

INTERNATIONAL CONSTRUCTION AND INTERIOR EXHIBITION

BATIMAT® RUSSIA

2017

MARCH 28-31

CROCUS EXPO IEC, MOSCOW

POST SHOW REPORT



ORGANIZERS



GENERAL INTERNET
PARTNER



GENERAL MEDIA
PARTNER



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| www.batimat-rus.com



BATIMAT RUSSIA 2017 — the main event in the field of building technologies and interior solutions!

On March **28 - 31**, at the Crocus Expo IEC, the leading manufacturers and distributors of construction and finishing materials, together with the best designers and architects have demonstrated all their new products and debut collections of the new season at the country's largest exhibition area. Traditionally, the new collections were specially prepared for presentation at the **BATIMAT RUSSIA 2017**.

The ceremony participants have highlighted the particular importance of holding the exhibition at the beginning of new season for construction industry and the increase in number of brands and special projects at the venue.



In 3 halls of Crocus Expo

BATIMAT RUSSIA 2017

submitted:

947

companies

over

2500

trade
marks

27

countries

80

regions
of Russia

1

CONSTRUCTION
MATERIALS
AND EQUIPMENT

2

WINDOWS
SYSTEMS AND
ACCESSORIES

3

DOORS,
LOCKS,
ACCESSORIES

4

FLOORING

5

FINISHING
MATERIALS,
INTERIOR

6

CERAMIC TILE

7

BATHROOMS

8

STONE

9

TECHNO
CERAMICA

BATIMAT RUSSIA

2017

87 000 M²

the exhibition area

91 570

visitors

specialists from

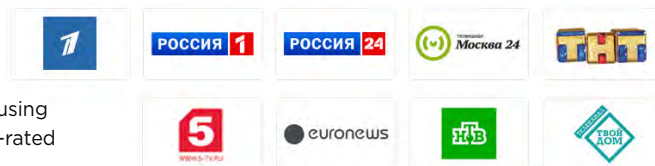
80

countries

ADVERTISING CAMPAIGN 2017

TV

Placement of promotional videos on federal and regional channels in the morning and evening prime-time: Russia 1, Russia 24, Moscow 24, Channel 5, Euronews, NTV ("Housing Problem"), TNT ("Renovation School") Your Home, top-rated regional TV-channels in Russian million-plus cities



ADVERTISING IN MOSCOW AND MOSCOW REGION

- Audio advertising in the Moscow Metro
- Billboards: Moscow, Moscow region, on major highways and Moscow Ring Road — **15 surfaces**



DIRECT MARKETING

circulation
250 000

Distribution of invitation tickets through the exhibitors database

circulation
150 000

Enclosure of invitation tickets in magazines of partners

100 000

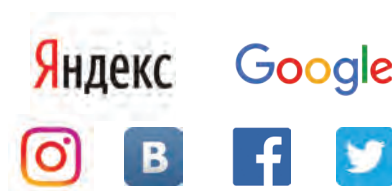
Distribution at industry exhibitions

database with over
300 000
e-mails

Regular e-mail distributions through visitors database

ONLINE ADVERTISING

- Contextual advertising
- Advertising in social networks - placing announcements of the exhibition and participating companies, business program, videos



PARTNERS OF THE OFFICIAL BUSINESS PROGRAM:

Announcement of the exhibition's business program — E-mail distributions, exhibition banners, distribution of invitation



COOPERATION WITH BUILDING COMPLEXES:

Installation of outdoor advertisement at the complexes area, distribution of invitation tickets, audio advertising.



THE BATIMAT DIGEST ONLINE

Publication of the quarterly corporate magazine The BATIMAT DIGEST in English and Russian.

Distribution through database of over **300 000**



SPECIALIZED MEDIA

Placement of advertising blocks, announcements, articles, interviews and banners on pages of leading industry media, as well as e-mail distribution through databases of target audience:

Over **85** publications

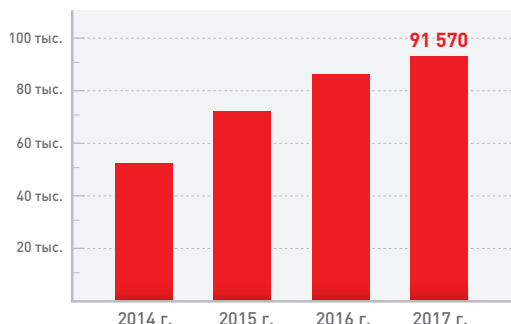
Over **350** pages

Более **245** banners

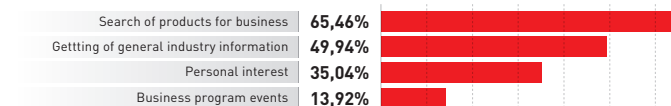


Facts and figures:

