

POST SHOW REPORT

23-26 FEBRUARY 2011

International Exhibition Center

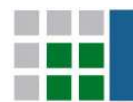


Tools & Hardware

alongside



KyivInteriors 



ConMac
Ukraine

Techno+Stone 

Landscape&Garden 



Architecture &
Design Festival

e³forum
ecology energy efficiency

KyivBuild 

www.kievbuild.com.ua

ORGANIZERS

Premier Expo

Premier Expo Company is the part of ITE Group Plc Company, which is universally recognized leader of international exhibition business and annually organizes over 200 exhibition projects in 20 countries of the world. Since the moment of its foundation "Premier Expo" successfully carries out in Ukraine a number of the most important branch forums.

With the support of:

- Ministry of regional development and construction of Ukraine
- Committee for issues of construction, urban planning, housing and municipal economy and regional policy
- Construction Chamber of Ukraine
- Ukrainian Construction Association
- All-Ukrainian Union of manufacturers of construction materials and articles
- National Union of Architects of Ukraine

Informational support :



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KyivBuild



INTERNATIONAL BUILDING EXPOSITION
FIRST HELD: 1997
PERIODICITY: ANNUALLY

KYIVBUILD



KYIVBUILD 2011

AREA: 10 160

EXHIBITORS: 335 COMPANIES

COUNTRIES: 26

COLLECTIVE STANDS:

BELARUS, GERMANY

VISITORS: 14 895

KYIVBUILD 2010

AREA: 9 000

EXHIBITORS: 250 COMPANIES

COUNTRIES: 20

COLLECTIVE STANDS:

BELARUS, GERMANY, ITALY

VISITORS: 14 194

SIMULTANEOUSLY WITH KYIVBUILD 2011

- **Kyivinventors** – 15th International Exhibition INTERIOR, FINISHING, DESIGN
- **Tools&Hardware** – 2nd International Specialized Exhibition of Tools and Fastening Systems

FOR THE FIRST TIME IN 2011 Intertool – 12th International Exhibition of tools, fasteners, materials and garden implements

- **Techno+Stone** – 7th International Exhibition NATURAL STONE AND TECHNOLOGIES
- **ConMac** – 7th International Exhibition ROAD, BUILDING AND LIFTING AND TRANSPORT MACHINERY
- **Landscape&Garden** – 11th International Exhibition LANDSCAPE ARCHITECTURE AND DESIGN
- **11th Festival** ARCHITECTURE AND DESIGN

