



**19–21 April 2017**

# SETTING UP NEW VECTOR

## North-West Federal District

Always more opportunities for HVAC business growth



Open up new business opportunities  
with Aquatherms!  
**Aquatherm St. Petersburg 2016 Results**

**3<sup>rd</sup> International exhibition for domestic and industrial heating, water supply, engineering and plumbing systems, ventilation, air conditioning and equipment for pools, saunas and spas**



**95** companies from **10** countries

**8 156** unique visitors\*

Total exhibition space: **3 900** sqm



- |              |             |
|--------------|-------------|
| Russia ✓     | Hong Kong ✓ |
| Belorussia ✓ | Hungary ✓   |
| Bulgaria ✓   | Israel ✓    |
| China ✓      | Italy ✓     |
| Finland ✓    | Turkey ✓    |

*\*Joint results for Aquatherm St. Petersburg and InterStroyExpo 2016*







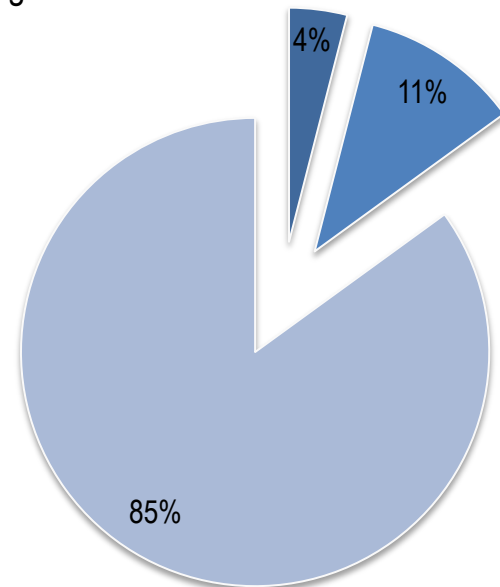
# Aquatherm St. Petersburg 2016 Results

**8156 unique visitors**

**44 Russian regions were presented by the show visitors.**

The most represented:

- St. Petersburg and Leningrad region
- Moscow and Moscow region
- Novgorod region
- Vologda region
- Pskov region
- Tyumen region

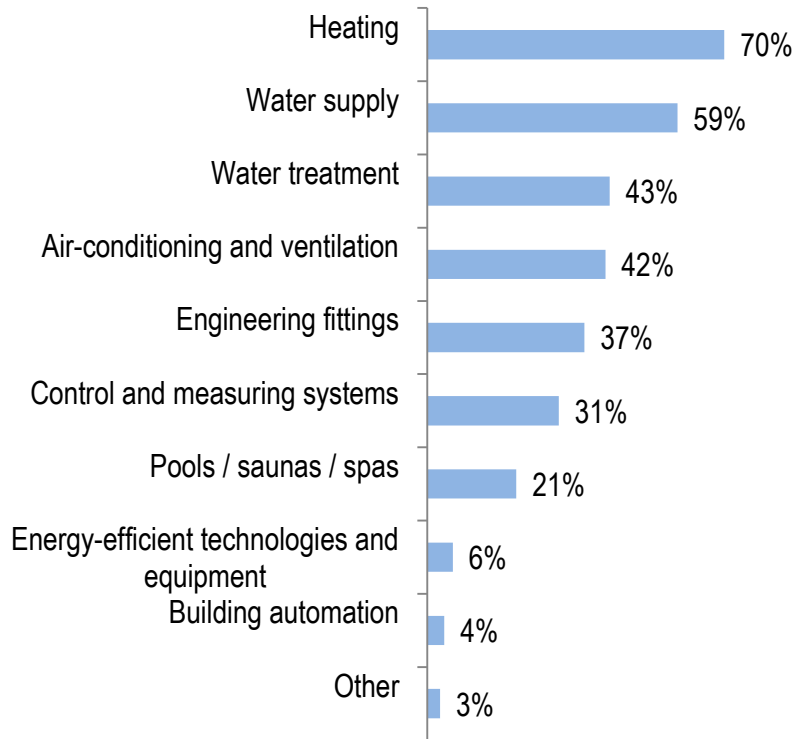


- International visitors
- Other Russian regions
- St. Petersburg and Leningrad region

