



# mitex<sup>TM</sup>

INTERNATIONAL TOOL EXPO

пятнадцатая  
юбилейная



International  
Tool  
Expo

МОСКВА,  
ЦВК «ЭКСПОЦЕНТР»

EXPOCENTRE  
FAIRGROUNDS,  
MOSCOW

8-11

НОЯБРЯ  
NOVEMBER

2022

Facts and figures



# MITEX 2022

Moscow International Tool Expo MITEX is a central tool event of Russia and the CIS, which brings together manufacturers, suppliers and consumers.

Each year the trade fair gathers the elite of the global tool industry. The exhibition gives participants the opportunity to express themselves and find new customers, assess the weaknesses and strengths of competitors, as well as identify market opportunities for business growth.



Gulnara Markelova  
MITEX Director

«MITEX 2022 is an anniversary and benchmark exhibition for the market. We have made every effort to make it as beneficial as possible for all industry players - manufacturers, suppliers and consumers of professional tools for various industry segments as well as hobby-class tools.»



# MITEX ADVANTAGES

## Event brand

A renowned event with a wide range of media coverage, bringing together experts from all over the world for the last 15 years. One of the key tool market event in Russia and the CIS, which brings together tool manufacturers, suppliers and consumers.

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## Business communications

Personal interaction with business and industry decision-makers on the exhibition grounds. The greatest contact outreach of any event format.

## Business

We create the ultimate conditions ensuring a successful presentation of our exhibitors' products and services to the target audience that best suits their requirements and objectives. Event timeframe during the workweek helps to focus on professional visitors.

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## Content

We highlight global trends and address the topics in details. We bring up issues for discussion that move the industry forward and play a crucial role in its development. Strategic sessions, round tables, training programmes, discussions with leading Russian and international experts.

## Service

We develop and improve services for the organisation of industry mega-events. A personalised approach, support throughout the entire programme, a wide range of additional services for participation and promotion.

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## Dates and places matter

Perfect dates for evaluating the annual results and setting new goals and objectives, and signing contracts for the upcoming season.



# MITEX 2022

## Audience

**CAIMAN**

Expo general sponsor – CAIMAN, leader in professional gardening technology



**15 000**sq m

total  
exhibition  
area



**280**

participants  
from 6  
countries\*



**20%**

of exhibitors were  
first time  
exhibitors



**87%**

of exhibitors have  
confirmed their  
participation in  
MITEX 2023

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





# What was new for 2022?

37% growth in professional attendees compared to 2021

30% growth of participant companies compared to 2021



The return of an extensive exposition of Chinese companies, which presented their technologies for the first time



A rich business programme



A tool show for the industry's leading media representatives



# What is MITEX to participants?



«Exhibitions such as MITEX are of colossal importance for the country, for the visitors and for the exhibitors. It is a platform where you can both meet people and present yourself».

Khayrula Dzhamaldinov  
Head of the Machine Tool Industry Development  
Department, Ministry of Industry and Trade



«MITEX 2022 is a major industry event that is particularly relevant nowadays. We are pleased to be taking part as a general sponsor and we have lots of news to share with our guests».

Alexander Markin  
CAIMAN founder,  
CEO of Unisaw Group



«Every year at MITEX has been successful for our company. Numerous current and potential customers from all over Russia and the CIS visit our stand».

Илья Дозоров  
Руководитель направления  
«Инструмент» компании «Ставр»



«"North Arrows" has been exhibiting at MITEX since 2010, as it is the only event of its kind. It is the only venue of this scale. We plan in advance for the event, develop the concept for each exhibition, define our goals and achieve them».

Andrey Demianenko  
Head of Marketing at "North Arrows"



«As of today, MITEX is the only event of this scale on the Russian tool market. It is the biggest exhibition of the year and participation is an important part of the work of successful market players».

Maria Zakharova  
Head of sales at "INSTRUMENT  
RUS"



«Each exhibition gives rise to many plans, projects and tasks, and generates new contacts, which we develop in the future. MITEX – a year-long boost to the new season!»