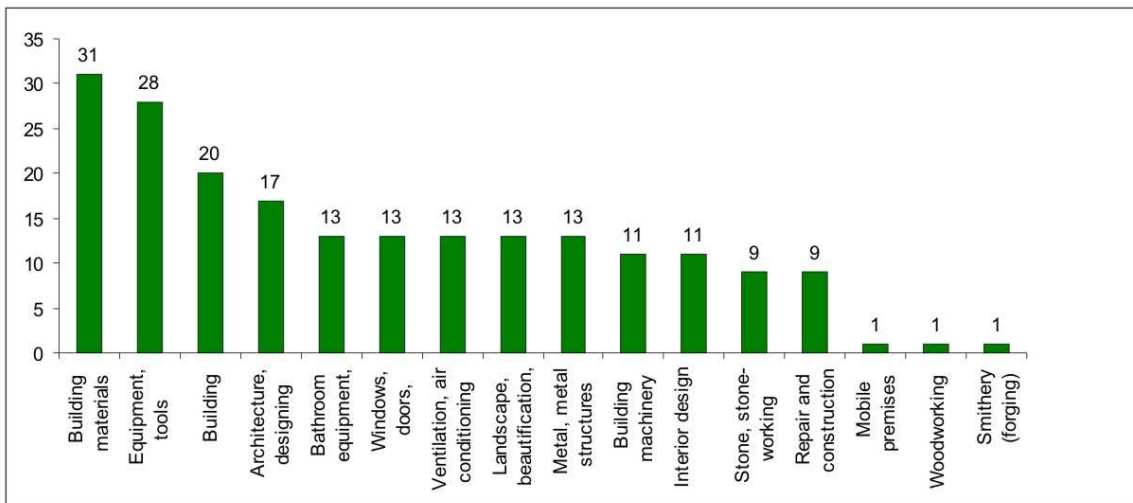
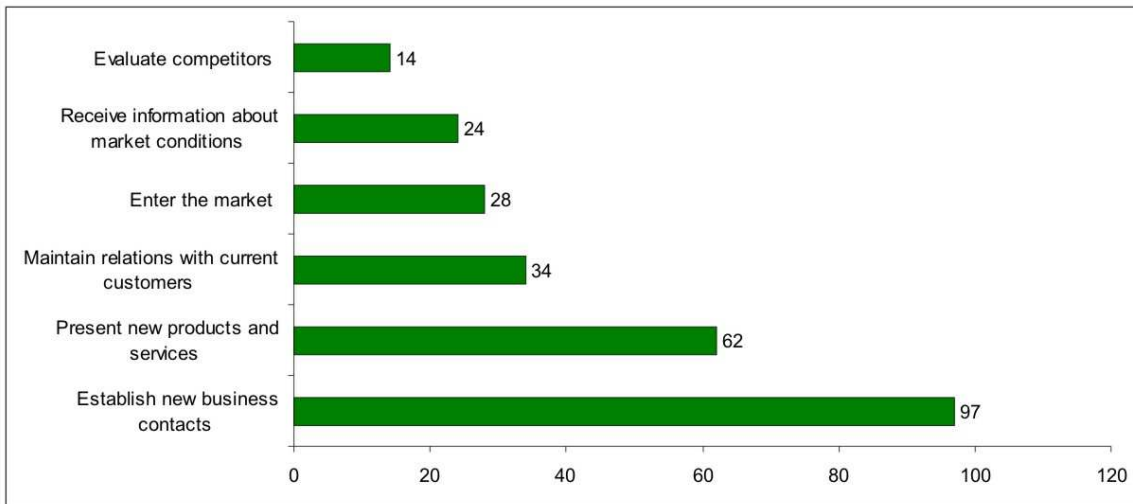
Prize of the National Union of Architects of Ukraine

- **9th All-Ukrainian Competition Inter'Year 2011**
- **E3Forum** – 2nd International Scientific and Practical Forum of Ecology and Energy Efficiency in Building

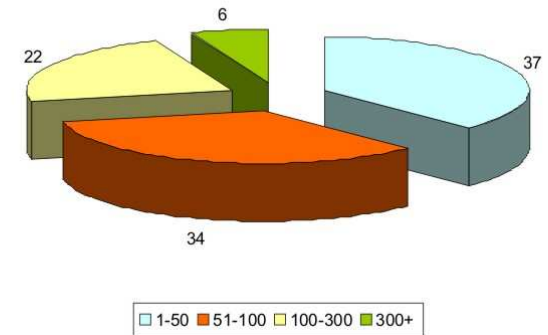


STATISTICS • PARTICIPANTS

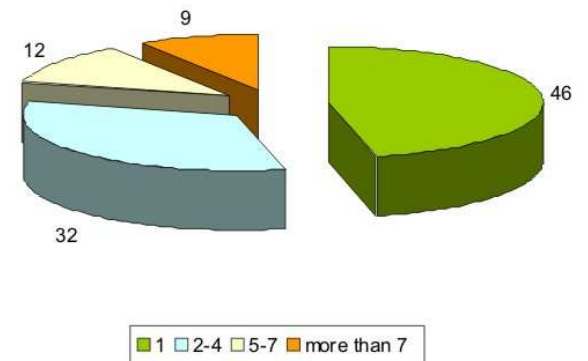
Main objectives of participation at the exhibition for the exhibitors are: establishment of new business contacts (97 %), presentation of new products (62 %), presentation of new products (62 %), presentation of new products (62 %), presentation of new products (62 %), presentation of new products (62 %).



