

**AQUA-THERM Moscow 2009**  
**Russia, Moscow, Crocus Expo, Pavilion №3, Hall № 14, 15**

**Press-release of March 3, 2009**

**Success at the new exhibition ground!**

The XIII International Exhibition for the heating, water supply, air-conditioning, sanitary and pool equipment industries AQUA-THERM Moscow 2009 took place in the international exhibition center “Crocus Expo”. The exhibition’s organizers are international companies Reed Exhibitions and ITE.

For the first time AQUA-THERM Moscow 2009 took place at the new exhibition ground “Crocus Expo”. It was therefore possible to improve the quality of the services offered to the exhibitors and attract a large number of trade buyers. Such facilities as the parking zone for 20 000 cars, broad hall with several registration counters, special recreation zones and food courts available in the exhibition halls and the foyer on the second floor created the most convenient working conditions. Moreover, the exhibition complex is delighted to invite all the guests in the newly opened hotel, which is located in the 3<sup>rd</sup> Pavilion of Crocus Expo.

It is necessary to add that at the end of 2009 the new metro station will start its operation. It will provide a fast and convenient way for all the Crocus Expo’s visitors to get to the center of Moscow and vice versa.

**51 % of foreign companies made the exhibition truly international!**

More than 380 companies from 19 countries including Russia, Germany, Austria, Denmark, Spain, Italy, the Netherlands, Poland, Czech Republic, Turkey, Croatia, China, etc. took part in the exhibition.

Traditional exhibitors of AQUA-THERM Moscow are industry leading companies such as BAXI Group, Kamstrup, Henco, Korado, Egoplast, Thermona, Ferolli, De Longhi, Terem, Duim, Laboratoria Otopleniya, Topol – Eko, ITT Lowara, Pedrollo, Marko-Pool, “Maestro” Group, Viadrus, Immergas, Disayn Group, Fondital, Rehau, Vessel TD, Rendstroy, etc. The majority of these companies have already agreed to participate in the exhibition next year.

**More than 11,000 industry specialists visited the exhibition!**

According to the independent audit of the company “Ruskom IT Systems” 11,207 specialists from Moscow and 23 Russian regions visited AQUA-THERM. This is a significant achievement for the industry event. For the first time the visitors of AQUA-THERM were able to register via the Internet and get a complimentary ticket. It was necessary to fill in the application form on the web site: [www.aquatherm-moscow.ru](http://www.aquatherm-moscow.ru) and get the identification number. It could be quickly exchanged for the name badge at the fast-track registration counter.

**A unique program for the attraction of top buyers was introduced!**

The results of the special program for top professional buyers should be mentioned. 163 top buyers from 91 companies registered to visit the exhibition “AQUA-THERM Moscow”. 60 % of these buyers came from areas of the Russian Federation outside Moscow and the Moscow Region. They represented a wide variety of companies serving residential, industrial, state building and construction projects.

**New sector “World of Water and SPA” made a successful debut at the exhibition!**

The new sector “World of Water and SPA” dedicated to swimming pools, spa, pool and sauna equipment made a successful debut at the exhibition. Given the high interest there will be a parallel specialized

exhibition next year. The new sector was supported by the German Association for Swimming Pools and Wellness (BSW). Dieter C. Rangol, the President of the association, stressed the potential of this sector in the development of AQUA-THERM Moscow. 27 companies introduced their new products in the area of sauna, spa and swimming pool equipment.

### **Professional specialized conference gave the answers to many industry questions!**

The conference “Teply Dom. Engineering Complex Systems” which was held alongside the exhibition enjoyed wide popularity among industry professionals. More than 100 delegates took part in the conference. Representatives of the companies “TECE Systems”, “Nortech Engineering”, “Lubrizol”, “Egoplast”, “Dow Europe”, the leading European chemical company, and professors from the State Moscow Engineering University made their presentations.

### **Exhibitors’ opinions reflected the general mood of the exhibition!**

“AQUA-THERM Moscow” is the main industry professional show for the majority of the exhibitors. Ludmila Tomleeva, Head of the advertising department of “Maestro” Group comments: “Our new business year always starts with “AQUA-THERM Moscow”. This exhibition is a meeting point with our business partners, the time for reviewing past results and time for signing contracts for the future cooperation”. Radominova Ekaterina, Head of the advertising and PR department of the company “Terem” supports the previous opinion and comments: “Company “Terem” exhibits every year at the show. The main aim of “Terem’s” participation is the company’s promotion, finding new business contacts, stimulation of sales, and demonstration of services, introducing the company’s new products, market research, signing new contracts, interaction with potential clients and strengthening the existing relations. “AQUA-THERM” is the place where we can show that the company “Terem” has stable growth and development.”

The organizers’ efforts were appreciated. In particular, Ludmila Tomleeva adds: ““Maestro” Group is a constant participant in “AQUA-THERM Moscow”. The news about the relocation to the new venue “Crocus Expo” was accepted at first with anxiety by the company. But this anxiety was not warranted. The first day of the exhibition already demonstrated the high activity and professional quality of the visiting audience. It seems that the success of “AQUA-THERM Moscow” was not hindered by the financial crisis. In our opinion the main reason for the positive results of the exhibition is the experience and high professionalism of the exhibition organizers: international companies Reed Exhibitions and ITE, the well-known leaders of the exhibition industry.”

### **Aqua-therm Moscow enjoys the highest level of official support.**

The Exhibition is supported by the Committee of the Council of Federation for Industry Policy, Moscow City Duma, Russian Union of Industrialists and Entrepreneurs, Moscow Chamber of Commerce and Industry, Association of Builders of Russia, Russian Society of Construction Engineers, Moscow Association of Entrepreneurs, German Association for Swimming Pools and Wellness (BSW), Association of the Steel and Metal Processing Industry (WSM).

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