



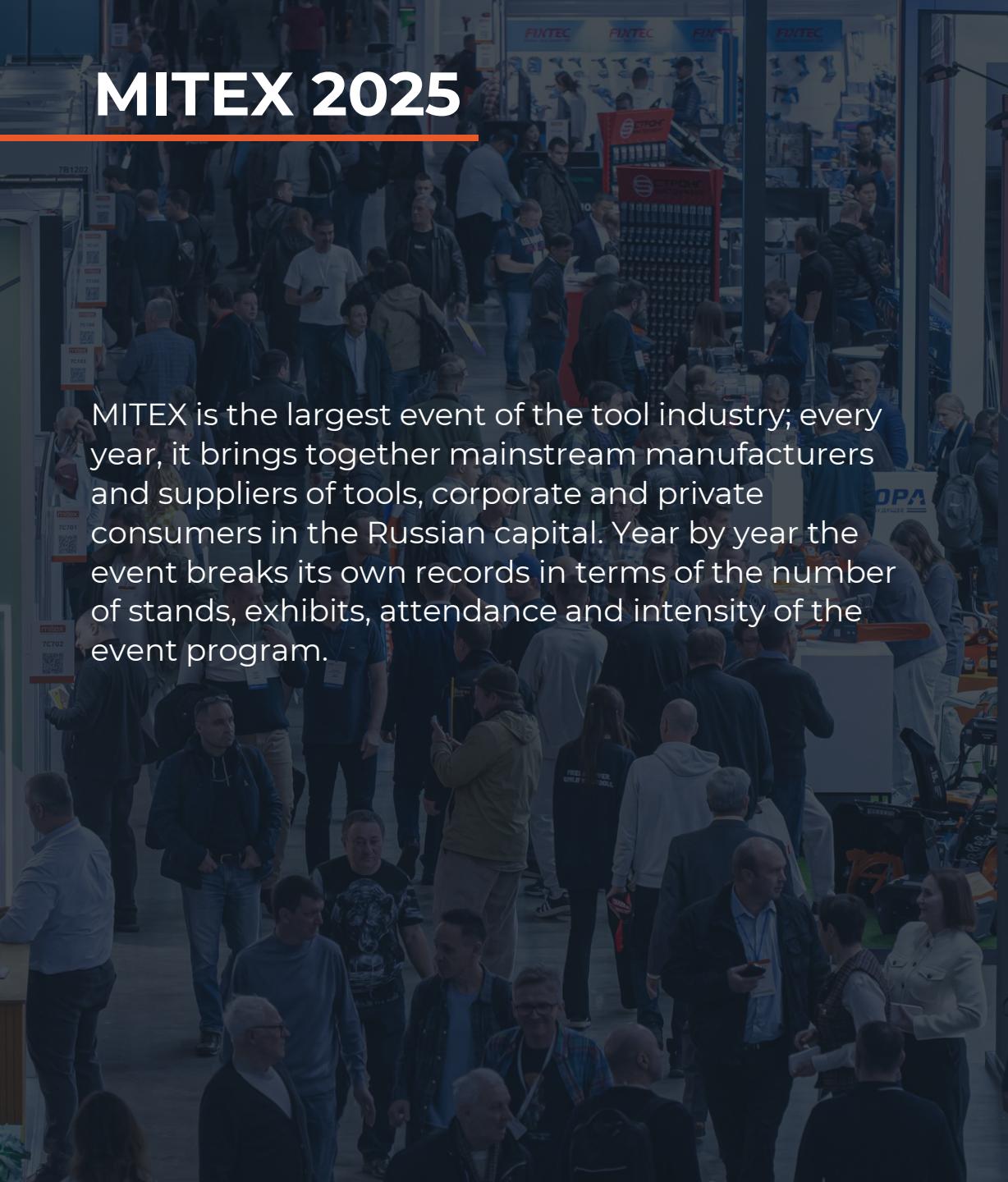
INTERNATIONAL TOOL EXPO

# FACTS & FIGURES 2025

11–14 November 2025  
Moscow, Crocus Expo

# MITEX 2025

MITEX is the largest event of the tool industry; every year, it brings together mainstream manufacturers and suppliers of tools, corporate and private consumers in the Russian capital. Year by year the event breaks its own records in terms of the number of stands, exhibits, attendance and intensity of the event program.