37 % of exhibitors at the exhibition received up to 50 useful contacts, 34 % received up to 100 useful contacts. The most quantity of contacts – 300+ received 6 % of exhibitors.

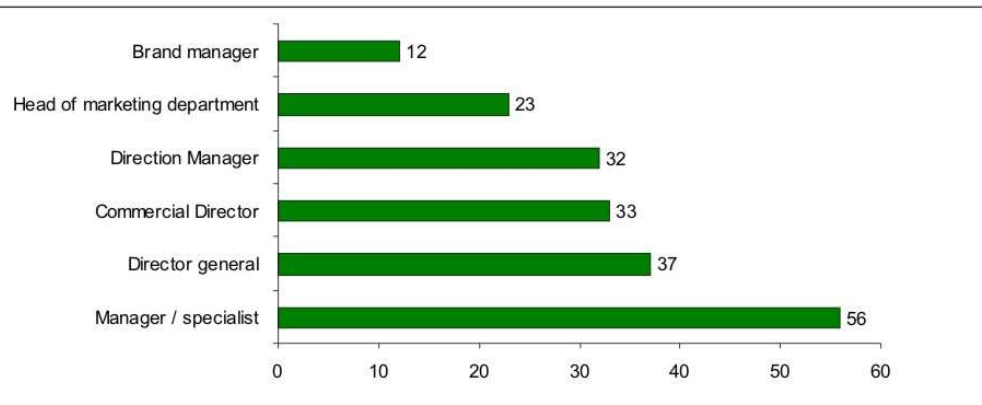


Most people from among the questioned, namely 46 % of respondents participated in exhibition for the first time; 32 % before already participated at the exhibition (2 to 4 times), the most loyal participants 9 % - participated at the exhibition more than 7 times.

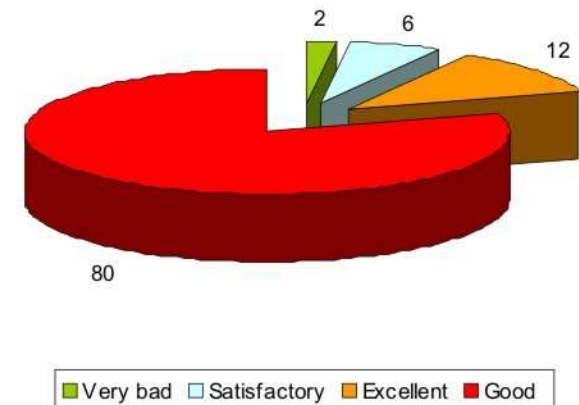


STATISTICS • PARTICIPANTS

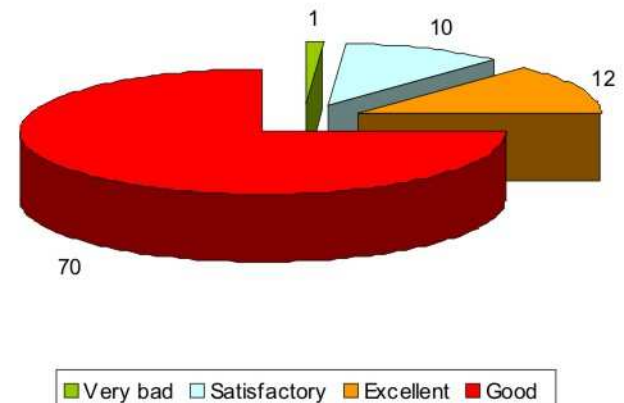
During the work of the exhibition in the stands of participating companies first persons responsible for decision-making are present