Maxim Kamenskykh  
CEO of "Turbo-tools" LLC  
(P.I.T. Tools)



# MITEX 2022

## Audience



13 000

Live  
visitors



20

Countri  
es



79

Regions of  
Russia



68%

Visitors in  
search of new  
suppliers

# MITEX 2022



60

Business  
programme  
speakers

PRESS

> 60

Media partners



66%

Of visitors  
influence  
procurement  
decisions of the  
company

NEW

44%

First-Time  
Visitors

# Attendees

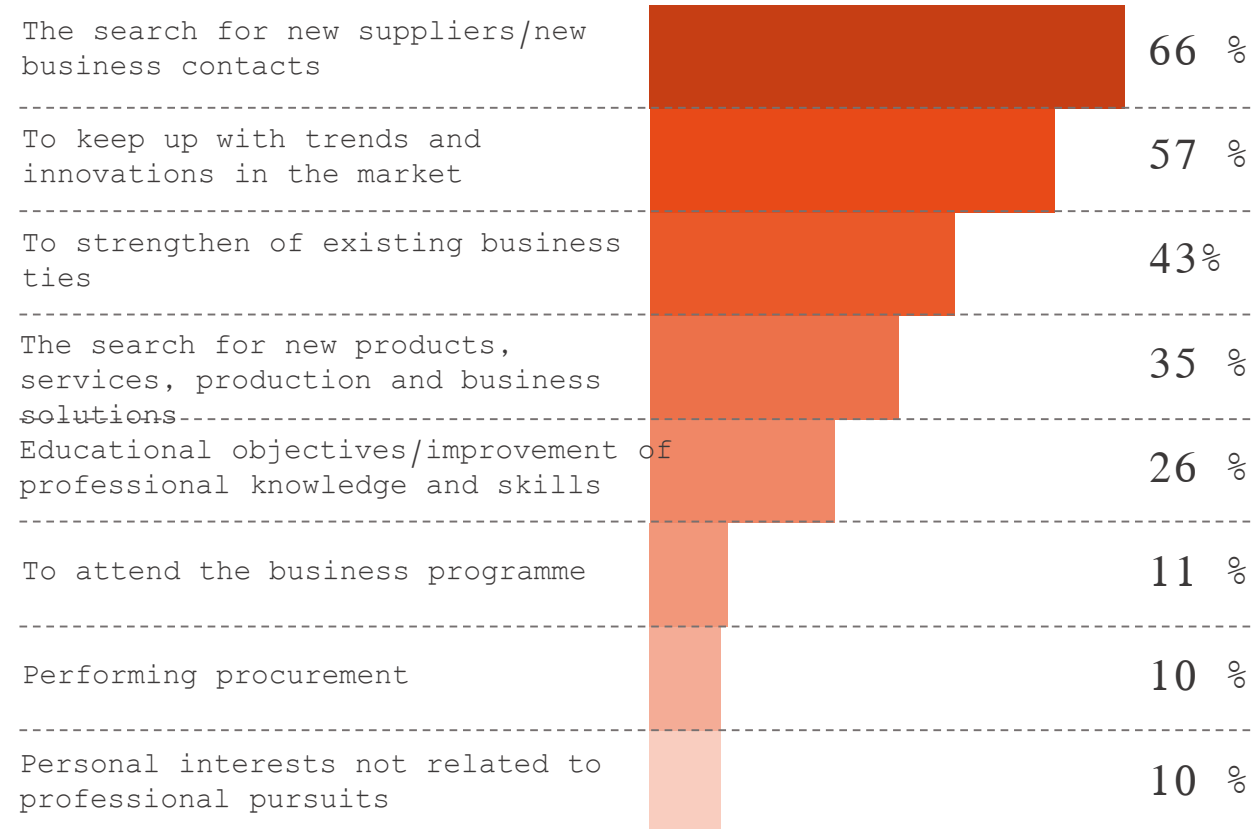




# MITEX 2022

## Audience

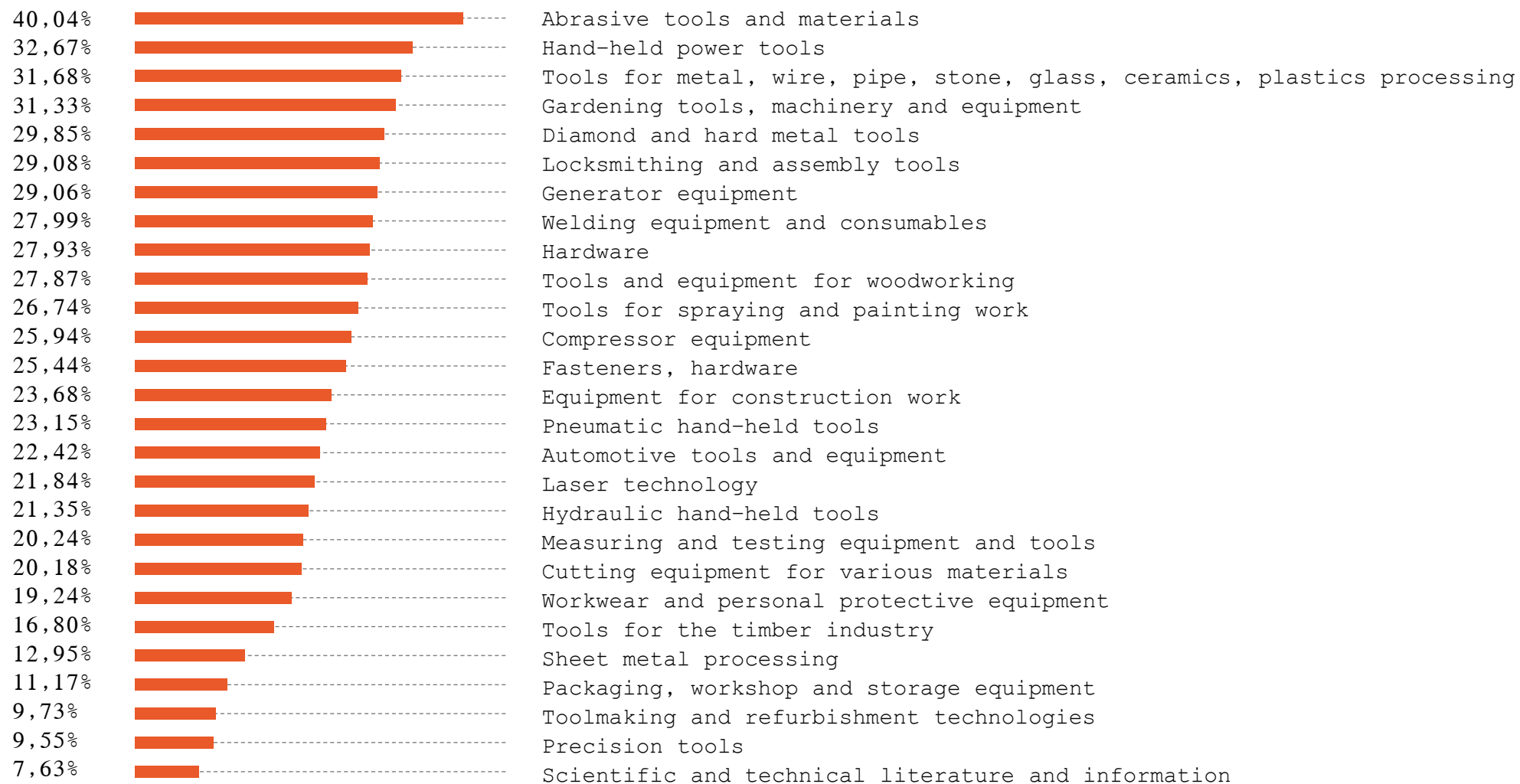
### Objectives of the exhibition visit



# MITEX 2022

## Audience

### Professional visitors' fields of interest

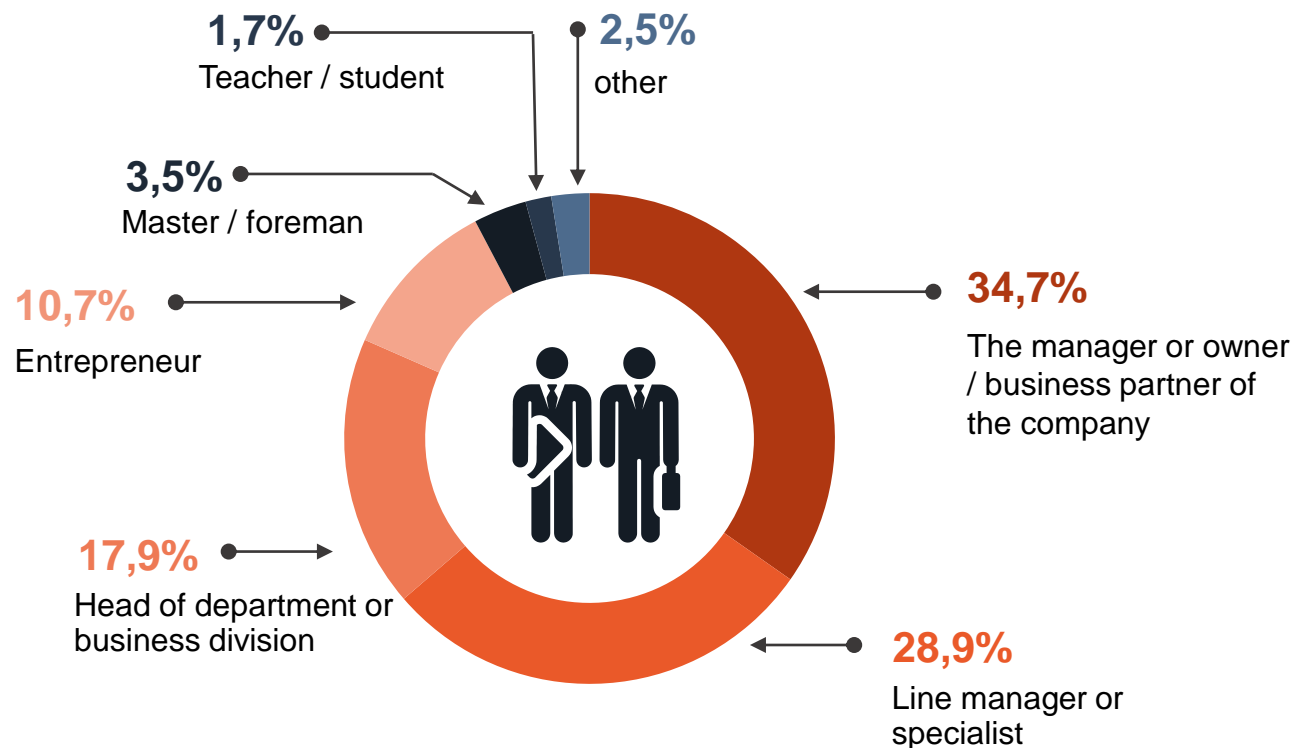