## Anton A. Alikhanov,

*Minister of Industry and Trade of the Russian Federation*

Home-produced tools and equipment are of strategic importance for strengthening the country's industrial potential.

MITEX makes a significant contribution to the transformation of this development trend by consolidating the efforts of Russian tool manufacturers and demonstrating their increased technological capabilities.

In 2025, over an area of 50,000 sq.m., manufacturers from Russia, Belarus, Kazakhstan, China and India - as well as other countries - presented their products. This confirms the importance of the event for the tool industry.



## Mikhail M. Vasiliev,

*President of the Russian Association of Trading Companies and Manufacturers of Power Tools and Labor Saving Devices (RATPE)*

When it comes to MITEX 2025, that has a new venue this year, a lot of colleagues and partners as one said: "we were afraid that it would be worse." The turns out to be positive, many say the venue is easy-to-use, and transport logistics is easy.

Allow me to wish all the participants in MITEX that we meet at the expo in 2026. Because MITEX now is a guide to correct behavior for our power tools community.

# MITEX 2025 Participants

## greenworks®

General sponsor of the trade fair is **Greenworks**, one of the world leaders in the market of battery gardening equipment and power tools



**50,000** sq.m.

expo space



**927**

Participants from  
**7** countries\*



**30%**

of exhibitors attended  
the trade fair for the  
first time



**97%**

of exhibitors confirmed  
their attendance in  
MITEX 2026

\*Participating countries: Russia, China, India, Italy, Turkey, Belarus, Kazakhstan



# What MITEX means to participants

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From a participant's point of view, we don't see much difference regarding the venue. The country is mid-crisis, but there was a surprisingly large number of interested parties - consumers, end suppliers, sellers, even more than in 2024.

Wishing everyone to go forward, MITEX is a launching pad for the development of companies.

**Sergey Nazarov,**  
*Board Chairman, Brand Founder, INTERSKOL*



For us, participation in the MITEX expo is important, as it means the confidence of our clients that the company is developing, moving forward. Our economic performance is good. We are growing big.

For me, MITEX is the annual Canton Fair in Russia, this is an important event and a holiday we take part in.

**Valery Sprygin,**  
*General Director, SMARTTOOLS, STURM / HANSKONNER*



For us, the MITEX platform means communication with the professional community, with our trading partners, and retail chains.

We are very pleased with the expo this year, we've been working at full capacity for the third and this is not an empty talk. A huge number of partners, including new ones not only from Russia, but from the CIS countries as well.

I have every intention to thank the entire MITEX team, we are very pleased with the cooperation.

**Sergey Belyakov,**  
*Marketing Director, GREENWORKSTOOLS EURASIA, GREENWORKS Brand*



Over the past years, it has become a tradition to meet with our suppliers at MITEX; we discuss the terms of further cooperation and development, so this expo is important for us.

MITEX 2025 looks impressive, very large stands, a lot of participants, and, as per usual, the first and second days are the most visited. The number of visitors felt no less than last year.

**Gennady Popov,**  
*Commercial Director, GK TSS*



MITEX is some kind of a tool New Year. Because a tool year is a year from MITEX to MITEX. We share what we have achieved over the year, and plans for the next year with our current and potential customers.

Expocentre used to be a more familiar venue to us, but now, thanks to the organizers, we did not even notice any changes. Good vibes. Visitors are not where expo is located.

**Vitaly Mikov,**  
*Commercial Director, PROFIPOWER Brand, ELCOMTOOLS*



MITEX is primarily an expo for professionals and for trading organizations engaged in power tools, gardening equipment, outfitting and the like, so most of all we meet here with our favorite customers, they are current partners and new customers who come here to visit.

The expo is basically very interesting, in terms of the number of visitors we feel the interest in the expo, there are a lot of people. No time to have a sit in three days.

