INTER
LAKO
KRASKA
2019
04-07.03

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
- Centralk Association
- Quality Paint Association
- Mendeleev Russian Chemical Society

13th International Specialized Salon for Surface Treatment and Antitrust Protection
8th International Salon for Special Coatings

Under auspices of Russian Chamber of Commerce and Industry

Expocentre Fairgrounds, Moscow, Russia
www.interlak-expo.ru/en
RUSSIAN PAINT AND COATING INDUSTRY*

**Production**
- + 3%
- 2016: 1,070.5
- 2017: 1,100.7

**Export**
- + 5%
- 2016: 46.3
- 2017: 48.5

**Import**
- + 2%
- 2016: 249.8
- 2017: 255.4

**Market capacity, thousand tons**
- 1,307.58 (2017)
- 1,273.94 (2016)

**Volume of investments (chemical sector), billion USD**
- 2010: 3.72
- 2017: 5.69

**Volume of foreign investments, million USD**
- 2016: 208.4

**Growth of consumption, kg per person**
- 2010: 10.4
- 2015: 11.2
- 2020: 13.8
- 2025: 17.3
- 2030: 21.8

**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

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WHY RUSSIAN MARKET?

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

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

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.

4. Benefits for launching innovations. Spreading of industrial parks throughout Russia.

5. Gateway to the Eurasian Economic Union: Armenia, Kazakhstan, Kyrgyzstan, Republic of Belarus, Russia.

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WHY INTERLAKOKRASKA?

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

11,593* sq m of exhibition space
22 years
Since 1996

235 exhibitors from 26 countries

8,710 professional visitors from 52 countries and 311 Russian cities

* Official event statistics, 2018
** Russian National Exhibition Rating, 2015

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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

13th 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

8th edition of the International Salon of Special Coatings
www.interlak-expo.ru/en
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
2. Belarus
3. China
4. Czechia
5. Finland
6. France
7. Germany
8. Greece
9. India
10. Iran
11. Italy
12. Japan
13. Luxembourg
14. Malaysia
15. The Netherlands
16. Norway
17. Poland
18. Russia
19. Slovakia
20. Slovenia
21. South Korea
22. Spain
23. Turkey
24. The UK
25. Ukraine
26. The USA

Exhibitor feedback >>>
Exhibited products >>>

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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.”

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VISITORS

52 countries
311 Russian cities
74 Russian regions

Visitors by sectors, %

- Chemical industry (paint and coating industry – 40%)
- Construction, architecture, building renovation
- IT, consulting, marketing and advertising, finances, banking, insurance
- Metalworking
- Furniture industry
- Woodworking
- Automobile manufacturing and repair
- Oil and gas industry (oil producing and oil refining industries)
- Machine-tool and instrument industry
- Instrument engineering
- Transportation and logistics (shipment and storage, cross-border logistics)
- Aircraft and airspace industry
- Road construction
- Bridge construction
- Power industry
- Shipbuilding and ship repair
- Food industry
- Defense industry
- Railroad car manufacturing
- Electronic industry
- Tractor and agricultural machinery manufacturing
- Pulp and paper industry
- Housing and utilities

Job function, %*

- Business owner, CEO: 24%
- Mid-level executive: 19%
- Manager: 17%
- Engineer / technologist: 8%
- Self-employed, mass media, student, other: 32%

* Source: visitor registration statistics, 2018

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VISITOR PREFERENCES

Visitor interests, %*

- Raw materials and auxiliaries for paint and coating production: 66%
- Equipment, machinery and appliances: 45%
- Equipment and devices for production of paints and coatings: 33%
- Surface treatment equipment and materials: 20%
- Feeding equipment: 21%
- Tinting equipment: 22%
- Application equipment: 39%
- Cleaning equipment: 16%
- Test equipment: 21%
- Auxiliary chemical equipment: 15%
- Finished products: 51%
- Powder materials and coatings: 28%
- Industrial coatings: 30%
- Special purpose paints and coatings: 39%
- Adhesives: 27%
- Other types of paints and coatings: 26%
- Anti-corrosion coatings and technologies: 21%
- New technologies, R&D: 29%

* Source: Interlakokraska official statistics, 2018 (multiple replies possible)
** Source: Russian Public Opinion Research Centre, 2018

- Plan to come back in 2018 / recommend it to their colleagues and partners: 91%
- Expect positive post show results: 91%
- Decision makers or influencers: 88%

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ASSOCIATED EVENTS

Events include
• 6th 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 pain and coating industry
• 4th 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

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BENEFITS OF PARTICIPATION

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

www.interlak-expo.ru/en

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
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

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www.interlak-expo.ru/en
559,927 sq m total space occupied by trade shows

114 trade shows

111 countries

28,979 exhibitors

1,960,206 visitors

31 own projects

* Statistics 2017

www.expocentr.ru/en