



2014

EXHIBITIONS IN UDMURTIA

WE WOULD LIKE TO INVITE YOU FOR PARTICIPATION IN EXHIBITION PROJECTS IN UDMURTIA!

Over the last 15 years exhibition activities have been an integral part of business life in the Udmurt Republic! Its capital, Izhevsk city on an annual basis holds exhibition and fair events satisfying priority development areas of the region.

11 specialized exhibitions and multi-branch fairs will be held in 2014, which include exhibition projects significant for the republican economy: "City of the 21st Century", demonstrating development trends of the construction industry; "Russian Hunting and Sporting Goods", showing achievements in the shooting cluster; "Oil. Gas. Chemistry" and "Machine-Building. Metallurgy. Metalworking", presenting the leading trends in industry of the region. In addition the events assisting solution of priority governmental objectives will be held: "Integrated Safety and Security", "Energy. Energy Efficiency". A large-scale even to the consumer market of the Republic – the All-Russian Fair in Udmurtia will be held twice during a year.

Exhibitions are accompanied with relevant congresses and seminars for specialists of the industry sectors and various events for the general public, among them there is a project "Business Meeting's Time" contributing to establishment of personal contacts of exhibitors with representatives of the leading enterprises in Udmurtia, professional competitions for the best products and advanced developments, degustation projects and etc.

According to the expert opinion all exhibition events are efficient grounds for establishment of new partnership relations and entry to the market of the Udmurt Republic.

I suggest you familiarize yourself with the plan of exhibitions for 2014 and I hope our exhibition projects will be interesting for you. Welcome!



Executive Director
of Exhibition Center "UDMURTIA"
Evgeniya. V. Trofimova



Tourism. Sport. Recreation.

5th All-Russian Specialized Exhibition

THEMES:

- Various kinds of tourism and active rest, related services
- Cultural establishments. Reserves. Museums
- Services of sport institutions and complexes
- Equipment and gear for various sports
- Clothes, footwear, accessories for sports and active rest
- Transportation vehicles for sports, tourism and active rest
- RestintheCity (spa-saloons, paintball and etc.)
- Mass Media

ABOUT PROJECT:

Bright, vigorous exhibition "Tourism. Sport. Recreation" is the only venue in Udmurtia which demonstrates all sporting capacities, touristic potential of the region, the newest tours outside the borders of the Republic and Russia. This exhibition with certainty may be called an efficient communicative resource promoting development of the touristic market of the region. Being located in the mobile pavilion in Central Square of Izhevsk, the exhibition is not only a business center of the industry but a bright festival of the regional significance. The venue of the events is one of advantages and guarantees maximum accessibility for the target audience, a large number of visitors and, consequently, high efficiency from participation in the exhibition.

APRIL 17-20

EVENTS:

Every year the congress program of the exhibition is rich for events reflecting problems and development prospects of this industry sector and the program for general public is always bright, dynamic, and educational and it reflects offers of both domestic and outbound tourism. 65 congress and cultural-entertainment activities including meetings, seminars, master-classes with participation of tour operators, presentations and etc. were held within the frames of Exhibition 2013.

STATISTICS:

The major part of exhibitors 2013 remained satisfied with the number of contacts with their target audience; 86% of enterprises plan to take part in exposition in 2014. The exhibition generated considerable interest from the part of touristic agencies, private business involved into tourism sphere, administration of municipal entities of the Republic and general public. The exposition was visited by more than 14,000 people.

According to the results of distant competition 3rd Festival-Presentation of Tourist Resources of the Volga Federal District "Open the Volga District" for the best tourist facility or project on tourism in the territory of the Volga Federal District, Exhibition "Tourism. Sport. Recreation" was recognized the best project in category "Tourist Exhibition".

VENUE:

Izhevsk, Central Square, mobile pavilion.

All-Russian Fair in Udmurtia

11th and 12th All-Russian Fair of Commodities
Produced by Enterprises of Russian Regions

THEMES:

- Food stuff, drinks;
- Agricultural products;
- Household goods;
- Women's and men's wear, footwear, accessories;
- Fur and leather goods, haberdashery;
- Goods for children: clothes, footwear, toys, books;
- Cosmetics, perfumery products;
- Souvenirs, bijouterie;
- Medical goods for domestic use;
- Household chemical goods;
- Other consumer goods;
- Public services.

ABOUT PROJECT:

All-Russian Fair in Udmurtia is one of bright and dynamically developing exhibition and fair projects. Every year the project receives high evaluation from the Republic's administration, exhibitors and visitors. The Fair is prospective for companies planning development of their business at the consumer market of the Udmurt Republic. In 2014 it will

APRIL 24-28
SEPTEMBER 25-29

be traditionally held in the spring and autumn in two pavilions one of which is located in Central Square of Izhevsk.

