



Where Paints are Born



 MINPROMTORG  
RUSSIA



12+

## The 23rd International Exhibition for Paints and Coatings

Organised by Expocentre AO

Supported by

- Russian Ministry of Industry and Trade
- Russian Chemists Union
- NIITEKHIM OAO
- Centrlack Association
- Quality Paint Association
- Mendeleev Russian Chemical Society

13th International Specialized Salon  
for Surface Treatment and Antirust Protection

8th International Salon  
for Special Coatings

Under auspices of Russian Chamber  
of Commerce and Industry

INTER  
LAKO  
KRASKA  
2019

04-07.03

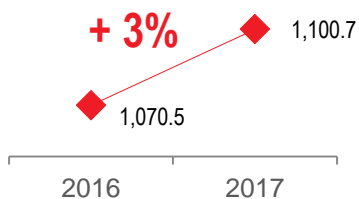
 EXPOCENTRE

Expocentre Fairgrounds, Moscow, Russia  
[www.interlak-expo.ru/en](http://www.interlak-expo.ru/en)

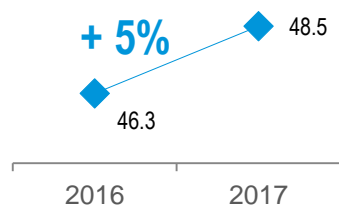
# RUSSIAN PAINT AND COATING INDUSTRY\*



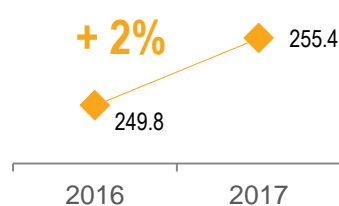
## Production



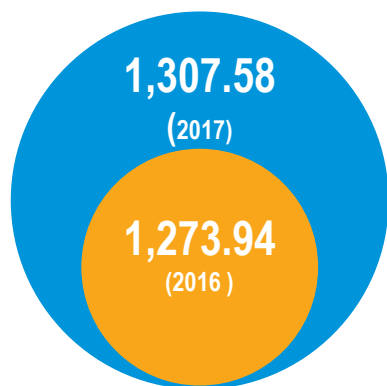
## Export



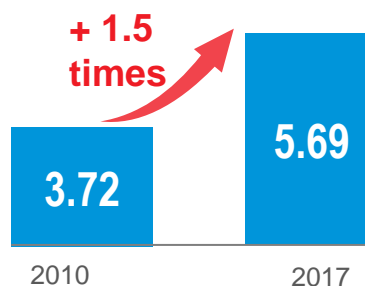
## Import



## Market capacity, thousand tons



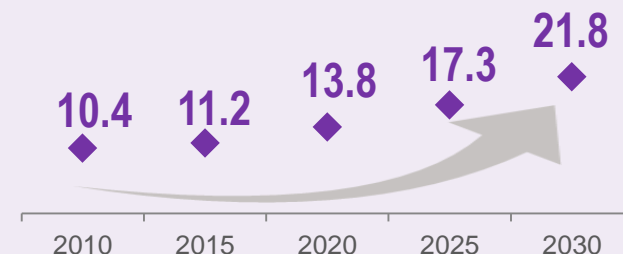
## Volume of investments (chemical sector), billion USD



## Volume of foreign investments, million USD



## Growth of consumption, kg per person



## Government's focus

- Upgrade operating and create new manufacturing facilities
- Production of ecologically safe paints and coatings
- Develop industrial clusters
- Support manufacturers with new technologies
- Develop export potential

\* Sources: Federal State Statistics Service of Russia, Russian Ministry of Industry and Trade, KPMG market analysis

# WHY RUSSIAN MARKET?

2

Special terms for production facilities upgrade.  
Lower custom duties on non-Russian made equipment

1

Opportunities to invest in upgrade and new production facilities.  
Tax privileges for investors and enterprises operating in Russia.



3

Opportunities of huge investment projects. Development of consumption industries. 30+ projects in road, bridge, tunnel construction, oil & gas sector, defense industry, sport infrastructure construction, etc.