**Dmitry Batov,**  
*SKIL Brand Sales and Marketing Manager, CONDTROL*

# Tool Expo No.1 in Russia and CIS Countries

## Thematic Areas



Power tools and consumables



Gardening equipment, tools, sundries, equipment, consumables and pumps



Welding equipment, consumables, PPE



Fitter's, assembler's, joiner's and hand tools



Tools and equipment for construction, installation, dyeing and painting works



Monitoring and measuring devices, laser technology



Abrasive tools, materials and accessories



Diamond, carbide tools and equipment



Compressors, generators, and power equipment



Hydraulic and pneumatic tools, accessories and consumables



Tools and equipment for car service



Tools and equipment for processing and cutting metal, wire, pipes, stone, glass, ceramics, plastics, and wood



Fasteners, metalware, hardware



Accessories for workshops and warehouses, storage systems, containers and packaging

## MITEX Regular Participants - Leading Tool Market Brands





# National Expositions at MITEX 2025

**NEW!**

For the first time, MITEX organized the **National Exposition of Tool Manufacturers from India** with the support of the Federation of Indian Export Organisations (FIEO), which brought together the inventions of 29 companies: hand tools, engineering components, fasteners and hardware for mechanical engineering. India's participation was an important step in the development of bilateral cooperation and a demonstration of the growing capabilities of Indian industry.

Traditionally, MITEX has become a platform for making contacts between Russian companies and their potential partners from China. As part of the large-scale **National Exposition of China**, leading manufacturers and suppliers demonstrated new tools, equipment and technological solutions for a wide variety of industries.



# MITEX Fasteners: a specialized section

NEW!

The **specialized exposition MITEX Fasteners** premiered this season as well.

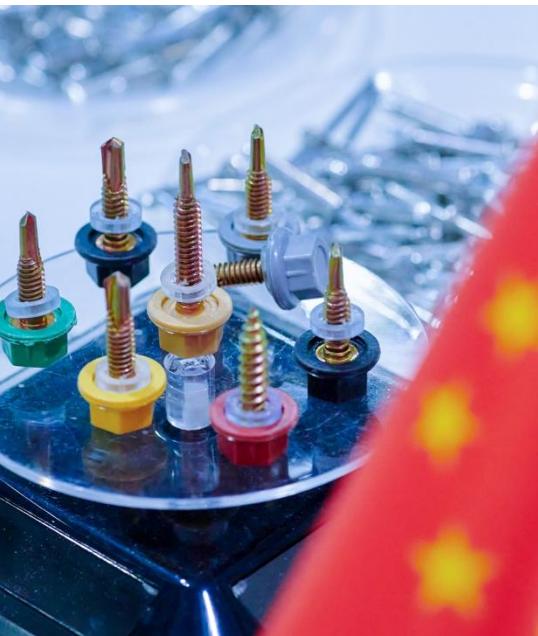


**55 companies** from  
China  
India  
Russia

Manufacturers and suppliers demonstrated a diverse range of products: from hardware, anchors, rivets and nuts to industry wise solutions for mechanical engineering, electronics, furniture and construction sectors.

NEW!

For the first time, the **conference "Modern Fasteners and Alternative Solutions"** was held as part of the MITEX business programme.



# Purchasing Centre at MITEX 2025

Negotiations proceeded between strategic customers, i.e. federal retailers, marketplaces, construction compounds, foreign buyers like **Auchan, Tвой Дом, Wildberries, OZON, VselInstrumenti.ru, Aurus Stroy, Kashirsky Dvor, hub warehouses from Serbia and Slovakia** and manufacturers of power tools, welding equipment, metalworking, assembly, hand tools, fasteners, hardware and metalware.



