for constructive dialogue between business and government and the development of common opinions about the most important issues in the development of the industry.

The offers, recommendations and projects presented at the exhibition facilitate increased investment activity and the introduction of the best new technologies and methodologies which is why the event is incredibly important for the construction industry of southern Russia."

Welcome Address of Governor of Krasnodar Krai A.N. Tkachev

The opening ceremony was held with the involvement of the following officials:
- Head of the Department of Architecture and City Building of Krasnodar Krai, Chief Architect of Krasnodar Krai Yuri Rysin
- Honorary Consul of the Federal Republic of Germany in Krasnodar Ralf Bendisch
- Head of the Section of Territorial Planning Document Approval at the Department for Strategic Development and State Territorial Planning Policy of the Ministry of Regional Development of the Russian Federation Andrei Volkov
- Deputy Head Administrative Manager of the Krasnodar City Administration, Head of the Department of Foreign Relations and Protocol Boris Staroselsky
- General Director of the Union of Builders of Kuban Aleksandr Denisov
- Head of the Association of Self-Regulating Organisation in the Construction Industry of Krasnodar Krai, Director of the Regional Construction Union non-commercial partnership Aleksandr Ladatko
- Director of the Sales Directorate of General YugBuild Exhibition Partner KNAUF PLASTER Sergei Bondarenko,
- General Director of KrasnodarEXPO Elena Konkova.

YUGBUILD 2014 STATISTICS

YugBuild 2014 attracted 14 177 visitors over the four days of the exhibition, with a 77% proportion of industry specialists.

Distribution of visitors by Russian region

According to the results of YugBuild 2014, the proportion of visitors from Krasnodar Krai comprised 81%, with 21% of visitors coming from other regions.

Visitors breakdown by job position

- 36% Manager / Specialist
- 20% Head of department / division
- 29% Deputy general director / Commercial director / Finance director
- 15% Owner / General director

Visitors geography

- 81% Krasnodar region
- 18% Russia
- 1% International
Purpose of visiting the exhibition

The majority (49%) of visitors came to the exhibition to make purchases for equipping building sites. The proportion of those that came to the exhibition to make purchases for the retail trade grew from 27% to 32% compared to 2013.
"Construction industry of Southern Russia: prospective niches for business development" interregional conference.

The "Construction industry of Southern Russia: prospective niches for business development" interregional conference took place on the 26th of February.

The main subject of the conference was the discussion of the results of a major study of the construction industry markets of southern Russia which was carried out by Macon Realty Group consulting agency and the analytical centre of Expert Yug magazine for the period from October 2013 to January 2014, which was ordered by KrasnodarEXPO. The study was based on numerous interviews and surveys carried out by the organisers with 250 owners and senior managers of building companies in Southern Russia and consultation with 50 industry experts. The purpose of the study was to present forecasts for the development of the market, the expectations of businesses regarding market development and an assessment of the prospects of different market segments.

- Editor-in-Chief of Expert Yug Vladimir Kozlov and General Director of MACON Realty Group acted as conference moderators.

"Alliance between architecture and construction: the image of a Capital for Krasnodar" conference

The tendencies in the development of the image of Krasnodar as a capital city and the prospects for the development of its construction industry were discussed on the first day of the "Alliance between architecture and construction: the image of a Capital for Krasnodar" conference. Particular attention was paid to issues in the development of the resort cluster and secondary use facilities as part of the construction process and lighting in the capital. Conference participants also met the laureates of the Crystal Daedalus award for Architects awarded at the Zodchestvo 2014 festival Yuri Zemtsov and Mikail Kondiain (St Petersburg)

Organisers:
- Department of Architecture and City Building of Krasnodar Krai,
- National Architecture and City Building Centre,
- Krasnodar Regional Association of the Russian Union of Architects
MAIN EVENTS OF YUGBUILD 2014

Best Roofer competition

TechnoNICOL Corporation held the "Best Roofer" competition for the first time as part of the YugBuild exhibition. 16 teams from the best construction brigades of the Southern Federal Krai demonstrated their professional mastery. The winners of the competition, which covered five different nominations were the teams from Tri-S LLC, Kurbala, Maximum LLC and Arkada LLC.

The first "Door market in Southern Russia" regional conference

Another important event at the exhibition was the "Door market in Southern Russia" conference, where company representatives from Guardian, Citadel, Okean-Yug and Mario Rioli reported on the results of 2013 and discussed the tendencies and prospects for development in the doors market for 2014.

Exhibitor testimonials:

Albert Garifullin, Tiara (Guardian brand)
'The "Door market in Southern Russia" conference attracted a lot of visitor interest, even though it took place in the region for the first time. Conference attendees included specialists from Anapa, Stavropol, Rostov-on-Don, Sochi and other cities, which shows the demand present among specialists in this market for the exchange of information and interaction.'

Andrei Dmitriev, Zamki 61
'After the end of YugBuild in Krasnodar and the first regional "Door Market in Southern Russia" conference, organised by Dvernoye Delo (Door Business) agency with the support of our partners from Tiara (Guardian brand) I was left with a feeling that the door market and the market for related goods, locks and fittings, which our company is involved in, is moving forward in the conditions of developing competition in our region.'

Organisers:

- Dvernoye Delo (Door Business) Industry Information Agency.
Official support of the exhibition:

- Krasnodar Krai Administration
- Krasnodar City Administration
- Ministry of Construction, Architecture and Roads of Krasnodar Krai
- Department of Architecture and City Building of Krasnodar Krai
- Department of Construction of Krasnodar Krai
- Association of Self-Regulating Organisations in the Construction Industry of Krasnodar Krai
- National Union of Designers
- Krasnodar Regional Branch of the Russian Union of Architects
- Russian Union of Builders
- Union of Builders (Employers) of Kuban
- Regional Union of Builders of Kuban
- National Architecture and City Building Centre
- International Architectural Academy

General Partner of the Exhibition - KNAUF
General Sponsor of the Exhibition - SLAVYANSKY KIRPICH
Sponsor of the "Utility Equipment. Ventilation" section - VAILLANT GROUP RUS
Conference Sponsor - BRAAS-DSK 1

Exhibition organisers:

- KrasnodarEXPO LLC (in the part of ITE Group)
- ITE London
- GiMA International Exhibition Group GmbH
- ITE Turkey
- ITE Poland
- ITE Gulf FZ LLC