

International Exhibition of
Tools, Equipment
& Technology

mitex™ 2023

FIGURES AND
FACTS

МОСКВА,
ЦВК «ЭКСПОЦЕНТР»
EXPOCENTRE
FAIRGROUNDS,
MOSCOW

07-10
НОЯБРЯ
NOVEMBER
2023

MI TEX 2023

MITEX exhibition is the largest event in the tool industry, which annually brings together leading manufacturers and suppliers of tools, as well as corporate and private consumers in the capital of Russia.

Over the years, MITEX has gained a strong reputation as a large-scale prominent meeting place for representatives of the tool industry and the real economy in Russia.



Gulnara Markelova,
Director
of MITEX

"Over the past year, significant changes have occurred in the Russian tool market. Many world leading brands have either officially announced the cessation of their business or have seriously reduced the scale of business. But the industry, like nature, abhors a vacuum. And now the tool industry is entering a new stage of its development.

This year, the MITEX exhibition set an absolute record for the number of exhibitors and visitors, becoming the largest one since its launch!" - said Gulnara Markelova, Director of MITEX.

MITEX 2023 Participants



The title sponsor of the exhibition — **CAIMAN**, a leading brand of professional gardening equipment



40,800 m²

total exhibition area



1052

participants from **7** countries*



40%

of exhibitors participated in the exhibition for the first time



93%

of exhibitors confirmed their participation in MITEX 2024

*Participant countries: Russia, Belarus, Turkey, Germany, India, Kazakhstan, China



What was new in 2023?

+70% Exposition growth compared to 2022



Large-scale national exhibition MITEX CHINA, featuring more than 770 manufacturers and suppliers from the People's Republic of China



Workshop area MITEX.DIY for the best craftsmen to demonstrate their skills to the professional community



Tool demonstration tour “Who's Who in the Tool Market” for leading industry media



What does MITEX mean for



"We work in the professional equipment segment, and the exhibition provides great opportunities to introduce our range to a sufficient number of visitors and to develop the Russian market qualitatively. We stand for quality!"

Aleksandr Markin

Founder of CAIMAN,
Director General of Unisaw Group



"This is a significant exhibition in the world of tools. 90% of our customers from all regions of Russia always gather here." This year we saw much more new visitors at our stand. Surely, we will continue to participate in MITEX, together with all the industry players and customers here in Russia!"

Kozlov Nikolay

Head of the off-the-shelf solution
department of 3Logic Group



"The MITEX exhibition is very important in our business field." Without this exhibition it is impossible to fully communicate with clients in such a vast country as Russia. It's priceless that we can all get together in one place!"

Dengin Sergey

Director of MEGAPOLIS company, STAVR and KOLNER brands



"MITEX is the only exhibition that brings results. Here we meet our regular customers, sign contracts and find new partners. In terms of scale, compared to last year, the exhibition has grown significantly."

Mikhail Yermoshin

Director of KORONA LLC



"The exhibition functions as a marketing tool. It is crucial for us to gather as many partners as possible in a short time, both those we know and those we don't know yet. MITEX brings wide geography together in one place, which allowed us to fully achieve our goals and objectives."

Vladimir Sheverdin

Sales Director of ZITREK RUS LLC



"Over the years of our company's development, we have participated in many projects and have come to the conclusion that MITEX is the only exhibition that we choose to participate in. Here we can see our regular partners, find new ones, and make the best contacts with our target B2B audience".