## The event in figures:



**388+**  
total negotiations



**82%**  
negotiations ended with an agreement



**RUB 10.6 bn**  
total amount of contracts settled at the event



**9 minutes**  
required for successful negotiations



**RUB 27.4 mln**  
average contract amount

# MITEX 2025 Visitors



**29,600**  
Visitors



**47%**  
of Specialists visited  
the expo for the  
first time

PRESS

**>130**  
Media Partners



**37**  
Countries of  
the world



**85**  
Regions of Russia



**73**  
Business  
Programme  
Speakers



**10.4%**  
Professional audiences  
gain compared to 2024

## MITEX 2025

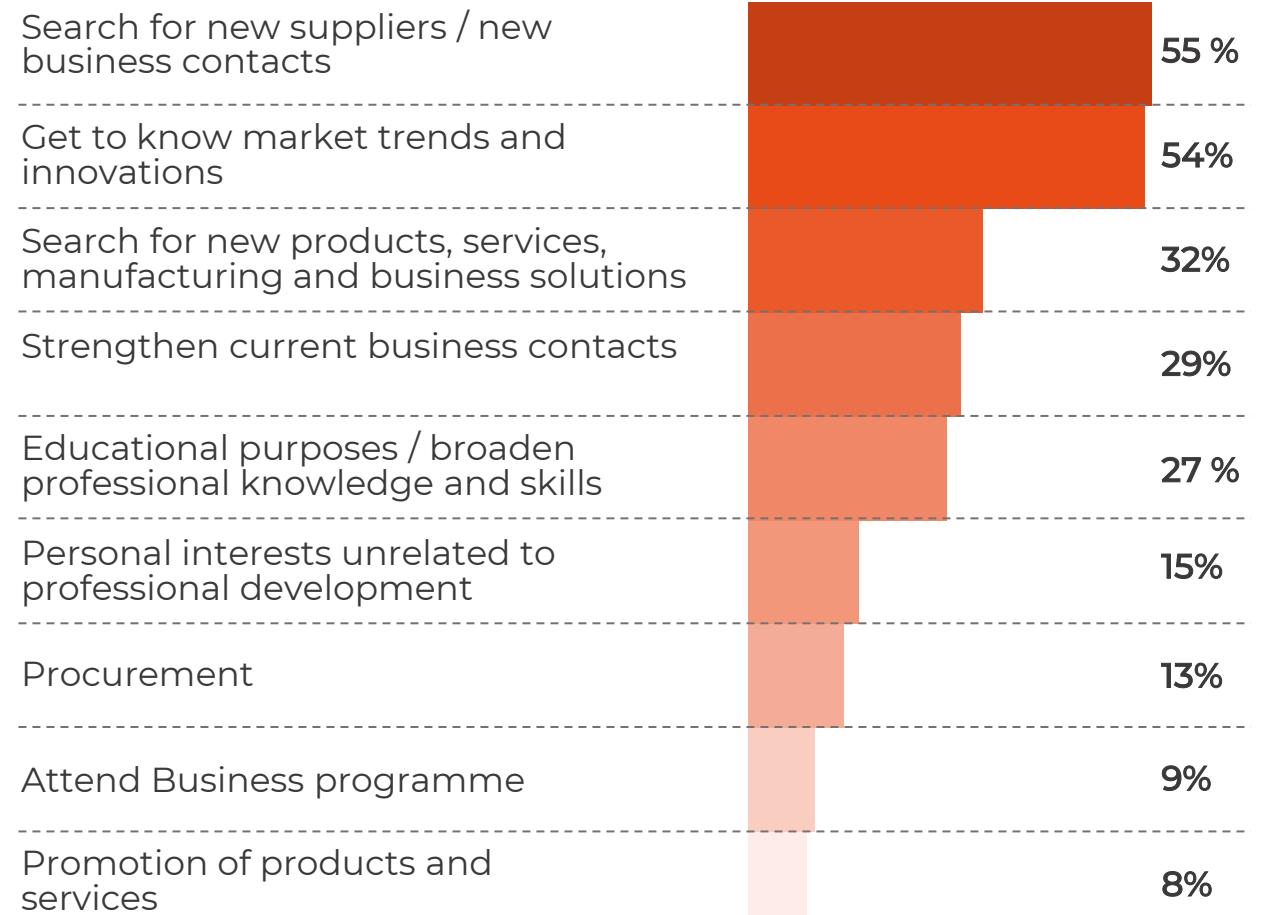


**89%**  
Professional  
visitors

# Visitors' Occupation

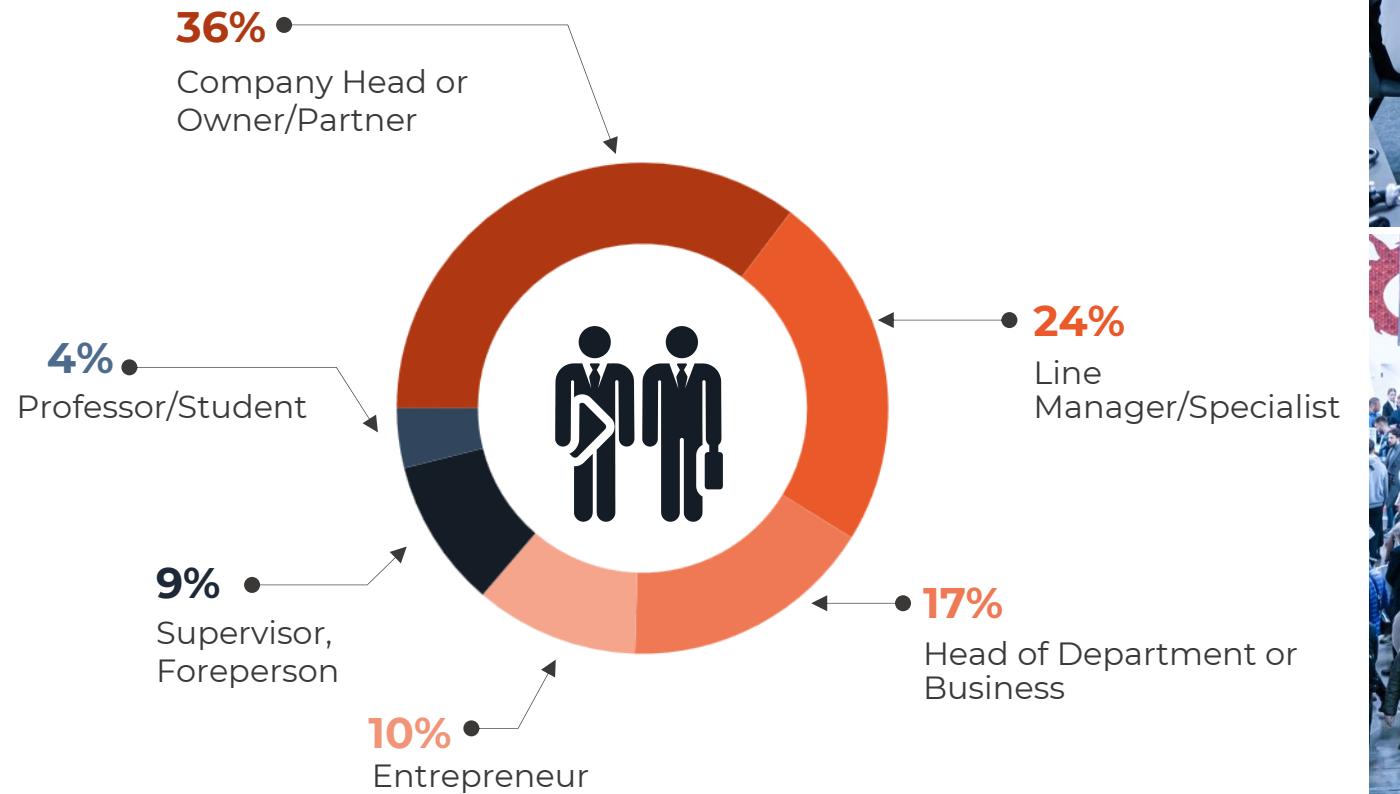


# Purposes of Visiting



# MITEX 2025 Audience

## Visitors by professional status



# Influence on purchasing decisions

Decisive

42%

Purchasing decisions in our company are made by several people, including me

24%

Advisory

21%

I have no influence over purchase decisions in our company

13%



# Among the visitors



ГБУ «Жилищник  
ГОРОДА МОСКВЫ



# Programme

SUPPORTED BY



BUSINESS PROGRAMME PARTNER



EXPO STRATEGIC PARTNER



**3** platforms

**20** masterclasses

**15** subject-matter sessions

**73** speakers

## MITEX ARENA

The MITEX Business Programme transformed into a business strategy lab: practice-oriented and debating sessions touched upon issues from development trends in the tool industry to optimizing advertising budgets on marketplaces. Expert panel discussions were held with the support of the Ministry of Industry and Trade of Russia, the Chamber of Commerce and Industry of the Russian Federation and the RATPE Association, which gave participants access to relevant industry cases and regulatory trends.