Number of visitors by years

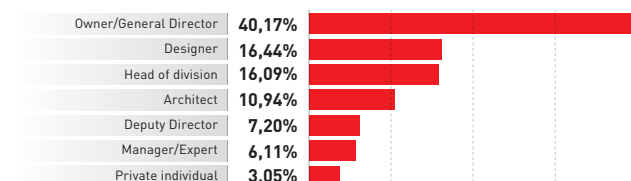


Purpose of visiting*

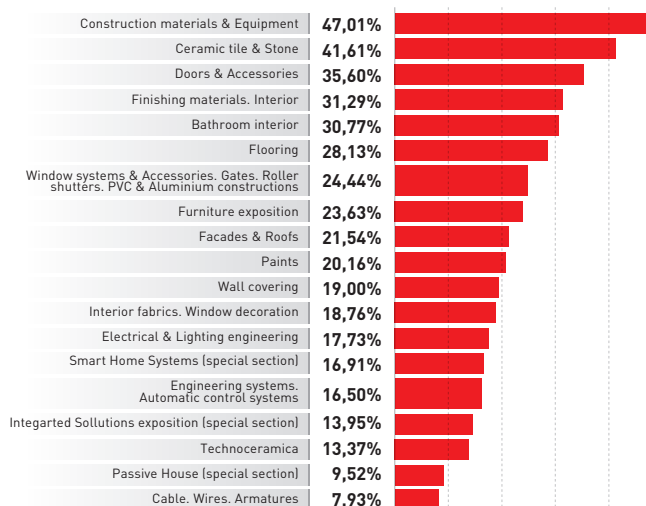


* More than one item is possible

Official position

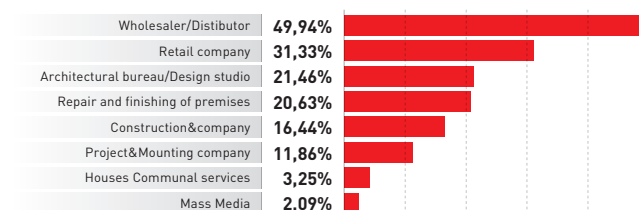


Field of interest*



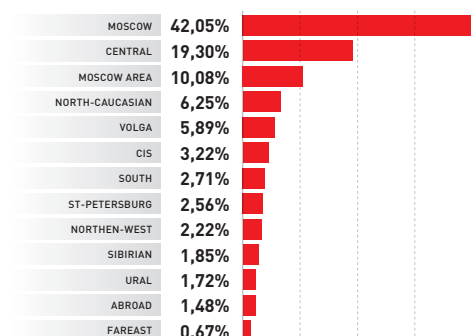
* More than one item is possible

Company profile*

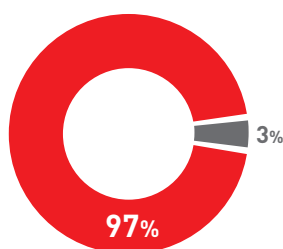


* More than one item is possible

Geography of visitors

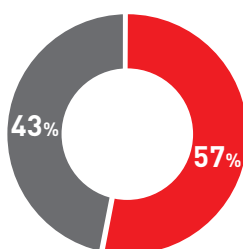


Profile of visitors



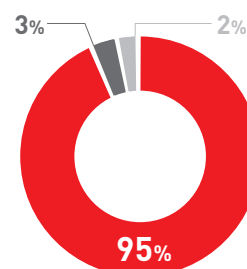
● Expert
● Private individual

New and regular visitors of BATIMAT RUSSIA



● Regular
● New

Forecast of visiting BATIMAT RUSSIA 2018



● Yes
● Possibly
● No



BATIMAT RUSSIA business program

The exhibition's business program was full of both official events and a variety of workshops and presentations.

A number of seminars were held devoted to information modeling in construction, development of self-regulation, the perspective of comprehensive development of areas, financial instruments for small and medium-sized businesses, management of apartment buildings and issues of DIY market in Russia. The co-organizers were the largest state bodies and specialized associations such as the Committee for Transport and Construction of the State Duma of the Federal Assembly of the Russian Federation, the Ministry of Construction and Housing of the Russian Federation, the Ministry of Industry and Trade of the Russian Federation, the Russian Union of Builders, the Ministry of Construction Complex of the Moscow Chamber of Industry and Commerce, the Skolkovo Foundation, the Passive House Institute and others.