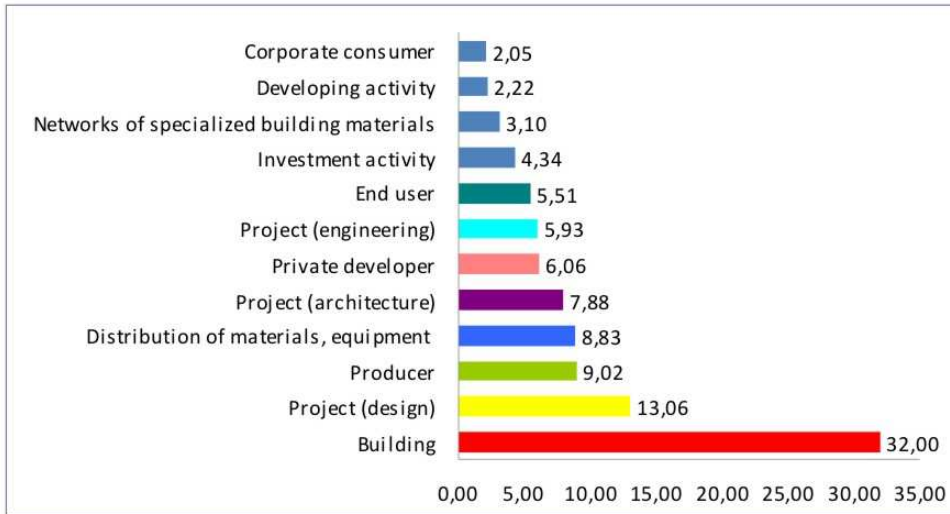
80 % of participants evaluated quality level of visitors as good, 12 % - excellent, 6 % - satisfactory. 2 % of participants estimated the quality composition of visitors as very bad.



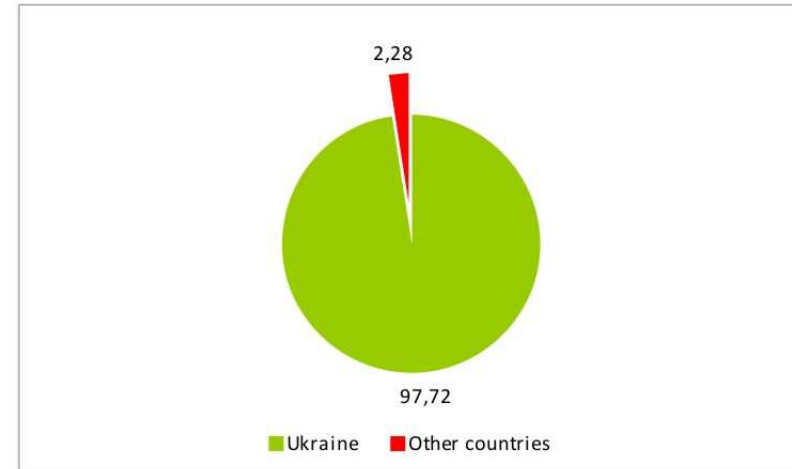
77 % of participants evaluated quality level of visitors as good, 12 % - excellent, 10 % - satisfactory. Only 1 % of participants estimated the quantitative indicator of visitors as very bad.



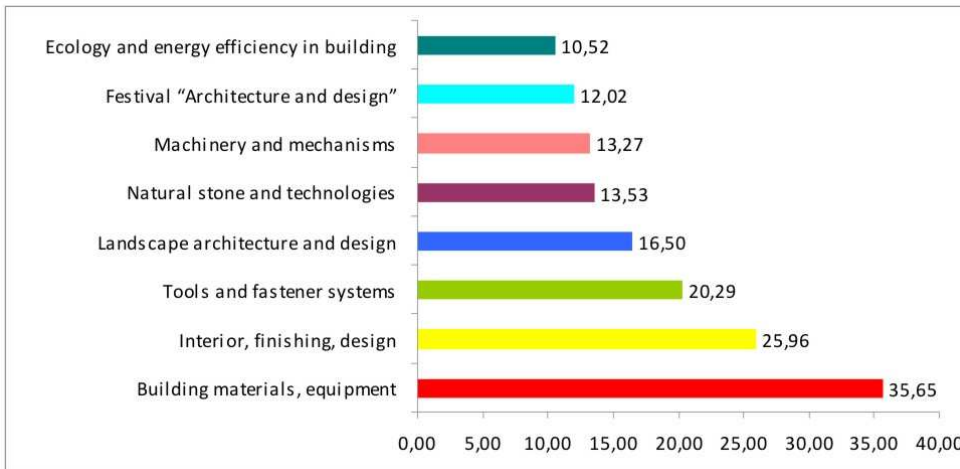
Fields of activity of companies whose representatives visited the exhibition, %