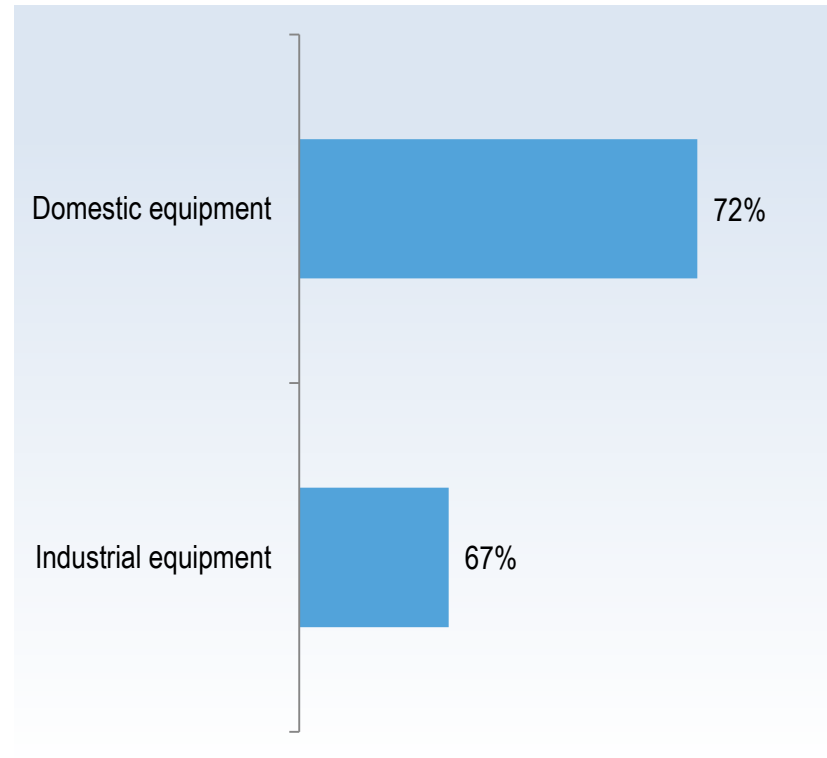


# Aquatherm St. Petersburg 2016 Results

## High visitor interest to the following sections

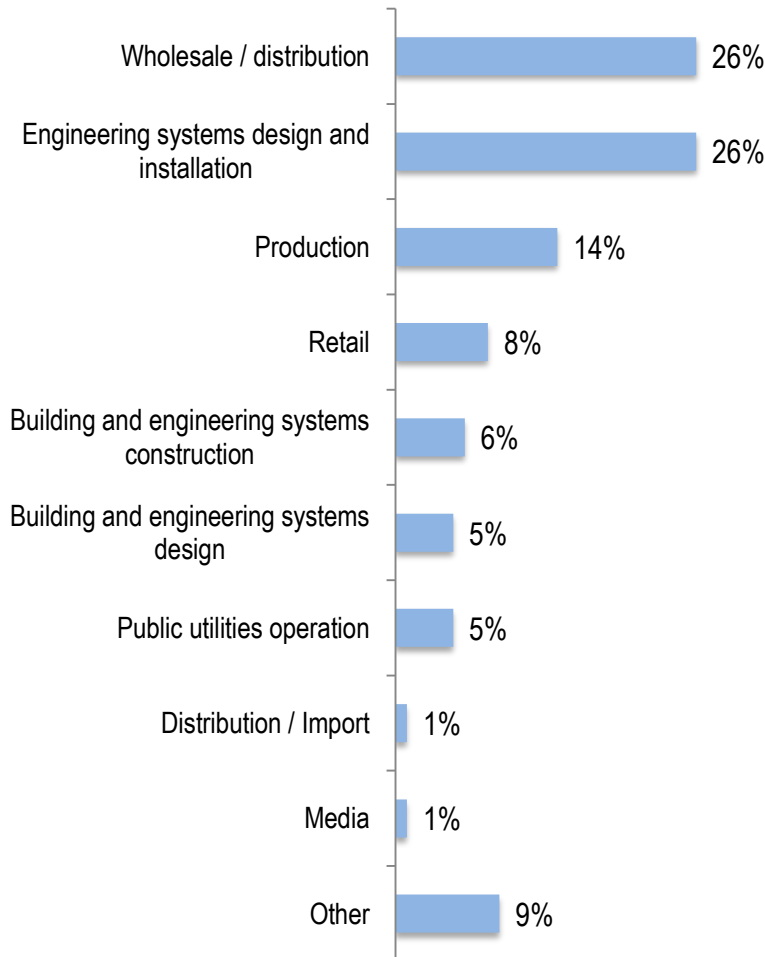


## Industry sector

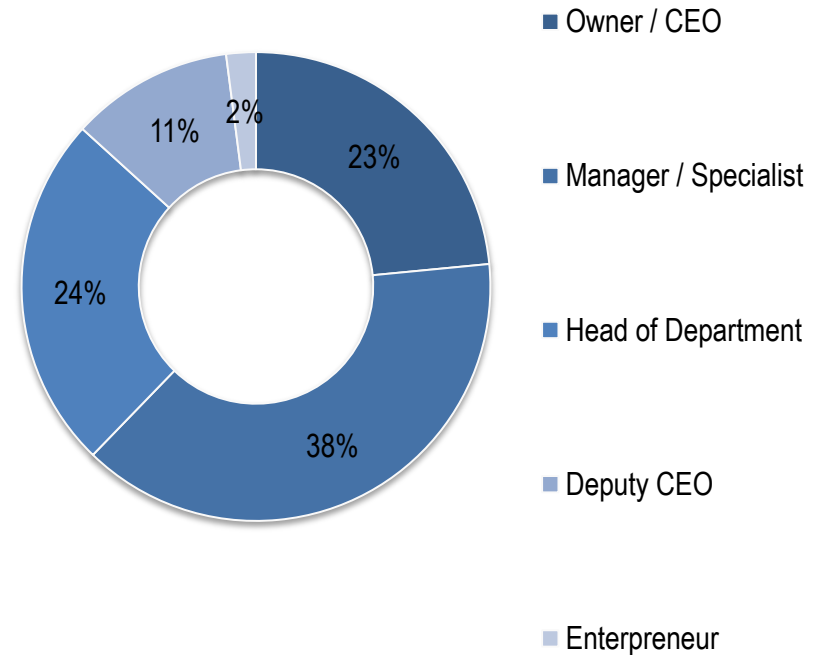




### Visitor major business areas



### Breakdown of visitors by job