Gulunov Alexey

Head of CONDTROL company

MITEX 2023

Visitors



22,400

Unique visitors



29

Countries of the world



83

Regions of Russia



46%

Experts visited the exhibition for the first time

MITEX 2023



60

Business program speakers

PRESS

> 60

Information partners



87%

Professional visitors



60%

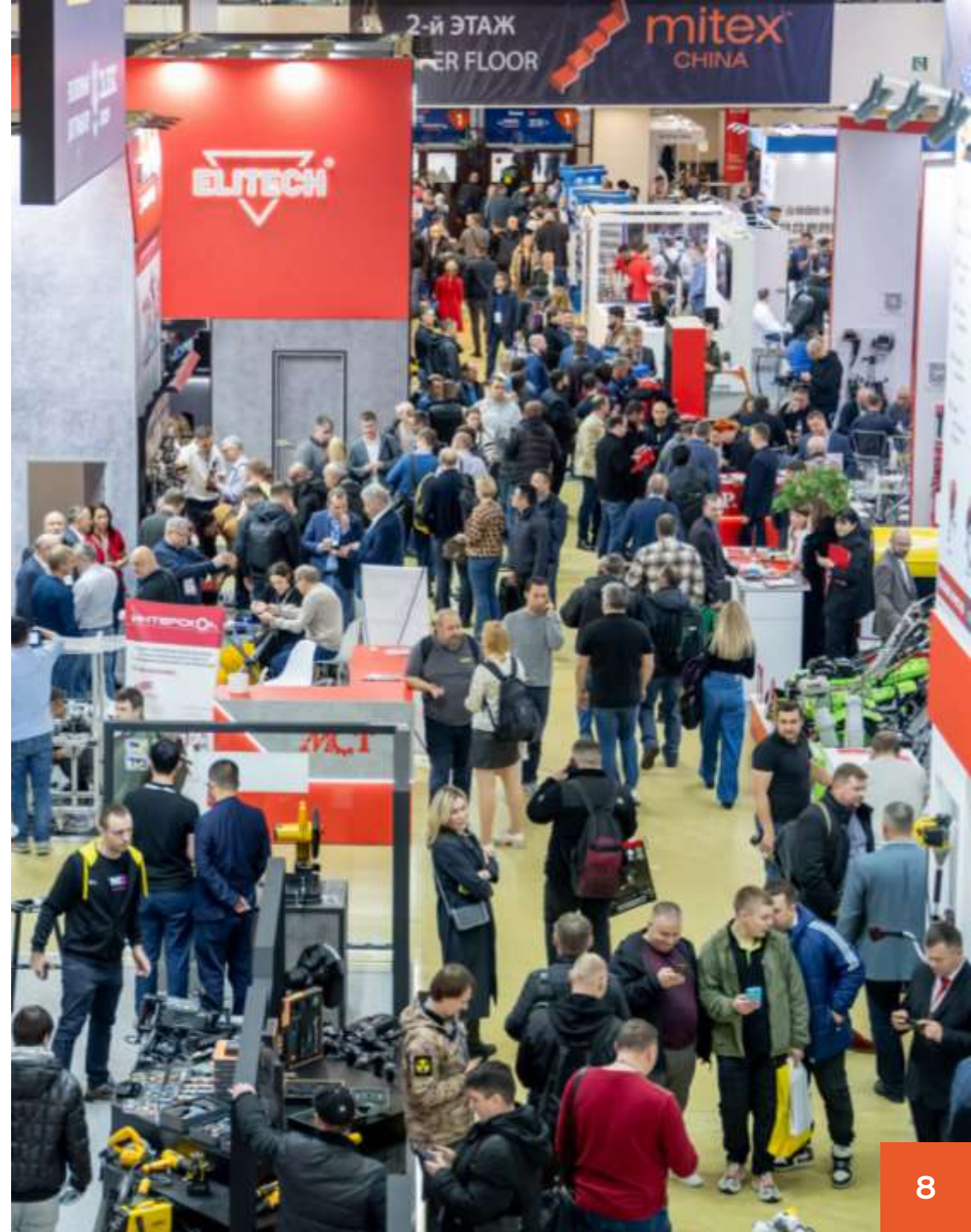
Professional audience gain compared to 2022

Categories of visitors

Wholesale trade	43%
Retail trade	25%
Construction, renovation, design	7%
Tools manufacture	6%
Metalworking	4%
Mechanical engineering	3%
Transport and communications	2%
Woodworking, furniture industry	2%
Car service, auto parts store	1%
Individual professional	1%
Utilities, operating organizations	1%
Press, media	1%
Other	5%