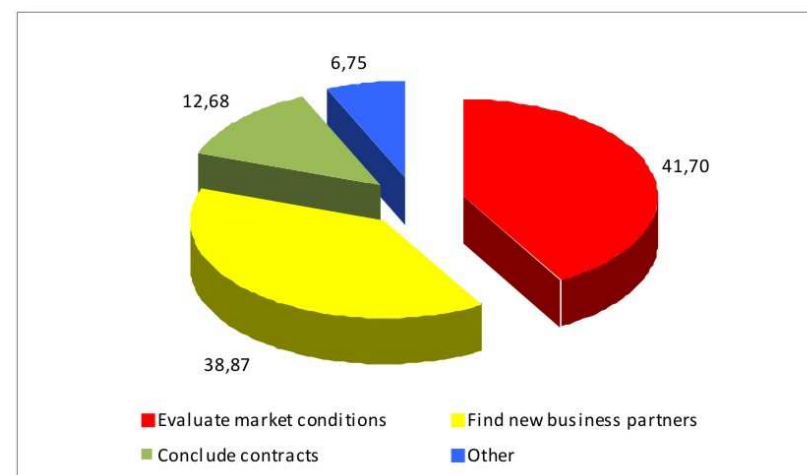
Visitors' geography, %



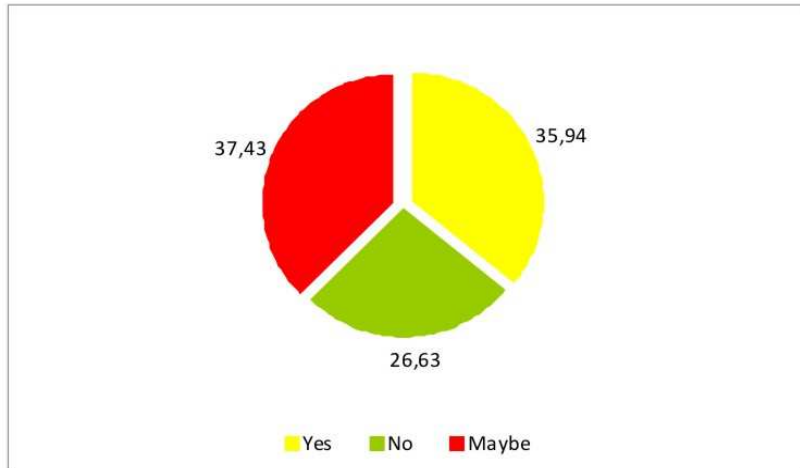
Sections of exhibition the visitors are interested in, %