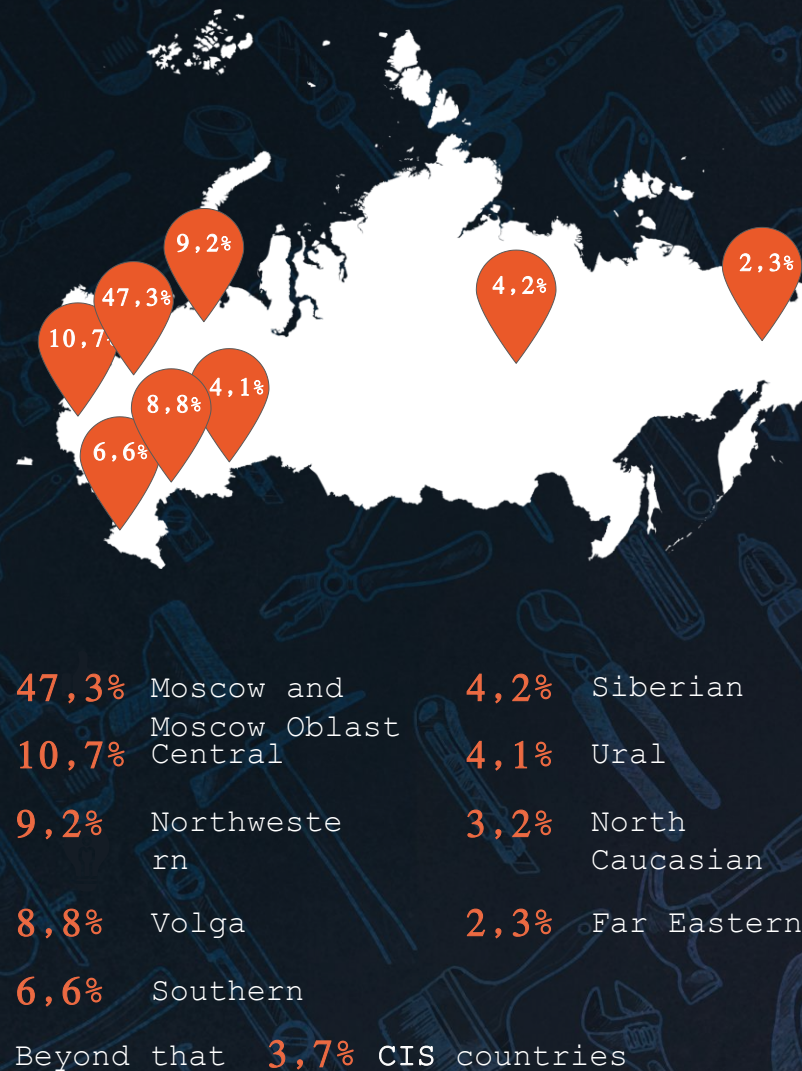
# MITEX 2022

## Audience

### Visitors by position



### Geography of visitors by federal districts



# MITEX 2022 Online coverage



**99 078**  
website visitor  
traffic\*



**338 828**  
website page  
views

## Online coverage

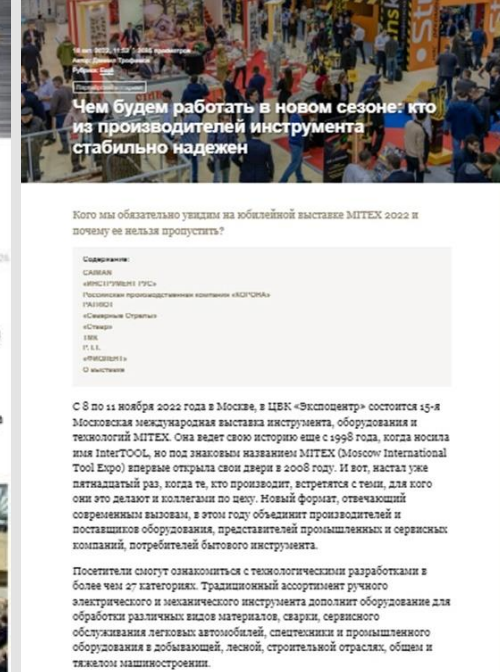


**95 924**  
verified  
contacts  
  
mailings in Russian  
and English



**174**  
online media  
publications  
  
coverage of around  
72 million people

\* According to  
Yandex.metrca for the  
period 11.2021-11.2022



В ЦВК «Экспоцентр» с 8 по 11 ноября 2022 года прошла 15-я Московская международная выставка инструмента, оборудования и технологий MITEX, на которой