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Successful start for BLECH *Russia* in St. Petersburg

The first BLECH *Russia* exhibition, which took place from 10 – 13 March 2009 at the Lenexpo exhibition centre in St. Petersburg, was a thorough success. With 170 exhibitors from some 20 countries the trade exhibition focussing on sheet metal working technology was fully booked. The show attracted some 3,500 visitors, mainly from Russia.

The exhibition analysis showed that 95% of all visitors came from Russia, with the other 5% coming from different countries in the CIS, Europe and Asia. The Russian visitors were predominantly from the St. Petersburg region and North Western Russia (80%), 15% came from the Moscow region and 5% from the rest of Russia.

In terms of the sectors to which the visitors belonged, key industry sectors included iron and steel production (17%), electrical engineering (16%), precision engineering/optics (11%), heating/ventilation/air conditioning (10%) and rolling mills (10%). Visitors at BLECH *Russia* were sheet metal working specialists at all levels, with a majority having managerial responsibility or being head of department. A large majority of the visitors praised the show as highly professional and noted the outstanding quality of the products and services on display.

Industry leaders as well as many small and medium-sized companies predominantly from Germany, Italy and other western European countries made use of this new industry event to gain valuable contacts and develop their business relations in Russia. Although the current global financial crisis has had a considerable impact on the Russian economy, a majority of the exhibiting companies at the show assessed the market for sheet metal working in Russia as very positive for the coming two years.

The organisers of BLECH *Russia*, Restec Brooks, a joint venture between Mack Brooks Exhibitions Ltd and its Russian partner organisation Restec Exhibition Company, were highly satisfied with the outcome of this launch event. "It was obvious at this trade show that even in challenging times like these the Russian market for sheet metal working holds a high potential for growth," says Susanne Rauberger, Event Director BLECH *Russia*, "We are

therefore confident that we will be able to further develop and expand this exhibition in the future“. The next BLECH *Russia* is planned for spring 2011 in St. Petersburg.

BLECH *Russia* 2009 was the first event in a series of dedicated sheet metal working exhibitions in growth markets taking place this year. BLECH *Polska* will be held in Kielce, Poland from 27-29 October 2009 and BLECH *India* will take place in Mumbai from 18-20 November 2009. Further information on the BLECH*events* can be found at www.blechevents.com

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