position





**North-West Federal District** is one of eight federal districts of Russia.

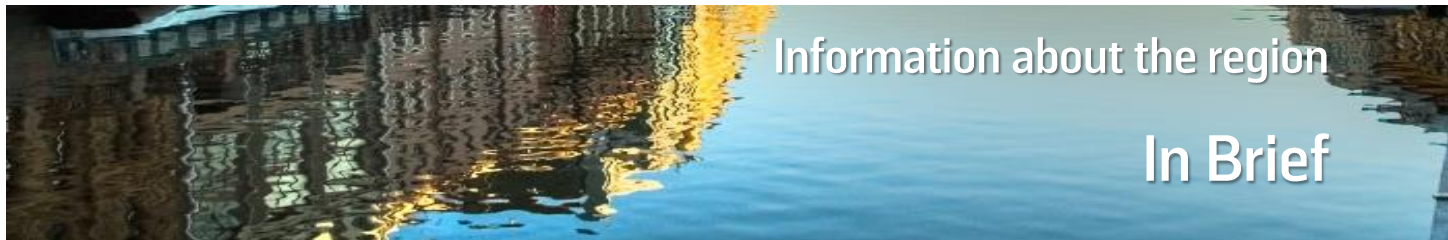
**North-West Federal District** consists of the northern part of European Russia with population of 13,616,057 (83.5% urban) due to the 2010 Census living on an area 1,686,968 sq km.