EVENTS:

The concept of the Fair 2014 – "Efficient participation for everyone!" The program includes the projects providing the exhibitors with possibility to use the Fair's capacities to the maximum for presentation of their companies to the audience amounted to several thousand people. It will include: family contest "Pelmenolepia", degustation project "Tastes of the Fair", fashion shows with presentation of exhibitors' items, competitions "Best Stand" and other events.

STATISTICS:

In September, 2013 the Fair for the first time was held in two exhibition pavilions and gathered the record number of exhibitors – 211 enterprises from 30 regions of Russia, the Ukraine. 74% of them plan to take part in the Fair in April, 2014. In 2013 the event was visited by 57,000 people.

VENUE:

Pavilion "A" – Izhevsk, Kooperativnaya st., 9;
Pavilion "B" – Izhevsk, Central Square, mobile pavilion.





CITY OF THE XX CENTURY

15th International Specialized Exhibition

MAY 20-23

THEMES:

- Construction and repair: construction and finishing materials, structures and products; construction and installation works and services; construction technologies; instrument and equipment for construction, specialized equipment; interior design.
- Urban construction: civil and industrial construction, new building projects of Izhevsk; comprehensive area development; low-rise house building; planning of urban and rural areas; structural design of buildings and structures; architecture and landscape design.
- Urban utility infrastructure: systems of water, gas, power supply, heating systems, ventilation, sewerage; equipment and technologies for housing utility sector; public services and amenities, wastes recycling; services in the housing and utility sector; materials and technologies for road construction; equipment and machinery for road construction.
- Saving of energy resources: energy saving materials, equipment, technologies for construction and housing and utility sector; resources' consumption record keeping systems, instrumentation and controls, automated process control systems.
- Woodworking: woodworking equipment, instrument, technologies; wooden house building; woodworking products.
- Services for business and population: crediting, banking services; sale and purchase, renting of commercial and residential property; insurance.

ABOUT PROJECT:

Exhibition "City of the 21st Century" has been held in Udmurtia since 2000 and it is the main event for the construction sector of the Udmurt Republic. The exhibition project year after year unites the leading enterprises of the sector. It holds presentations of the advanced developments, materials,

equipment applied in construction, energy saving, maintenance of utility systems of the city. Exhibition "City of the 21st Century" has a broad outdoor exposition where in action one can see special-purpose machines, gasoline and diesel generators, automated and sectional gates, electro-driven tools and other large-sized exhibits.

EVENTS:

Within the frames of the business program 2014 project "Business Meeting's Time" promoting development of business partnership will be held. Here the exhibitors will be able to establish personal contacts with executives of the leading construction companies of the region, carry out presentations of their products or services. Moreover, the 15th All-Russian Competition for the best products in the sphere of construction, road facilities and housing and utility sector, woodworking industry and the 2nd Republican Festival of Architecture and Design will be held. Traditionally, there search-to-practice conference on the theme relevant for the industry sector will take place. Project "RealEstate Fair" will take place for a wide audience.

STATISTICS:

56% of exhibitors 2013 remained satisfied with the number of business contacts established at the exhibition. 26% of exhibitors concluded contracts for goods' supply directly at the exhibition, 36% – concluded protocols of intent. The exhibition 2013 was attended by more than 8,000 specialists of the sector from the Republic and neighboring regions, population of Udmurtia.

VENUE:

Izhevsk, Kooperativnaya st., 9.

www.gorod.vcdm.ru



13th International Specialized Exhibitions



**Machine Building.
Metallurgy.
Metalworking**

SEPTEMBER 9-11

THEMES:

Exhibition "Oil. Gas. Chemistry"

- Extraction, processing and sale of oil and gas
- Methods and technology for oil and gas extraction, oil refining and petrochemistry
- Transportation and storage of oil, oil products and gas
- Petroleum field geology and geophysics
- Power engineering and electrical equipment
- Labor protection, occupational safety. Personal protection equipment
- Resource saving technologies
- Raw materials, chemical materials applied in oil and gas and petrochemical industry
- Services.

Exhibition "Machine Building. Metallurgy. Metalworking"

- Metal working equipment. Tools
- Metal products, metal ware
- Component parts and materials: drives and power-driven machines; hydraulic, pneumatic systems and apparatuses; metalworking lubricants
- Heat-treating facility
- Electrical machines and equipment
- Lifting-and-conveying machines and storage equipment
- Foundry equipment
- Welding equipment
- Monitoring and measuring instrument, automated means for technological processes.