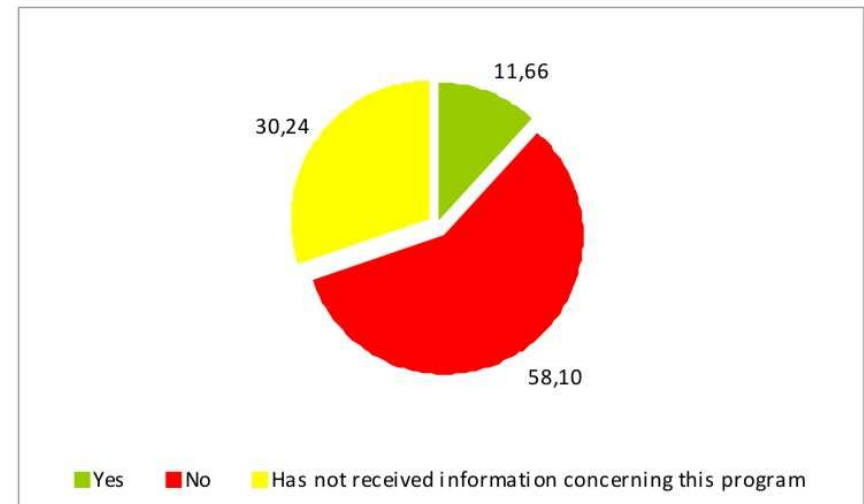
Purposes of exhibitions visiting, %



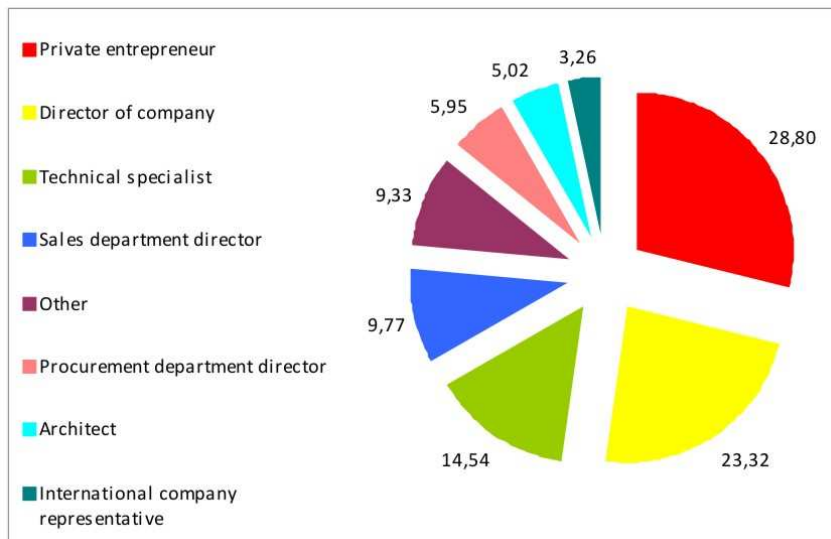
Intentions of visitors regarding participation at exhibition as exhibitors, %



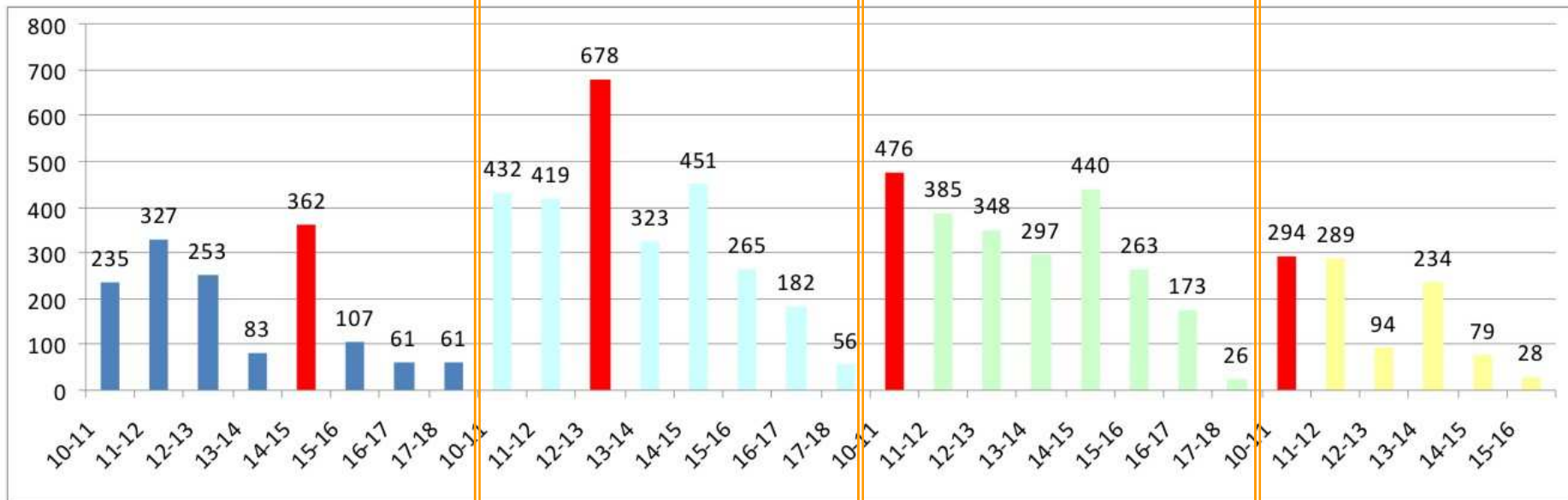
Use by the visitors of MatchMaking service, %