**The unique geographical location for economic development:**

- Proximity to the EU countries (Finland, Norway, Poland, Estonia, Lithuania, Latvia)
- Access to the most important maritime trade routes (Baltic Sea, White Sea, Barents Sea, Kara Sea)
- The presence of the second-largest in the Russian metropolis of St. Petersburg
- Neighborhood with the Central Federal District and the raw base of the North
- Association of large industrial and cultural centers of the country







## North-West Federal District

### 11 federal subjects of the Russian Federation, including:

- 2 republics – Karelia and Komi
- 7 regions (Arkhangelsk, Vologda, Kaliningrad, Leningrad, Murmansk, Novgorod, Pskov)
- Yamal-Nenetsk Autonomous District
- Area – 1,686,968 sq. km (9.87% of the Russian Federation)
- 152 cities
- 3 time zones

---

### Key Role of Natural Resources

The District is rich in natural resources, incl. non-ferrous metals and apatite (Murmansk oblast); iron (Karelia); oil and gas (Murmansk and Arkhangelsk oblasts, and the Republic of Komi).

Vologda, Pskov, Arkhangelsk and the Republic of Karelia also have extensive forest resources.



## St. Petersburg is the Russia's Window to Europe

- Northern capital of Russia, a treasury of world culture, is considered to be one of the most beautiful cities in the world and a recognized tourist destination
- The second largest city in Russia, with almost five million people
- Scientific and economic center of the Russian Federation
- Largest railway, sea, road and air transport unit, geographically closest to the countries of the European Community
- International center of logistics and trade Baltic region
- A huge scientific, economic and industrial potential, which attracts a lot of attention of foreign and local investors

### St. Petersburg is a city of federal importance



### **Saint-Petersburg:**

Russia's main center of power engineering, electronics, instrumentation and optics, military and civil shipbuilding and ship repair, engineering and metalworking are developed chemical and light industry, prompt rates growing transportation engineering





NWFD accounts for **10% of Russia's GDP**  
(11% of industrial output, 6% of agricultural production);

St. Petersburg accounts for 45% of the district's GDP

**INDUSTRY**

**Leading industry sectors:**

- Engineering, including electronics, instrumentation, shipbuilding
- Energy (oil, gas, coal, shale, electricity)
- Wood harvesting and processing
- Ferrous and non-ferrous metals
- Food and light industry
- Shipbuilding
- The production of building materials
- Animal husbandry
- Fishing
- Automobile production



The North-West Federal District (NWFD) is **one of the most economically-developed** of the Russian Federation's **eight federal districts**, producing **10 percent of Russia's national GDP**. It provides **11% of the country's overall industrial output and 6% percent of its agricultural production**. The District has a population of nearly 13.6 million, **83% of whom live in cities** (the highest rate of urbanization among the country's federal districts).

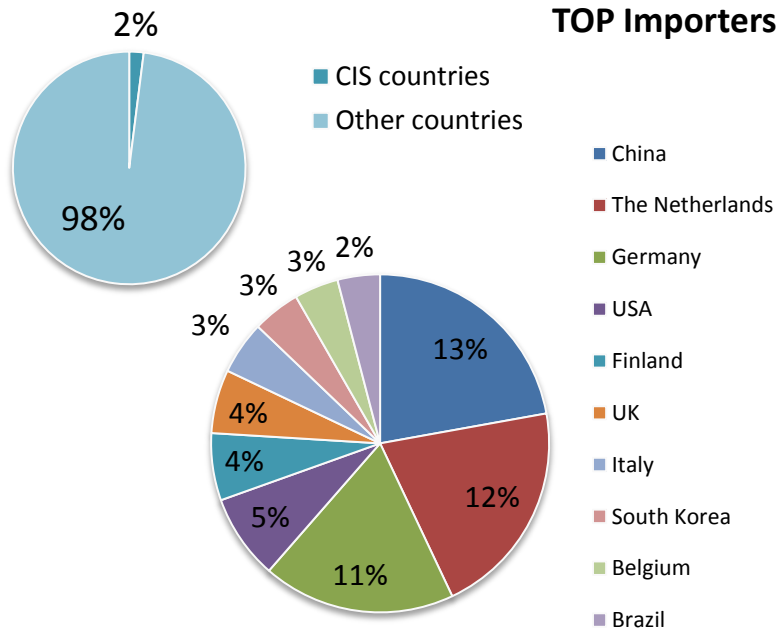


Information about the region  
**Attractive place for international partnership**

**Foreign trade turnover – \$69.62 billion (2015)**

Exports from the district amounted to \$36.9 billion, while imports \$32.6 billion.

