

# E·X·P·O ELECTRONICA



The 13<sup>th</sup> International Exhibition for Components,  
PCBs and Electronics Production

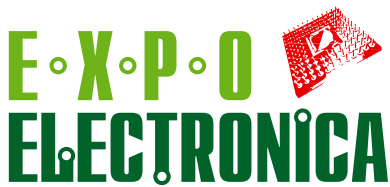
## THE MAIN FORUM FOR THE ELECTRONICS INDUSTRY IN RUSSIA AND EASTERN EUROPE

 **Ufi**  
Approved  
Event

**20-22 APRIL 2010**  
**MOSCOW, CROCUS EXPO**



The 8<sup>th</sup> International Trade Fair for Electronics  
Manufacturing Technology, Materials and Measurement



*ExpoElectronica and ElectronTechExpo:*

- *The main forum for the electronics industry in Russia*
- *The largest industry event in Eastern Europe*
- *Official support at the highest level*
- *An annual meeting point for leading industry experts, specialists and representatives of government bodies, specialised associations and partnerships*



*The ExpoElectronica and ElectronTechExpo exhibitions have become an important meeting place for Russian and international professionals in the electronics industry.*

**Yu.J. Borisov**

**Vice-Minister of Industry and Trade of the Russian Federation**



- Semiconductors
- Power Supplies
- Sensors
- PCBs, other circuit carriers and EMS
- Passive components
- Electromechanics / System peripherals
- Displays
- Embedded systems
- Hybrid technologie



- Test and measurement, quality assurance
- Soldering technology
- Component mount technology
- Industrial equipment (materials, tools, furniture)
- Manufacturing technologies for PCBs and other circuit carriers
- Industrial automation
- Materials processing
- Technologies in cable processing
- Semiconductor / Display manufacturing
- Product finishing



# YOUR MEETING POINT IN RUSSIA

“ Over many years, ExpoElectronica and ElectronTechExpo have been important indicators of market development in Russia's electronics industry. The high level of the exhibitions, the experience and professionalism of the organisers, the relevance of the business events within the exhibition and the list of exhibitors promote Russian trademarks in one of the most promising industries.

**S.N. Mazurenko**  
**Head of the Federal Agency  
for Science and Innovations**



## Annual official support of ExpoElectronica and ElectronTechExpo:



Ministry of Industry and Trade of the Russian Federation

Federal Agency for Science and Innovations

Federal Fund for the Development of Electronic Technology

Department for the Radio and Electronic Industries of the Ministry of Industry and Trade of the Russian Federation



Moscow Government



Association of Russian Manufacturers of Electronics and Electronic Devices



Russian Electronics, JSC

“ Last year, our Marketing Director said “ExpoElectronica is a new beginning for the whole electronics industry”, showing that the exhibition will continue to be held every year despite any difficulties. The main purpose of our participation in the exhibition is to demonstrate to our partners, competitors and ourselves that we are still trading, despite the global economic crisis. Considering the economic situation, our expectations from this year's exhibition were not so high. But our fears were unfounded. The number of visitors was high, even in comparison with last year. In 2008, we noticed the quality of visitors improving and, this year, the visitors' professional level has become even higher. In fact, only specialists come to the exhibition.

**N.V. Kovalev**  
**Chairman of the Board , Dipaul**

# 2009 FACTS AND FIGURES



**E·X·P·O ELECTRONICA**

Semiconductors	50.7
Power Supplies	47.6
Sensors	46.1
PCBs, other circuit carriers and EMS	43.6
Passive components	41.1
Electromechanics / System peripherals	27.9
Displays	25.8
Embedded systems	23.0
Hybrid technologies	14.0

Reasons for attending the exhibition, %

To find out about new technologies and products	82.6
To establish new business contacts	44.9
To gather market information	40.2
To find new or alternative suppliers	36.6
To maintain existing business relations	31.0
To attend seminars or exhibitor presentations	14.3
To buy products and / or services	10.4
To monitor competitors	7.8
To sell products and / or services	2.9
Other	1.2

**EXPO electronica**

Test and measurement, quality assurance	26.9
Soldering technology	22.1
Component mount technology	19.2
Industrial equipment (materials, tools, furniture)	18.8
Manufacturing technologies for PCBs and other circuit carriers	15.1
Industrial automation	14.7
Materials processing	10.8
Technologies in cable processing	9.5
Semiconductor / Display manufacturing	8.5
Product finishing	5.3



## 2009 SUCCESS / VISITORS



” For us, ExpoElectronica provides an opportunity to demonstrate to our partners and competitors that we are still trading strongly despite the economic climate. As not everyone can participate in exhibitions during the crisis, it is a good opportunity to attract new clients from our competitors.