Official gradation of exhibition visitors, %



Time intervals of exhibition visiting



Most visited days:

23 February: 14:00 – 15:00, 362 visitors *

24 February: 12:00 – 13:00, 678 visitors *

25 February: 10:00 – 11:00, 476 visitors *

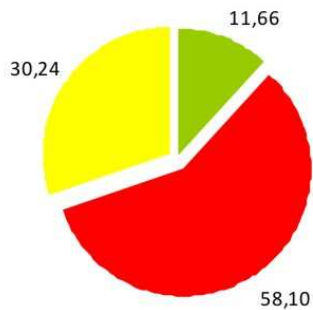
26 February: 10:00 – 11:00, 294 visitors *

* According to re4gistration data

NEW AT KYIVBUILD 2011

For the first time at the exhibition KyivBuild 2011 “Premier Expo” Company introduced new program of appointment of business meetings with target visitors – MatchMaking.

25 % of participants made use of new service. More than 30 % of negotiations organized due to MatchMaking program ended successfully for both parties.



■ Yes ■ No ■ Has not received information concerning this program

Company name	Quantity of meetings fixed
DKMonto	many
Alhmulhes&alhare	3
Italstil	7
Modern Building Solutions	5
Fittich	10
Dolezych	15
Halhun	2
Honco	1

* The table indicates those companies that submitted information about the quantity of fixed business meetings.

PARTICIPANTS ABOUT KYIVBUILD 2011 EXHIBITION



Open Joint-Stock Company “Managing Company of Zabudova Holding”

Leading Specialist of marketing and advertising

Khaletskaia Anna

The exhibition pleased us by rich exposition and tuned informational system. All our partners noted that the exhibition has not lost any key exhibitor; it remained interesting for professionals from all branches of sector business. We are sure that forces and means we spent will not only return but will multiply thanks to the contacts from “KYIVBUILD 2011”. In future we are going to participate at the exhibition “KYIVBUILD” as well.

Open Joint-Stock Company “Fiolent” Plant”

Director of Marketing and Sales service

Vladimir Dzhumuk

The exhibition KyivBuild 2011 every year becomes greater and better, wider by range of brands. I can mark as the peculiarity of this year abundance of Chinese brands at Intertool exhibition. The market of electric tools in Ukraine is quite specific one, it is not enough to astonish by prices, and one should bear expenses for marketing events and control the quality of goods.

In 2010 our enterprise won about 8 % of Ukrainian market of electric tools. Considerable constituent of such success is purposeful work with dealer’s network. At the exhibition KyivBuild 2011 “Fiolent” traditionally has held the conference for representatives of dealer’s organizations in Ukraine.

Open Joint-Stock Company “Zhlobinskiy Repair and Mechanical Plant”

Deputy Director for external economic relations, marketing and sales

Georgii Nikitin

It is the second exhibition KyivBuild in which our enterprise participates. This year the exhibition has grown considerably. For us the work at the exhibition gave very good result – a dozen and more potential customers a day.



- Catalogue of exhibition KyivBuild 2011
<http://kievbuild.com.ua/ru/exhibition/participants/>
- Photo gallery 2011
<http://kievbuild.com.ua/ru/gallery/>