The leading recipients of the FDI were St. Petersburg (59.2%), Kaliningrad region (24.2%), and Leningrad region (9.3%).



- 8.984 mln sqm of housing were constructed in 2015 (+7,3% vs 2014).
- Turnover in the regional retail trade – 1144.6 bln rubles.
- According to the prognosis the annual growth of gross domestic product in the nearest future will be 3.9–5.1%.
- Highly developed business environment and infrastructure create valuable terms for establishing business relations with local distributors, wholesalers, design and construction companies.
- The North-West construction market is growing dynamically stimulating demand for modern HVAC technologies, materials and experience for its application and allowing international brands successfully enter the Russian market.





Venue – the perfect match

**EXPOFORUM**

### EXPOFORUM'S ADVANTAGES

- Exhibition and meeting space that can be transformed according to your needs
- Clear-span floor space
- Excellent technical possibilities
- Efficient logistics and transfers for exhibitors and visitors
- State-of-the-art engineering systems
- Possibility to hold sporting events and concerts
- Proximity to major transport arteries, allowing for easy access
- Full range of services



EXPOFORUM Convention and Exhibition Centre is the St. Petersburg's newest and most modern venue for business, cultural, and entertainment events of any type and almost any size: exhibitions, conventions, forums, concerts, sporting events, and much more.

**Address:** Russia,  
St. Petersburg,  
Peterburgskoye  
Highway, 64/1

**Aqua-Therm St. Petersburg 2016** will be held in

### EXPOFORUM

For more details please follow the web link:

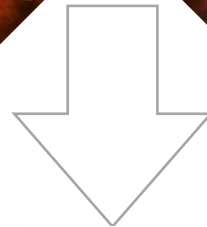
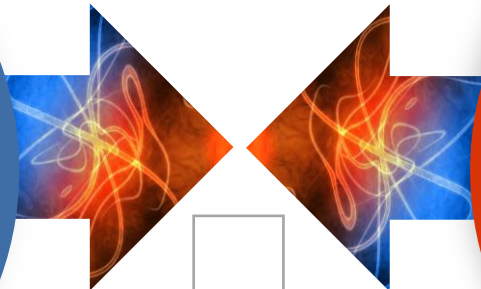
<http://www.expoforum.ru/en>





The experience of  
Aquatherm Moscow

the largest exhibition in Russia and  
Eastern Europe for the heating, water  
supply, engineering and plumbing,  
air-conditioning, ventilation and pool  
equipment market  
(HVAC & Pool)



The professionalism of  
the InterStroyExpo team

the most large scale building  
exhibition of  
North-West of Russia



**An effective b2b platform in St. Petersburg for  
showcasing new products and industry innovations**



## Why exhibit at Aquatherm St. Petersburg



**OPPORTUNITIES**

- New professional clients and partners audience



**OPPORTUNITIES**

- Expanding the distributors' network in North-West Federal District



**OPPORTUNITIES**

- HVAC & Pool industry innovations and trends research
- Strengthening position in the North-West Federal District market



**OPPORTUNITIES**

- Increase brand awareness due to targeted promotion campaign



# aqua THERM

ST. PETERSBURG

To learn more and participate  
please contact:

**For international companies:**

**Reed Exhibitions**

**Marina Bolotskaya**

T: + 7 495 937 68 61 ext. 145

M: +7 926 217 3416

[marina.bolotskaya@reedexpo.ru](mailto:marina.bolotskaya@reedexpo.ru)

**Pavel Moshnyaga**

T: + 7 495 937 68 61 ext. 175

M: +7 926 217 3416

[pavel.moshnyaga@reedexpo.ru](mailto:pavel.moshnyaga@reedexpo.ru)

**For Russian and CIS companies:**

**Primexpo**

**Julia Belova**

T: +7 812 380 6013 ext. 237

Φ: +7 812 380 6001

[juliab@primexpo.ru](mailto:juliab@primexpo.ru)



[www.aquatherm-spb.com](http://www.aquatherm-spb.com)