5

Gateway to the Eurasian Economic Union:



Armenia



Kazakhstan



Kyrgyzstan



Republic of Belarus



Russia

4

Benefits for launching innovations.  
Spreading of industrial parks throughout Russia

# WHY INTERLAKOKRASKA?



**11,593\***  
sq m  
of exhibition space

**235**  
exhibitors

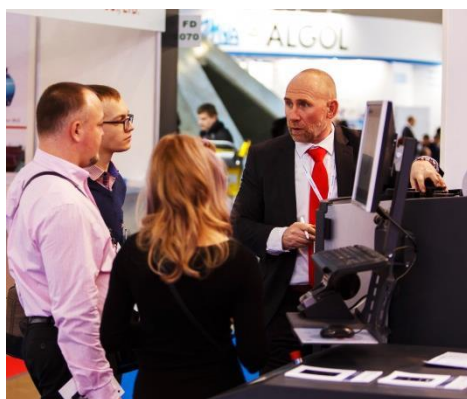
**8,710**  
professional  
visitors

- Winner in the International Recognition nomination\*\*
- Territory of innovations
- Intersectoral cooperation
- High ROI

**22** years  
Since **1996**

from  
**26** countries

from **52** countries  
and **311**  
Russian cities



\* Official event statistics, 2018

\*\* Russian National Exhibition Rating, 2015

# PRODUCT SECTORS



## 1. Raw and auxiliary materials

For production of paints and coatings: resins, binders, pigments, fillers, solvents, doping agents, hardeners, driers, components for resins, polymers, monomers, plasticizers, functional additives, etc.

## 2. Equipment, machinery, appliances

- Equipment for production of paints and coatings
- Coating equipment
- Surface treatment equipment
- Tinting equipment
- Feeding equipment
- Cleaning equipment
- Test equipment
- Other

## 3. Finished products

## 4. Services

## 5. New technology, R&D

## 6. Packaging and pre-packaging

## 7. Environment protection

### 13<sup>th</sup> edition of the International Salon for Surface Treatment and Antirust Protection

- Equipment and materials for surface treatment and pre-treatment
- Technologies for modern surface treatment
- Current technologies for antirust protection

8<sup>th</sup> edition of  
the International Salon  
of Special Coatings



# EXHIBITORS



Major Russian and foreign manufacturers and suppliers of paints and coatings, raw materials, auxiliaries, equipment and technologies, services for the paint industry, R&D companies, design and engineering companies, service providers



## Participating countries

- |                |                     |
|----------------|---------------------|
| 1. Belgium     | 14. Malaysia        |
| 2. Belarus     | 15. The Netherlands |
| 3. China       | 16. Norway          |
| 4. Czechia     | 17. Poland          |
| 5. Finland     | 18. Russia          |
| 6. France      | 19. Slovakia        |
| 7. Germany     | 20. Slovenia        |
| 8. Greece      | 21. South Korea     |
| 9. India       | 22. Spain           |
| 10. Iran       | 23. Turkey          |
| 11. Italy      | 24. The UK          |
| 12. Japan      | 25. Ukraine         |
| 13. Luxembourg | 26. The USA         |



Exhibitor feedback >>>



Exhibited products >>>

85%

Plan to come back in 2019

91%

Reached goals and satisfied with results

97%

Expect positive post show results

# EXHIBITOR FEEDBACK



## **Valery Abramov, General Director, Russian Coating Corp**

“Interlakokraska is a networking place which brings together a lot of partners who try to initiate something new for development and for the market. This year raw materials suppliers showed a lot of new products. Paint manufacturers also had large stands. It is a message to others, especially new market players, that it’s a must-attend event to prove yourself and show yourself.”