современные инструментальные решения представили почти три сотни компаний из России, Белоруссии, Индии, Казахстана, Китая и Турции. В ходе этой выставки специально для представителей ведущих отраслевых СМИ была организована так называемая инструментальная экскурсия «Кто есть кто на рынке инструмента». В современных условиях это очень актуальный вопрос, поскольку сейчас из-за ухода с российского рынка многих ведущих мировых брендов идёт его активное перераспределение в пользу новых или прежде находившихся в тени

### Новости отрасли



24.11.2022

12



# Additional services

1 **Design and construction**  
individual stands

2 **Partnership packages**  
and statuses

3 **Promotional support**  
in the industry media

4 **Digital marketing**  
on the exhibition's  
resources

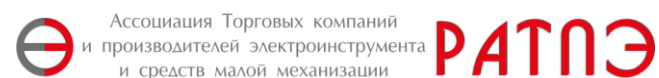
5 **Matchmaking** with the client's  
target audience

6 **Catering**  
and event related management



# Tribute to our partners who have supported us in 2022!

## STRATEGIC PARTNER



## WITH SUPPORT FROM



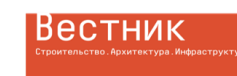
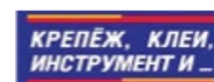
## GENERAL SPONSOR



## MEDIA SPONSOR



## ИНФОРМАЦИОННЫЕ ПАРТНЁРЫ



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



Until next year

07-10 November 2023  
«Expocentre», Moscow

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Application for  
participation