## 21<sup>st</sup> INTERNATIONAL EXHIBITION

for domestic and industrial heating, water supply, engineering and plumbing systems, air-conditioning, ventilation, equipment for pools, saunas and spas

**A two-decade success story of growing HVAC & Pool market, promoting and sourcing brands!**



# aqua THERM

## MOSCOW

**7–10 February 2017**

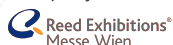
Crocus Expo

[www.aquatherm-moscow.ru](http://www.aquatherm-moscow.ru)

Organised by



Developed by



Specialised sections



Special project



# WHY EXHIBIT?



**Multiply** your business opportunities by exploring the high-potential Russian HVAC & Pool market

**Use** the 20-year show's experience in growing export opportunities and sales network for international companies

**Animate** your existing distributor channel and find new partners from 80 Russian regions

**Present** new products, services and technologies to thousands of wholesalers, construction engineers, retailers

**Increase** your brand visibility among target professional audience



## QUALIFIED CONTACTS GUARANTEED!

- Telemarketing, regular e-mailings to vast database of over 50 thousand HVAC & Pool specialists, complimentary tickets distribution
- Promotion via Reed Exhibitions' International Sales Group worldwide
- PR campaign with over 40 national and international industry media
- Outdoor, TV, radio and Internet advertising
- Business programme communication platform gathering professionals interested in current industry trends
- Support by local and international government and industry associations

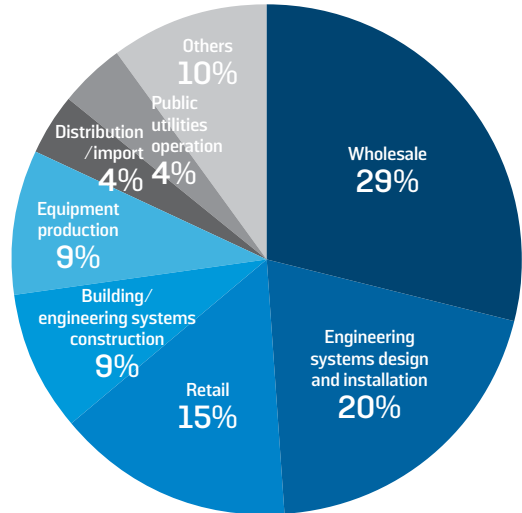
**Aquatherm Moscow** is the leading international event in Russia and CIS in the industry of domestic and industrial heating, water supply, engineering and plumbing systems, ventilation, air-conditioning and equipment for pools, saunas and spas.

**The benchmark event** connects producers and brand representatives all over the globe with target audience to maximize their opportunities by generating business leads, meeting partners, exchanging best practices and learning the latest industry trends.



Visitor profile:\*

**PROFESSIONAL AUDIENCE**



**69%** of visitors influence purchase decisions\*

**Major groups of visitor product interest:\***

Heating	74%	Climate control equipment	33%
Water supply	60%	Control and measuring systems	33%
Water treatment	45%	Building automation systems	28%
Energy-efficient technologies	36%	Pools, saunas, spas	21%
Engineering and plumbing systems	34%		

Multiple choice answers

**AQUATHERM MOSCOW 2016 RESULTS**

**26 417**  
unique trade visitors

**34 000**  
sqm of total exhibition space

**651**  
exhibitors from  
**30**  
countries

**150**  
first-time exhibitors

**HVAC & Pool brands from**  
**58**  
countries

**86%**  
of exhibitors established new contacts at the show\*

**81%**  
of exhibitors are satisfied with the exhibition results\*

**89%**  
of exhibitors plan to participate in 2017\*

\*Based on visitor and exhibitor survey results in 2016



# EXHIBITION PROFILE

## HEATING AND WATER SUPPLY

- Automatic control systems
- Burners and boilers
- Energy and gas supply
- Engineering and plumbing systems
- Environment, water quality and control equipment
- Fittings and valves
- Heating technologies and accessories
- Pipes and pipelines
- Pumps
- Water and waste-water technologies
- Welding and installation equipment

## Special sector Climate Control Equipment



The specialised section is an opportunity to present modern equipment for domestic and industrial use