An important event in the business program was the **Retail Strategy Forum** devoted to the market of products for repair and construction with participation of the managers of leading chains: Leroy Merlin Russia, Petrovich, IKEA.



CERAMIC TILE. TECHNOCERAMICS. STONES.

The section of Russian, Italian and Spanish manufacturers of ceramic tiles who annually present their new collections and modern trends in design, has traditionally aroused much interest of specialists.



Feedback from participants

Armando Cafiero, Confindustria Cermica, the Italian Ceramic Association

The Russian market is very important for Italian ceramic companies and the Batimat Russia which is the third year in the row that we participate, is a great opportunity to meet our clients, distributors from all over Russia. All days of the exhibition were very positive, the flow of visitors and both clients, distributors and architects was above all expectations and our companies that have invested a lot of money in their stands were very appreciated so I think it's a positive experience and I see satisfaction with our exhibitors.

Andrea Rivi, ITALON.

This is also suitable, the geography of visitors from all over Russia, our dealers come to view our new products, booth,everything is at a very high level. We have new contacts every year, especially architects and designers, we know more or less all dealers in Russia and we invite them all this week.

Larisa Nonikova, Kerama Marazzi.

Batimat is the most important event of the year. Traditionally, the Kerama Marazzi presents at the exhibition its new collection, we have been preparing for it for a very long time, already more than a year, and we invite to this show all of our customers from all over the country.

Stefano Nencioni, Laminam Rus

We are very happy, we have just opened our plant in Russia, our first plant for production of this kind of product here, and it's very important for us to be in Batimat. We are meeting a lot of contacts, which are mostly coming from Russia, former CIS countries. It's a mix of different contacts, they can be distributors, they can be our dealers, they can be contacts like architects or designers. All of them are very important for us, for our business.

BATHROOM FIXTURES.



The world's leading manufacturers presented new collections for creating the interiors of a modern bathroom these are HANS GROHE, DURAVIT, CISAL, NUBER, MIA ITALIA, ROCA, CERANIT, VILLEROY & BOCH, VITRA, DELLA, etc.

In the area of "Integrated Solutions" the world famous Russian designer displayed their ideas on the topic of "Hotel & Apartment" : Dima Loginoff presented his new collection for the Italian factory Mia Italia; bathroom for "MEN ONLY" was created by the architects Ivan Kachalov and Igor Metelkin; bathroom "Owl's nest" by Elena Teplitskaya; "Room for JustMarried" - Diana Balashova.



WINDOWS SYSTEMS AND ACCESSORIES.



Feedback from participants

Lyudmila Chukalenkova, Maco

We do not really believe in success of the exhibition, but the first day and this day show a very good result. Yesterday was surprisingly rich, many people came today too. Our stands, our exhibits are almost all filled with visitors and we are very happy with this result. Visitors' geography is very diverse. I just convey the impression of my colleagues from Austria, they believe that Crocus is a magnificent, modern venue, very comfortable, very good, because they have background to compare. We construct booths and hold exhibitions in Paris, Abu Dhabi, in Ghent, in Nuremberg, Munich, and they believe that Crocus is one of the best venues. The organizers of the exhibition were very friendly, very helpful, they met all our needs, I was very pleased to work with them.

Sergej Elnikov, VEKA RUS

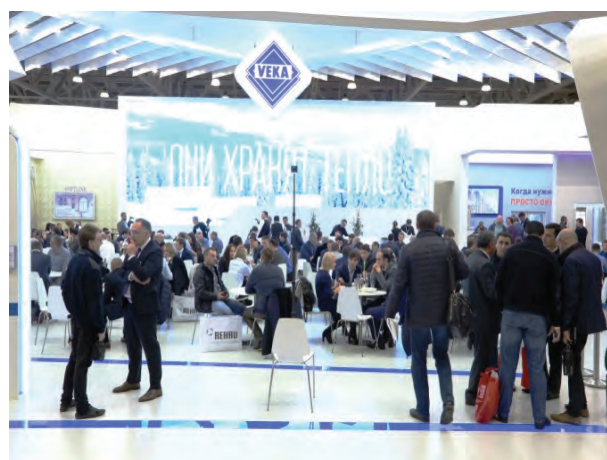
Even in such difficult time we believe it is fundamentally important to show the market, to show our partners that we are together with them, and that we are ready together with them to develop and implement new ideas in order to feel confident even in these circumstances, and stay ahead of the competitors. The exhibition is one of such sites, if we talk about the exhibition formats, then yes, it is such site.