# Programme

## MITEX PARK

The MITEX PARK platform keeps moving forward. It comprised masterclasses by leading landscape designers and masters of topiary art. Experts demonstrated their life hacks for trimming tall trees, techniques for creating and maintaining niwaki and topiary forms, tips for choosing tools and accessories.

## MITEX.DIY

The MITEX.DIY specialized training center has traditionally attracted both experienced masters and newcomers and made it possible to test tools in real time. The well-known DIY bloggers introduced participants to unique carpentry techniques.



# MITEX 2025 Press Tour



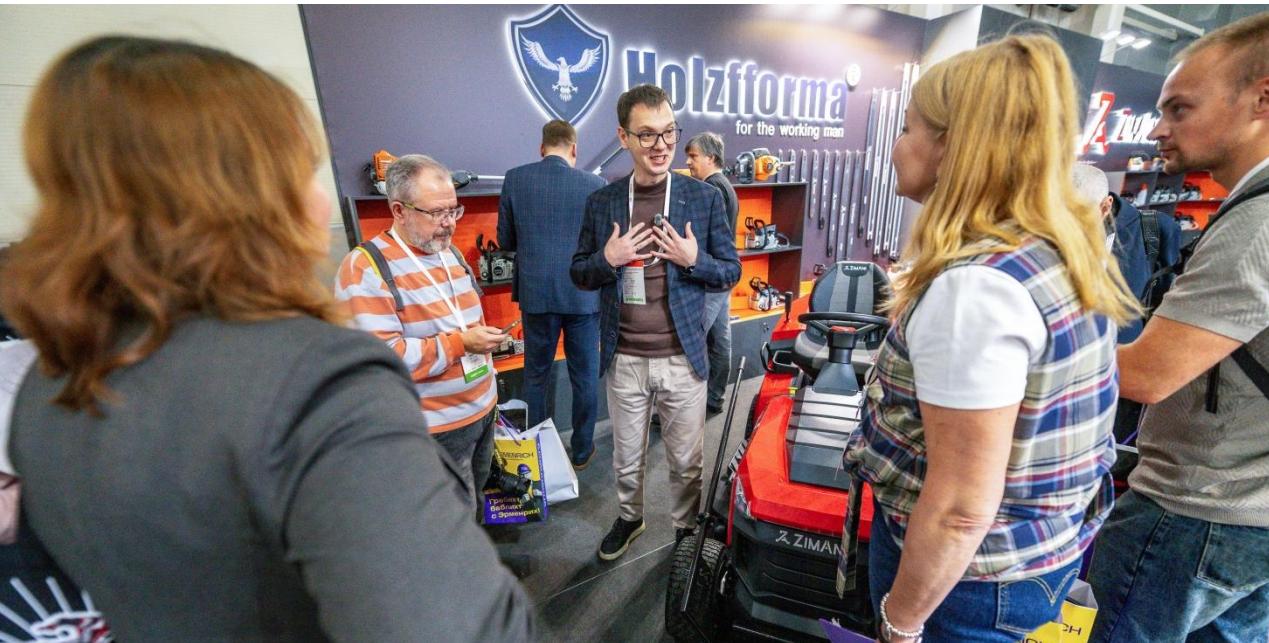
**11**  
**journalists**  
from the leading industry  
outlets



**14**  
**releases**  
summarizing the event



**490,115**  
**hits**  
media outreach



# We thank our partners for their support in 2025

## SUPPORTED BY



## STRATEGIC PARTNER



## GENERAL SPONSOR



## EXPO PARTNER



## BUSINESS PROGRAMME PARTNER



## MEDIA AND INTERNET PARTNERS



[Link to a post-event press release >>>](#)