- Air-conditioning
- Air supply
- Air filtering and purification
- Fans humidifiers, dehumidifiers
- Refrigeration supply and equipment
- Ventilation

## WORLD OF WATER & SPA



The unique market place in Russia for pool, sauna and spa sector

- Aqua park equipment
- Chemical products
- Building and finishing materials
- Mini saunas and mini swimming pools
- Phyto barrels
- Proportioning pumps
- Saunas, spas and equipment
- Swimming pools and equipment
- Water purifiers
- Whirlpools



The special project is introduced to meet the high demand for energy efficiency in the market:

- Advanced energy-saving technologies
  - Product solutions based on non-conventional renewable energy sources
- New Energy covers the entire exhibition profile and highlights its participants at the exposition.

## BATHROOM, SHOWER AND TOILET SANITARY WARE

- Ceramics, furniture, lighting
- Design taps, valves, fittings, tiles

## FIREPLACES

- Fireplaces
- Chimneys
- Mantelpieces and grates

## BOOST YOUR VISIBILITY BEFORE, DURING AND AFTER THE SHOW!

- **MAKE YOUR COMPANY VISIBLE** to over 27 thousand of professionals with advertising on-site, marketing collaterals and sponsorship packages.
- **MAXIMIZE YOUR ROI** with various smart on-line options and free web services highlighting your company 365 days a year.

[WWW.AQUATHERM-MOSCOW.RU](http://WWW.AQUATHERM-MOSCOW.RU)\*

935 070  
visits from  
160  
countries

753 685  
unique visitors

1 812 463  
page views

\*Analysed for the period: 1 February 2015 – 27 February 2016

## FIRST TIME AT THE EXHIBITION?



Benefit from the First-time Exhibitor Programme enabling newcomers to make an eye-catching presentation of their business with the "NEW" distinction marks in on-line and print materials, in the exhibition guide, on-site floor plans and at the exposition.

SEIZE THE CHANCE TO INCREASE VISITOR FLOW, **CONTACT THE EXHIBITION TEAM TO CHOOSE THE PROPER PROMOTIONAL PROGRAMME**

# aqua THERM

## Facts and Figures 2015

- 8054 unique visitors
- 102 exhibitors from 7 countries
- 44 first-time exhibitors

## ST. PETERSBURG

**19–21 April 2017**  
EXPOFORUM, St. Petersburg  
[www.aquatherm-spb.com](http://www.aquatherm-spb.com)

Organised by:



# aqua THERM

Explore the whole  
Russian market  
with Aquatherms!

## Facts and Figures 2016

- 3023 unique visitors
- 110 exhibitors from 6 countries
- Over 20 first-time exhibitors

## NOVOSIBIRSK

**14–17 February 2017**  
Novosibirsk Expo Centre, Novosibirsk  
[www.aquatherm-novosibirsk.ru](http://www.aquatherm-novosibirsk.ru)

Organised by:



For further information please contact  
International Sales Manager Marina Bolotskaya:  
[marina.bolotskaya@reedexpo.ru](mailto:marina.bolotskaya@reedexpo.ru),  
T.: +7 495 937 6861 ext. 145 • Mob: +7 926 217 3416

# CONTACT US TO LEARN MORE AND BOOK THE BEST SPACE AT THE SHOW!

## For international companies:

Reed Exhibitions Russia  
Elena Zelenina, Exhibition Director  
T: +7 495 937 6861 ext. 146  
M: +7 926 520 0975  
elena.zelenina@reedexpo.ru

Pavel Moshnyaga, Sales Manager  
T: +7 495 937 6861 ext. 157  
M: +7 926 520 1018  
pavel.moshnyaga@reedexpo.ru

## For Russian and CIS companies:

ITE LLC Moscow  
Olga Egorova, Exhibition Director  
T: +7 499 750 0828 ext. 4231  
egorova@ite-expo.ru

## Or get in touch with our team in your country:

### Austria

ISG Germany, Reed Exhibitions  
Marcella Vinciguerra  
T: +49 211 55 62 8528  
marcella.vinciguerra@reedexpo.de