Purposes of visiting the



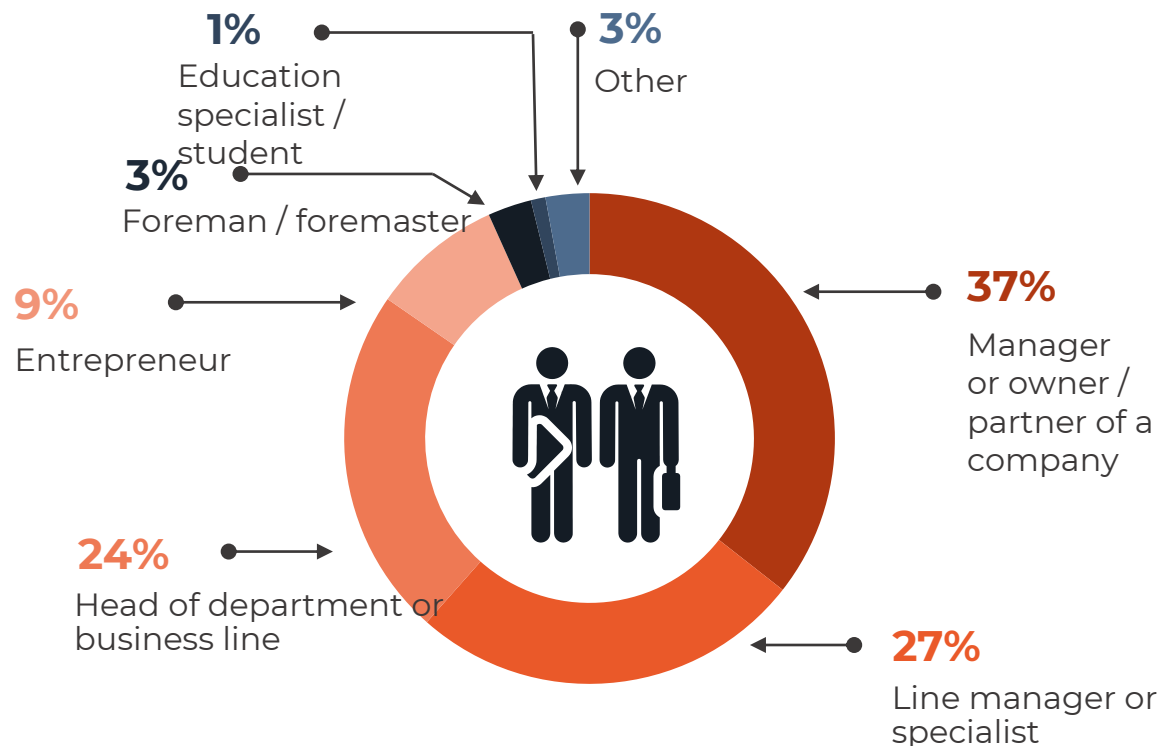
Interest areas of professional visitors



MITEX 2023

Audience

Visitors by job level



Geography of visitors by federal districts



47.3% Moscow and Moscow Oblast
10.7% Central

9.2% Northwestern

8.8% Privolzhsky

6.6% Southern

And **3.7%** - CIS countries

4.2% Siberian

4.1% Ural

3.2% North Caucasian

2.3% Far Eastern

Influence on purchase decisions



What does MITEX mean for visitors

Dmitry Savchenko

Development Director of the "Aluminum Structures" company (Saint Petersburg)

This year, the exhibition has grown both quantitatively and qualitatively, with a wide variety of tools displayed. I came to see new aluminum product suppliers and to choose equipment for production. Negotiations are going so far; I was able to get new contacts. It is an interesting exhibition with a lot of people to talk to.

Nikolay Yurkov

Petrol-powered equipment online store owner (Yekaterinburg)

This is my third time at the MITEX exhibition. One of the primary objectives is to communicate with our existing partners, with whom we have been working for a long time. The second goal is to find new partners in various areas. And just to enjoy the atmosphere of the event. This time the exhibition is larger and has expanded significantly.

Chen Ming

YK-ZHEJIANG LIHGHANG company

We came from China to visit MITEX. It's a great honor for me to be here, I see a lot of big companies and suppliers. It is a great exhibition which made a good impression on me. There are so many visitors here, it's very crowded. I would like to wish that this exhibition will benefit the economy of Russia and Moscow, and help attract even more suppliers and establish business.

Major visitors



Business program

13 thematic sessions. More than 50 experts from leading Russian and foreign companies participated in conferences, round tables and sessions.

For the first time, the MITEX.DIY workshop area was opened at the exhibition.

This is a specially equipped training zone where well-known bloggers - masters in working with wood and other materials - demonstrated their power tool skills.

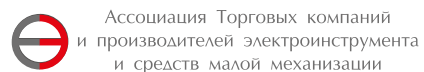


KEY TOPICS

- Plenary session **"Potential and prospects for the development of the tool industry in the new economic conditions"**
- Practical session **"Power tools on marketplaces. Difficulties and opportunities for development and growth in the market"**
- Conference **"Russian market of power tools and labour saving tools. Current situation and prospects"**
- Discussion session **"Is all of China the same and why buy the same screwdrivers?"**
- Conference of Russian fastener suppliers
- Round table **"Gardening tools market. Volumes, growth rates and expert forecasts".**
- Round table **"Welding. How has the DIY welding equipment market changed?"**
- Round table **"Challenges and prospects in the development of the power tool market in the BRICS countries"**

We thank our partners for their support in 2023!

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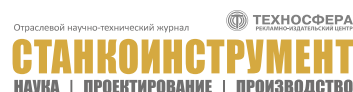
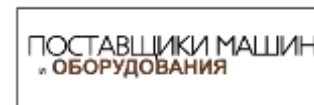
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[Link to exhibition post-release >>>](#)

See you next year

05-08 November 2024,
Central exhibition centre
"Expocentre", Moscow
Gulnara Markelova

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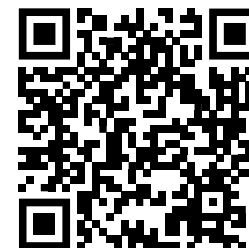
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