**A.V. Ivanov,**  
**Engineering Marketing Adviser,**  
**Russia and CIS, JTAG Technologies**

### 86.1% OF VISITORS INFLUENCED DECISION-MAKING ON PRODUCT / SERVICE PURCHASES

#### Nature of business, %

· Production .....	68.4
· Scientific-research activity .....	38.2
· Wholesale trade .....	11.8
· Retail .....	5.1
· Information services/Consulting .....	5.0
· Other .....	3.5

#### Industry type of the visitor's business, %

· Radio electronics .....	35.3
· Military-industrial establishment .....	33.5
· Industrial electronics .....	27.0
· Telecommunications .....	11.9
· Safety systems .....	11.2
· Aircraft construction .....	10.7
· Medicine .....	6.9
· Automotive .....	6.8
· Fuel and energy industry .....	5.9
· Consumer electronics .....	5.2
· Automotive .....	4.5
· Other .....	0.2

# 2009 SUCCESS / EXHIBITORS



- Exhibitors: 406 companies from 22 countries*
- 72.1% of exhibitors were satisfied with the quantity of visitors*
- 73.7% of exhibitors have mentioned the highest level of visitors competence*
- 82.7% of exhibitors have valued the highest exhibition's level of organisation*

” This is the first year Fluke has participated in ExpoElectronica. As a manufacturer, we believe that our purpose is not only making new contacts, but also understanding end users' opinions about our devices. Participating at the exhibition is an investment in long-term business growth. We are definitely going to consider participating in ExpoElectronica 2010.

**P.V. Litvina**  
**Marketing manager,**  
**Fluke, Representative office in Russia**

#### The exhibitors include:

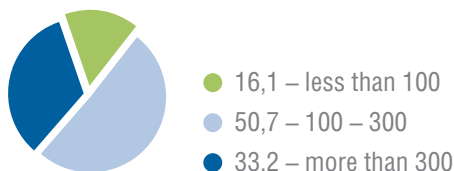
- International brands in the electronics industry
- Major Russian distributors
- Suppliers of PCBs
- Leading Russian manufacturers
- Suppliers of manufacturing equipment and materials
- Manufacturers and suppliers of control and measuring equipment

#### The countries and regions represented:

Russia, Taiwan, Finland, China, Germany, Hong Kong, the USA, the Netherlands, Slovenia, Italy, Czech Republic, Norway, Latvia, Lithuania, Belarus, Ukraine, Sweden, Switzerland, Great Britain, Singapore, France and Malaysia

At the national stands, national and regional groups including Germany, Hong Kong, China, Taiwan and Finland will exhibit their technological production methods to exhibitors and visitors.

#### Number of potential clients attending the stand, %:



#### Objectives of participation, %

· To establish new business contacts .....	93.9
· To launch new products / services .....	76.9
· To build company image.....	72.2
· To gather market information .....	56.6
· To monitor competitors .....	51.2
· To designate presence in the market.....	41.0
· To sell products and/or services .....	37.6

#### Reached objectives, %

· To build company image.....	98.2
· To launch new products / services .....	96.5
· To designate presence in the market .....	95.5
· To establish new business contacts .....	93.0
· To gather market information .....	91.0
· To monitor competitors .....	89.7
· To sell products and/or services .....	69.3

# BUSINESS PROGRAMME



*Every year a comprehensive business programme (over 40 events) takes part within the frameworks of the exhibition:*

- Scientific and technical conferences*
- Discussion group with the participation of delegates from the Russian media*
- Presentations of results from the latest scientific research*
- Meetings with the leading specialists of the Russian scientific-research institute*
- Trainings*
- Press conferences held by domestic and foreign producers*
- Professional competitions*

In 2009, the round table meeting discussing the “Development Strategy for the Radio and Electronic Industries until 2015” was a central event in the exhibition business programme. The meeting was organised by Primexpo Ltd. and Association of Russian Manufacturers of Electronics and Electronic Devices with support from the Department of Radio and Electronic Industries of the Ministry of Industry and Trade and Russian Electronics, JSC.

More than 60 directors and experts in the electronics industry and 20 journalists from leading industry publications took part in the round table discussion.

**During the round table discussion, participants came to an agreement: it is possible to manufacture more than 50% of all consumers electronic in the country.**



” *For many years, Analog Devices Inc. has been a market leader in the Russian semiconducting elements market, and its annual participation in ExpoElectronica, alongside our official distributors, is a factor in the success of ADI in Russia. ExpoElectronica reflects the current state of business in the Russian electronics market. Therefore, we believe that our participation is very important. Exhibiting provides an opportunity to view firsthand the state of the market. The interest of visitors in our stand allows us to assess consumers' potential.*

***M.V. Mulminov,  
Marketing Manager, Analog Devices REP, Russia***

TIME TO GET AHEAD!

[www.expoelectronica.ru](http://www.expoelectronica.ru)  
[www.electrontechexpo.ru](http://www.electrontechexpo.ru)

Organisers:



primexpo



ITE GROUP PLC



Tel.: +7 812 380 6003/07  
Fax: +7 812 680 60 01/00  
E-mail: [electron@primexpo.ru](mailto:electron@primexpo.ru)

With assistance of:



GIMA



Electroning-SP



ITE CHINA



ROSEL