## **Vladimir Proskuryakov, Marketing Director of the Plastics, Elastomers and Organic Synthesis Division, Sibur Holding**

“Our company has participated in the Interlakokraska exhibition for five years. Our stands become larger and more beautiful for a simple reason: from year to year we have more and more meetings with our business partners at the trade show. Every year we generate more and more leads. Our visitors come from Russian regions and from neighbouring countries. They are our long-standing partners and those whom we have met at this trade show for the first time. Exhibitions days are really packed. We have several meetings at the same time. For us Interlakokraska is a platform where we network with our customers, sum up the results of our work for a year, we share our plans for the current season.”



## **Elena Telitsyna, General Director, Palizh**

“Interlakokraska is the trade show which brings together most of our customers. We take an active part in the Interlakokraska supporting events where we would like to bring our information to existing and potential customers. The trade show is attended by our target visitors. They are product engineers and company CEOs. Our stand is regularly attended by representatives from Russia’s neighbouring countries. The level of the services provided is growing; they’re useful. It refers to preliminary preparation in particular, and I would like to say thank you to the organizers. A great advantage is a convenient location of Expocentre Fairgrounds in the centre of Moscow where you can get very easily.”

# VISITORS



52

countries

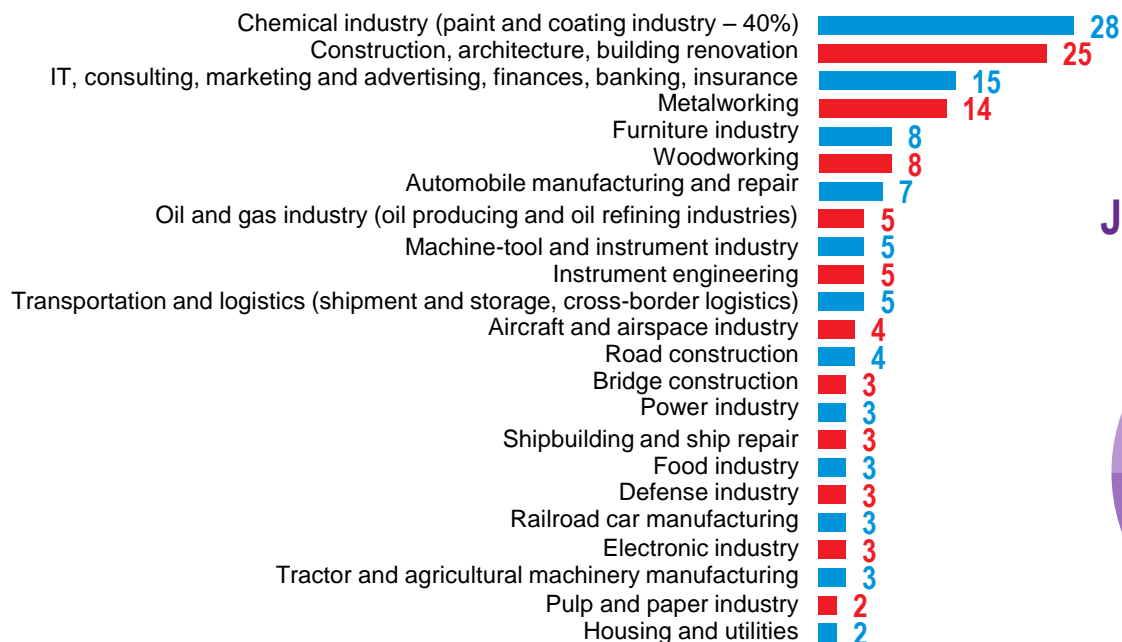
311

Russian cities