### Baltics (Estonia, Latvia, Lithuania)

Karol Travel Agency  
Margus Parve  
T: +372 614 30 85  
margus@karol.ee

### Belgium

ISG France, Reed Exhibitions  
Alexandre Graziani  
T: +33 01 79 71 9320  
agraziani@reed-export.fr

### Canada

ISG USA, Reed Exhibitions  
Mary Ellen Guerrlich  
T: +203 840 5342  
mguerrlich@reedexpo.com

### China

ISG China, Reed Exhibitions  
Ivy Zhang  
T: +86-10-5933 9266  
ivy.zhang@reedexpo.com.cn

### Cyprus

Asap Athens Communication Agency Ltd.  
Nena Tzilou  
T: +30 210 67 53 007  
ntzilou@asapathens.gr

### Czech Republic

MDL Expo s.r.o.  
Michal Drazdanský  
T: +42 06 02 29 9614  
michal@mdlexpo.cz

### Egypt

Scope  
Ayman Abdelghany  
T: +202 2670 22 96  
info@scopeims.com

### Finland

ARVELIN  
Tiina Ahjokannas  
T: +358 9 2511 1132  
tiina.ahjokannas@arvelin.fi

### France

ISG France, Reed Exhibitions  
Alexandre Graziani

T: +33 01 79 71 9320  
agraziani@reed-export.fr

### Germany

Balland Messe-Vertrieb GmbH  
Hendrik Taise  
T: +49 221 94 86 4527  
h.taise@balland-messe.de

### Greece

Asap Athens Communication Agency Ltd.  
Nena Tzilou  
T: +30 210 67 53 007  
ntzilou@asapathens.gr

### Hong Kong

ISG Hong Kong, Reed Exhibitions  
Karen Tong  
T: +852 2965 1619  
karen.tong@reedexpo.com.hk

### India

ISG India, Reed Exhibitions  
Sachin Jadhav  
T: +91 22 67716615  
sachin.jadhav@reedexpo.co.uk

### Israel

Shabtay Levy Global Consulting  
Shabtay Levy  
T: +97 52 4837670  
shabtay@slglobalconsulting.com

### Italy

KDM International Srl  
Barbara Di Simone  
T: +39 051 354 0411  
barbaradisimone@kdm-international.com

### Japan

ISG Japan, Reed Exhibitions  
Keiko Itai  
T: +81 3 6261 2996  
itaik@reedexpo.co.jp

### Korea

HOMDEX  
Ms. Soyon Jeong  
T: +82 2 6309 1004  
soyon@homdex.com

### Portugal

Câmara de Comercio e Industria  
Luso-Francesa  
Carole Jombart  
T: +351 21 324 19 95  
jombartc@promosalons.com

### Poland

Expo Line Sp. Z o.o.  
Urszula Viest  
T: 00 48 22 66 92 615  
urszula.viest@expoline.pl

### Singapore

ISG Singapore, Reed Exhibitions  
Theresa Len  
T: +65 6780 4592  
theresa.len@reedexpo.com.sg

### Spain

GESTIO I PUBLICITAT D'EXPOSICIONS, S.L  
Olga Pons  
T: +34 93 424 4000  
gpe@gpexpo.com

### Switzerland

ISG Germany, Reed Exhibitions  
Marcella Vinciguerra  
T: +49 211 55 62 8528  
marcella.vinciguerra@reedexpo.de

### Taiwan

WES Worldwide Expo Services Ltd.  
Vivian Chu  
T: +886 2 2598 2630 ext. 106  
vivian\_chu@wesexpo.com

### Turkey

ITE Turkey (ITE Group PLC)  
Didem Hıçyılmaz  
T: +90 212 291 83 10  
didem.hicyilmaz@ite-turkey.com

### SIF EXPO

Murat Sonmez  
T: +90 212 397 7700 ext. 181  
Mob: +90 533 647 00 81  
aqua-therm@sifexpo.org

### UK

ISG UK, Reed Exhibitions  
Robbie Jones  
T: +44 208 439 5472  
robbie.jones@reedexpo.co.uk

### USA

ISG USA, Reed Exhibitions  
Mary Ellen Guerrlich  
T: +203 840 5342  
mguerrlich@reedexpo.com