ABOUT PROJECTS:

The machine building, metalworking and oil industries are core industries in the industrial complex of Udmurtia. That is why exhibitions

"Oil. Gas. Chemistry" and "Machine Building. Metallurgy. Metalworking" are significant for the economy of the region. Exhibitions present recent developments and advanced technologies of thematic sectors. The exposition of manufacturers and suppliers of machining equipment in action is an integral part of projects "Oil. Gas. Chemistry" and "Machine Building. Metallurgy. Metalworking".

EVENTS:

A good tradition of these exhibitions is conducting business events dedicated to relevant problems of the sector, organization of meetings for representatives of plants exhibited and principal customers of their products in the territory of the Udmurt Republic in format of one-to-one business meetings. In 2014 an open meeting of the collegiums of the Ministry of Industry and Energy of the Udmurt Republic, round table discussions for specialists of the oil and gas industry are also planned in the exhibition program.

STATISTICS:

83% of exhibitors-participants of the debut project "Business Meeting's Time" remained satisfied with quality scope of visitors. The exhibition was visited by executives and specialists of industrial enterprises of Udmurtia and neighboring regions of Russia. 60% of exhibitors 2013 plans to take part in exposition 2014.

VENUE:

Izhevsk, Kooperativnaya st., 9.





Russian Hunting and Sports Goods

12th International Exhibition-Fair

THEMES:

- Weapon: sports and hunting; collector's items; pneumatic; services; for self-defense
- Shot shells, gunpowder, gas and signal shells
- Optical equipment
- Equipment and accessories for weapons
- Taxidermy and hunter's trophies
- Munitions and kits for hunting and fishing, active rest: fishing tackles (fishing rods, spinning rods, reels, lines, spoon hooks, buzzers and etc.); echo-sounders, GPS-navigation, optical equipment, protection equipment; wear, footwear, accessories
- Equipment for rifle ranges and shooting galleries
- Transportation vehicles for hunting, fishing, active rest: off-the-road vehicles, motor-cycles, quad bikes; jet skis, motor boats, boats, yachts; component parts, lubricants
- Fishing and hunting seats
- Hunting dogs
- Mass media

ABOUT PROJECT:

Izhevsk is rightfully considered the weapon's capital of Russia. Here the world-famous engineer Mikhail Kalashnikov lived and worked. Exhibition-Fair "Russian Hunting and Sports Goods" is held every two years and it is one of famous Russian exhibition sites promoting developments of gunsmiths, goods and equipment for active rest. The project has a representative scope of exhibitors uniting large enterprises of the sector that makes the exposition a large-scale and high-profile event. Visitors of the events are executives and specialists of Russian enterprises manufacturing weapons, shot shells and optics, branch associations, visitors from neighboring countries and beyond, population of the Russian Republic.

SEPTEMBER 18-21

EVENTS:

In 2014 holding of Exhibition Fair "Russian Hunting and Sports Goods" is associated with celebration of the All-Russian Day of Gunsmiths – on September 19. Business events for specialists of the sector and presentation events for visitors will be held within the frames of the exhibition. Demonstration al shooting is the brand identity of the exhibition. Here it is possible to assess operational and physical characteristics and functional capacities of the exhibitors' products to the fullest degree. Presentation of novelties and innovative items are held within the frames of shooting. In 2012 new development of sports and hunting weapons were presented, presentation of optical sights was held for the first time. Moreover, conferences and seminars for specialists of the sector take place within the frames of the business program.

STATISTICS:

52% of exhibitors took part in the previous exhibition in order to inform the visitors about offer goods and services; 47% of respondents – for the purposes of selling products, goods and services and search for potential customers. 39% of exhibitors called the exhibition an instrument for elevating the level of the company's publicity. Many enterprises achieved these goals. In 2012 Exhibition-Fair "Russian Hunting and Sports Goods" was held simultaneously with Exhibition "Integrated Safety and Security". 63% of exhibitors of these exhibitions noted that their expectations from participating in the exhibition were satisfied. In 2014 Exhibition-Fair "Russian Hunting and Sports Goods" will also take place simultaneously with Exhibition "Integrated Safety and Security".