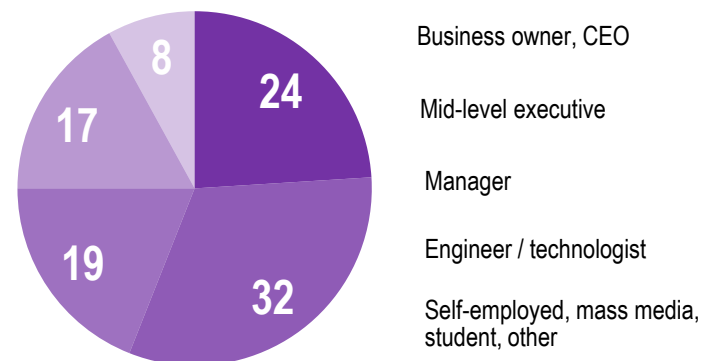
74

Russian regions

## Visitors by sectors, %



## Job function, %\*



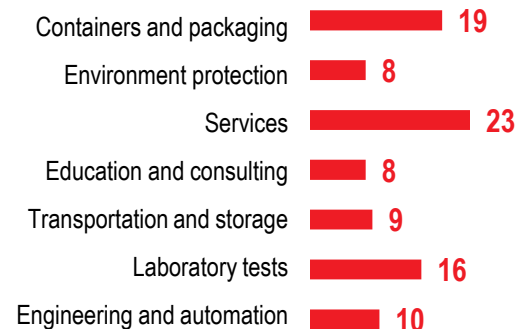
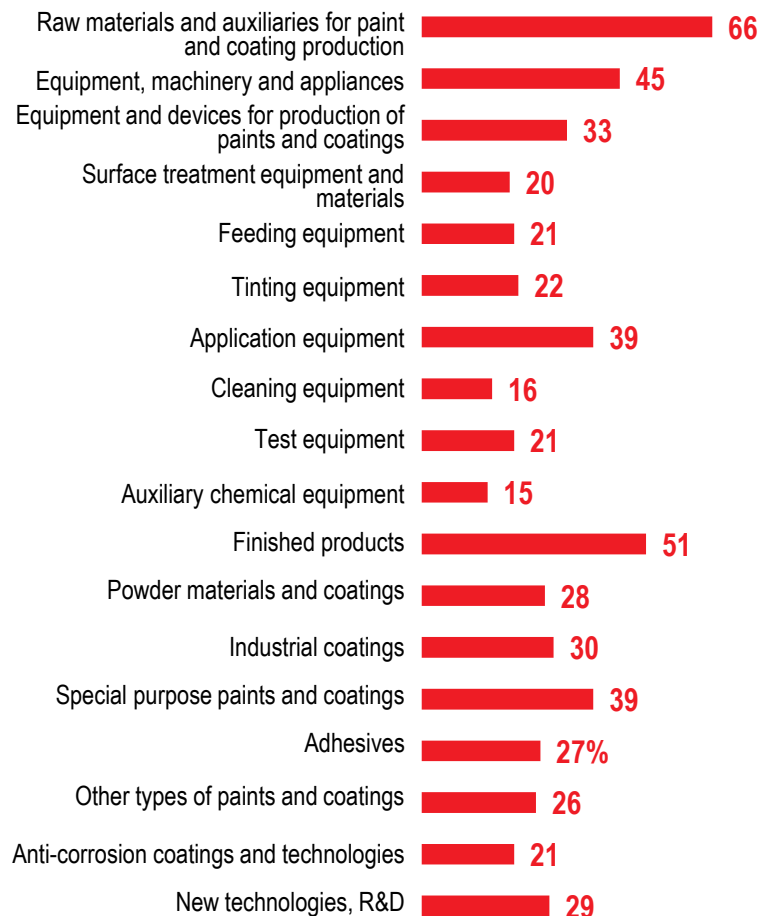
\* Source: visitor registration statistics, 2018



# VISITOR PREFERENCES



## Visitor interests, %\*



91%

Plan to come back in 2018 / recommend it to their colleagues and partners\*\*

91%

Expect positive post show results

88%

Decision makers or influencers

\* Source: Interlakokraska official statistics, 2018 (multiple replies possible)

\*\* Source: Russian Public Opinion Research Centre, 2018

# ASSOCIATED EVENTS



## Events include

- 6<sup>th</sup> edition of the International Coatings Forum
- Analytical reviews of the Russian and global paint and coating market
- Round table discussions on technical regulations and standardization of the paint and coating industry
- 4<sup>th</sup> competition of projects of young scientists
- Other events devoted to the paint and coating industry, its products and application areas

## In 2019 we invite

- Market research agencies
- Manufacturers of raw materials, technologies, equipment and finished products
- Representatives of consumer industries
- Industry associations
- Government officials
- Related universities, colleges and research centres

## Main sections

- Market analysis
- Direct dialogue between manufacturers and consumers
- New technologies, R&D

50+

speakers



15+

events



# BENEFITS OF PARTICIPATION

**4 – 7 March**  
(over 4 days)



Hold face-to-face talks with potential clients and share best practices with partners



Effectively promote your company and products: things you can't do online!