# See you next year

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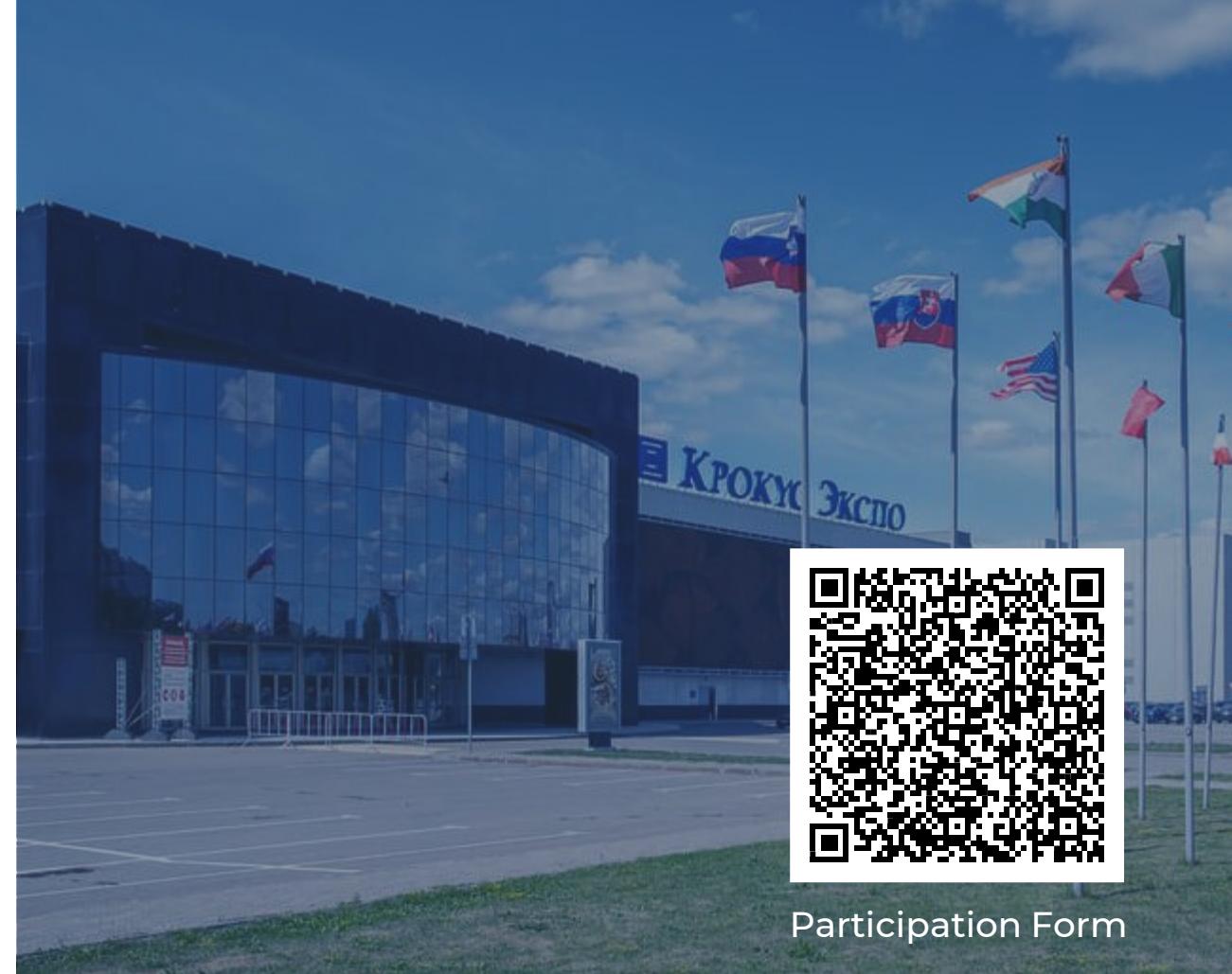
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10-13 November 2026

Crocus Expo Fairgrounds, Moscow



Participation Form

Please Join Us!

[www.mitexpo.ru](http://www.mitexpo.ru)

Host of venue: **ЕВРОЭКСПО**  **EUROEXPO**

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