Exhibition of this place, of course, where not only the existing contacts are maintained, but also are new ones are made. I feel the number of visitors in many ways and evaluate it as very good.

I think that currently in the Russian Federation the Crocus is an ideal venue for exhibition forums of this kind which with all due respect to other exhibition organizations, is unparalleled.

We must give credit where it is due to the organizers, to those who arrange this show, they're doing everything they can, to at least to inform in advance about the ways not to spend extra money, in order to prepare and do it all in advance and I thank you for it.

The unification of all exhibitions under one roof, from our point of view under the roof of Crocus, would be the perfect solution for the entire construction industry which would be quite a good factor for its development.



DOORS, LOCKS, ACCESSORIES. FLOORING. CONSTRUCTION MATERIALS AND EQUIPMENT. FINISHING MATERIALS. INTERIOR.



Feedback from participants

Yury Khakhanov, Skolkovo Foundation.

This year we are participating for the second time, we really like it.

Last year we participated with fifteen of our projects, design companies, this year we already have 25 projects presented on the stand, we just enjoy participating, our companies enjoy it, moreover, we are expanding our presence year by year. We have a lot of visitors both last year and this year. The most visited days are the second and third days of the exhibition. According to our companies at the Batimat exhibition they get more contacts than in all other shows in which they participate during the year.

Well, in our view, such as a large-scale exhibition as Batimat can only be held in Crocus, at the largest exhibition venue in Russia. We like modern environment, good indoor air. Everything is ok.

Andrey Kiselyov, head of the Trade House Viporte

We are participating in the Batimat exhibition for the fifth year in a row. This year our stand was visited by a large number of potential clients from different regions of Russia, CIS.

At each exhibition we wish to implement an unusual project, and the Crocus-Expo area allows to do this.

The venue is very convenient, it's easy to find, it is well known.

Alexander Elokhov, the Passive House Institute

Many exhibitions need a section devoted to energy-efficient construction, so we began to collaborate with the Batimat company two years ago. Our company, the Passive House Institute, arranged this section where we united the main participants of this energy-efficient construction market and we present, we inform our visitors about these technologies.

Our partners - BATIMAT RUSSIA help us to increase the number of visitors, make additional mailings, mainly via Internet, of course. The team works well, they solve any issues pretty quickly, so we're happy with the team, so we hope that next year we will organize a larger section and will work even more actively.





A PREMIERE AT BATIMAT RUSSIA 2017

INTEGRATED *solutions*

At the construction & interior exhibition in the new section titled "Integrated solutions" there were presented for the first time solutions for design and finishing materials from leading Russian designers and architects. The participants of the project were offered a theme of Hotels & Apartments and hotel categories varying from luxury suites to hostels for youth, and also optional hotel areas – lobby / reception, living room, office, bedroom, bathroom, and winter garden.



In "Integrated solutions" section of the exhibition the following interiors were presented: "Lobby in the design hotel" by Anna Erman, "A room for the newlyweds" by Diana Balashova, "Nest of the Owl" toilet room and "Chronograph" salon by Elena Teplitskaya, a "Transformer" room for young people by Elena Shin, a "Cabinet-Lounge" by Natalia Mikheeva, "A hedonist traveler's bedroom" in a boutique hotel by Anna Muravina, a concept of a bathroom for men from Ivan Kachalov and Igor Metolkin, a MIA ITALIA bathroom from Dima Loginov, a "French Yard" winter garden from Irina Chun. The designed interiors are ironic, bold, and bright ... Everything was possible here, even the exterior in the interior.

Within the scope of "Integrated Solutions" section a premiere of Dima Loginov's collection for MIA ITALIA Italian factory and a press conference were held, whereat the designer talked about the concept and the algorithm for new collections to emerge.

Companies participating in the collection of the designer's thematic stands: DURAVIT, HANS GROHE, MIA ITALIA, CISAL, ART CERAM, HUBER, SKOL, MANDERS, ARTFN, WRS, GRANDEKOR, GRANITOGRES, LUCIDO, TARKETT, LAMINAMM RUS, SOHO FOREST, ALEF ELECTRO, LOFFILAB, 8 STARS FACTORY, TRANSMEB.RU and many others.