Become an exclusive supplier of ideas and new products, anticipate expectations



Address a conference and take part in a competition



Influence buying decision

## Why participate in InterlakoKraska?

- ✓ Increase sales
- ✓ Diversify markets
- ✓ Find new clients and partners
- ✓ Strengthen market presence
- ✓ Better understand demands of your target audience
- ✓ Learn more about competition

**Book a stand**

# JOIN US AT INTERLAKOKRASKA 2018

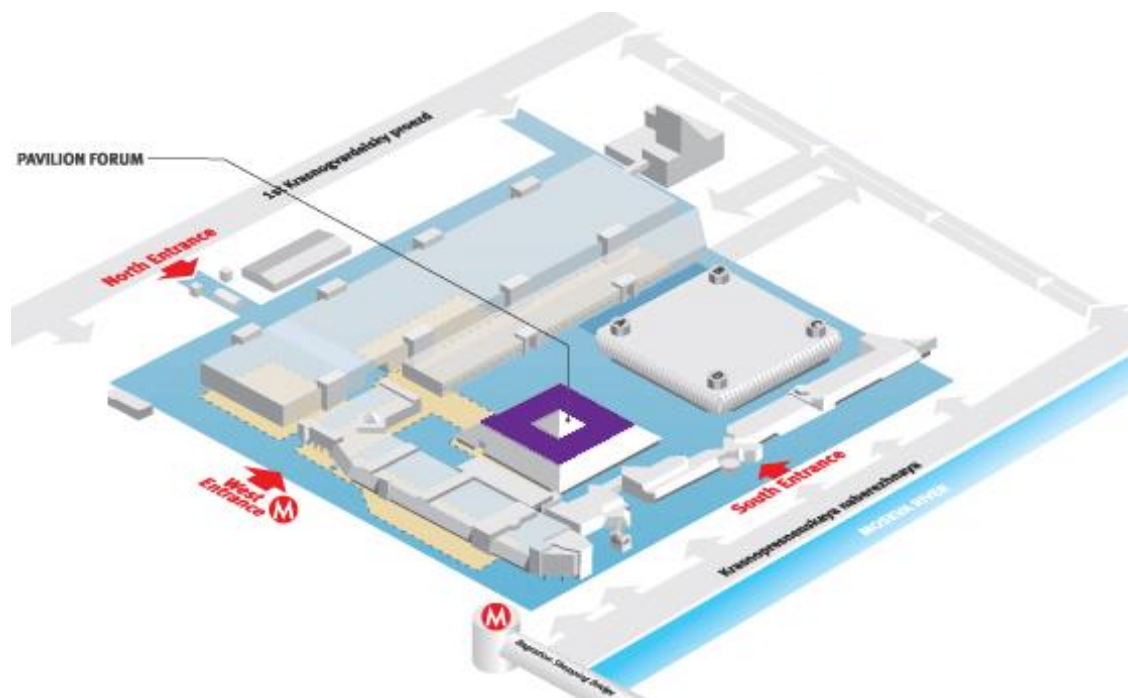


## Dates

Build-up: 2–3 March 2019

Running: 4 – 7 March 2019

Dismantling: 8 March 2019



## Venue

Expocentre Fairgrounds, Forum Pavilion  
14, Krasnopresnenskaya nab.

Moscow, Russia, 123100

Phone: +7 (499) 795-37-99

## Event Management

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# EXPOCENTRE

**559,927** sq m  
total space occupied by  
trade shows



**111**  
countries



**1,960,206**  
visitors

**114** trade shows



**28,979**  
exhibitors

**31** own projects