VENUE:

Izhevsk, Kooperativnaya st., 9.

www.rost.vcudm.ru



Integrated Safety and Security

6th International Exhibition-Fair

SEPTEMBER 18-21

THEMES:

- Security in emergency situations
- Fire safety
- Safety on water
- Public security systems
- Road safety
- Security systems
- Information security
- Environmental and industrial security
- Labor safety
- Personal safety, protection of house and office
- Disaster medicine
- Mass media

ABOUT PROJECT:

Exhibition "Integrated Safety and Security" is dedicated to assistance in solution of priority governmental task of safety ensuring. The advance experience and modern technologies for safe guarding, protection of population and territories are traditionally presented by the leading producers and suppliers of security means and systems. Many exhibits of this exhibition find their practical application in the Udmurt Republic.

EVENTS:

"Integrated Safety and Security" is one of the first Russian exhibitions where demonstrational events are arranged using the exhibitors' equipment as well as a professional competition for revealing prospective developments in the sphere of security. In 2013 All-Russian Contest "There is an idea!" was held within the frames of the Exhibition for the first time. 19 exhibitors in 8 categories presented 30 developments, 8 of them were recognized as the most prospective by the contest's commission. Information on some of them has been sent to the Administration of EMERCOM of Russia for inclusion into research and development activities.

STATISTICS:

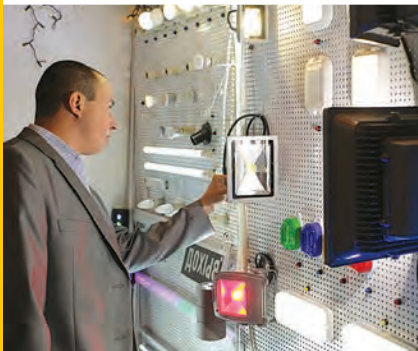
65% of exhibitors in 2013 acquired useful business contacts and concluded protocols of intent, 50% of enterprises plan to take part in the Exhibitions in 2014.

In 2014 Exhibition "Integrated Safety and Security" will be held simultaneously with Exhibition-Fair "Russian Hunting and Sports Goods".

VENUE:

Izhevsk, Kooperativnaya st., 9.





Energy. Energy Saving

5th All-Russian Specialized Exhibition

THEMES:

- Generation of electrical and thermal power: electricity-generating plants, steam turbines; electrical power plants, steam gas and gas turbine units; electrical generators; boiler equipment and auxiliary facilities; independent power supply sources.
- Power transformation, transmission and distribution: storage batteries, power transformers; high-voltage and low-voltage switchgears and control gears; insulators; cable and wiring products; complete transformer substations; equipment for power lines; relays.
- Heat supply: heating and hot-water supply systems; heat and power and heat-exchange equipment; materials and equipment for repair, diagnostics and sanitation of heating networks; electro heat equipment.
- Alternative power sources.
- Lighting engineering.
- Design. Engineering, Consulting. Energy audit. Software systems.
- Energy saving: energy efficient technologies; heat, energy and resource saving technologies and materials; systems and devices for control, regulation, recording of energy consumption; independent systems of commercial recording of energy resources; energy efficiency retrofit.
- Energy security: systems of stand-alone power generation of life-supporting facilities; means of electrical protection; elimination methods and techniques of technological emergencies at industrial and transport facilities of the fuel and energy complex.
- Training of personnel.
- Heat, electricity, gas, water monitoring and metering devices applied in household.

ABOUT PROJECT:

In the Udmurt Republic as in Russia in general large attention is paid to the problems of energy saving. 5th All-Russian Specialized Exhibition "Energy.

OCTOBER 7-9

"Energy Saving" presents advanced technologies applied in all spheres of economy. Over four years of its holding the Exhibition has proved its significance for the regional economy by considerable results: communication of specialists within the frames of events enabled to find solutions for urgent problems, at the exhibition many exhibitors established new partnership relations promoting development of the industry in general. In 2014 the Exhibition for the first time will be held in Central Square of Izhevsk and once again it will unite the leading enterprises of the power industry as well as everyone willing to get acquainted with novelties in the sphere of power engineering.

EVENTS:

The exposition will be added with business program providing a possibility for experts and specialists of the sector to discuss the most relevant issues of energy and energy saving. It includes conferences on relevant themes, training seminars dedicated to enhancement of energy efficiency and implementation of energy management at enterprises. Moreover project "Business Meeting's Time" which was successfully conducted within the frames of the exhibition of 2014.

STATISTICS:

During the exhibition 2013 the exhibitors established more than 2,500 business contacts. At the exhibition 46% of exhibitors concluded contracts or signed protocols of intent. More than 80% of exhibitors - participants of "Business Meeting's Time" remained satisfied with organization of the project and the qualitative scope of visitors.

VENUE:

Izhevsk, Central Square, mobile pavilion

www.energy.vcdm.ru



ЧЛЕН
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