Leading interior editions noted the importance and the need for development of BATIMAT RUSSIA construction and interior exhibition exactly in this field as follows: "We were pleasantly surprised by the level of the exhibition and by the number of leading designers of Russia among the participants" (ELLE decoration).

МАСТЕР-КЛАССЫ WORKSHOP

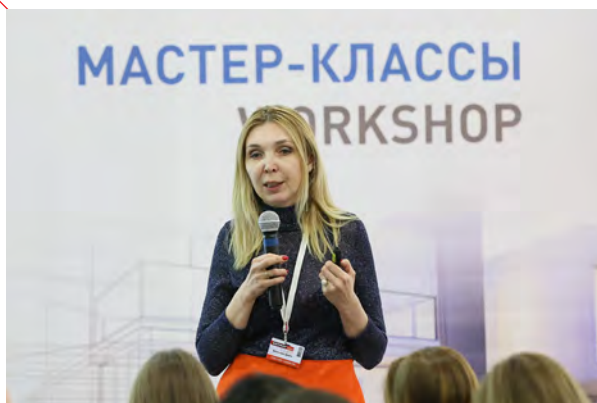


Work shop at the exhibition Batimat Russia 2017

At the same, in several open areas, in the workshop zones the topical seminars dedicated to interior design and architecture were held: main trends and tendencies, features of the occupation, HoReCa interiors, business and design, modern architecture technologies, designer's engineering competence and design of private interiors.

Speakers discussed the issues of customer acquisition, branding, participation in TV projects, stages of work in design, psychology in design, implementation of designer supervision, drafting a contract for interior design, design of small apartments, open-plan premises, kitchen interior, studio apartments design, re-planning, project management and interaction with builders, designing hotels and restaurants.

The event headliners were such famous designers as Diana Balashova, Elena Teplitskaya, Anna Muravina, architect Boris Uborevich-Borovsky and others.

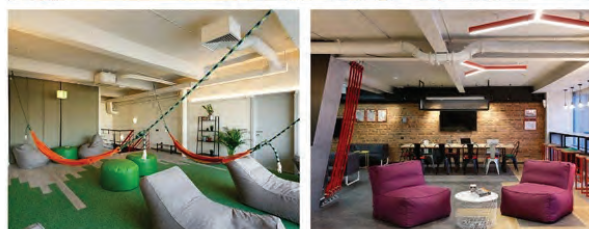




The best projects were presented at the exhibition and the BATIMAT INSIDE contest results were announced.

The winner in the "Safe office" nomination became Maria Lazich, the design studio MARYART-DESIGN (Moscow) for the design of the "Office for Designers and Architects in New-York who received a certificate for a trip to the US from the contest partner, the ESCO "NEW LIGHT".

The contest partners also provided unique prizes: a certificate for a trip to Italy along a unique architectural route from the contest partner - the company ESTIMA CERAMICA, a scholarship for the course HoReCa Workshop Project, Design & Marketing in Milan, a special people's choice award - the HP DesignJet T520 printer, a professional interior design software with a visualization module from the company Ceramic 3D.



ИННОВАЦИИ 2017

BATIMAT RUSSIA

THE ANO AND THE COUNCIL OF INTERIOR DESIGN EXPERTS AND THE INTERNATIONAL CONSTRUCTION AND INTERIOR EXHIBITION THE BATIMAT RUSSIA HAVE ANNOUNCED THE RESULTS OF THE COMPETITION INNOVATIONS 2017:

— in the "Efficiency" nomination:

MicroPor Entfeuchtungsputz - the KAIMAN sanitizing plaster

— in the "Innovation" nomination:

innovative sliding system Slidors Air, SLIDORS

— in the "Environmental Friendliness" nomination:

house with zero energy balance from modular large fibrolite elements (LegovDom)





Awards, contests, prizes

The most long-awaited event for the Russian windows industry was traditionally held at the exhibition - the Golden Window 2016 award ceremony. Also, the results of competitions were announced and prizes were given for presentations and press conferences of the Russian professional award of the windows market the Win Awards Russia 2017, press conference at the VEKA stand, architectural breakfast and show-presentation of the product line at the REHAU stand, awarding the best distributor at the Ceramics of Italy stand, awarding the best designer at the ITALON ceramic granite plant stand, etc.





All this allows to state with confidence the success and great interest to the exhibition, the emerging trend in the construction and finishing materials market.

