EXPOCENTRE Fairgrounds, Moscow, Russia

Interlakokraska

March 3-6 2020

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24th International Exhibition for Paints and Coatings

Salons:
• Surface Treatment
• Special Coatings
• Antirust Protection

Organised by EXPOCENTRE AO
Supported by
• Russian Ministry of Industry and Trade
• Chimvest Scientific and Technical Centre
• Russian Chemists Union
• NIITEKHIM OAO
• Mendeleev Russian Chemical Society
• Centrlack Association
• Quality Paint Association

Under auspices of Russian Chamber of Commerce and Industry
RUSSIAN PAINT AND COATING INDUSTRY*

**Production**
- + 3% from 1,070.45 to 1,100.75

**Export**
- + 5% from 46.31 to 48.53

**Import**
- + 2% from 249.8 to 255.37

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

**Market capacity, thousand tonnes**
- 2016: 1,273.94
- 2017: 1,307.58

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

**In government 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 INTERLAKOKRASKA?

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

11,489* sq m of exhibition space
Since 1996

237 exhibitors from 25 countries
8,830 professional visitors from 47 countries and 314 Russian cities

* Official event audit, 2019
** Russian National Exhibition Rating, 2017–2018

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PRODUCT SECTORS

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.

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

Finished products

Services

New technology, R&D

Packaging and pre-packaging

Environment protection

International Salons

Surface Treatment
- Technologies for modern surface treatment
- Equipment and materials for surface treatment and pre-treatment

Antirust Protection
- Advanced technologies for protection against corrosion

Special Coatings

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

85% Plan to come back in 2020
91% Met objectives and satisfied with results
97% Expect positive post show results

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Valery Abramov, General Director, Russian Coatings 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. All exhibition 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 organisers. A great advantage is a convenient location of Expocentre Fairgrounds in the centre of Moscow. It is very easy to get here.”
VISITORS*

47 countries

314 Russian cities

73 Russian regions

Visitors by industry 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
- Mid-level executive, area manager
- Manager
- Engineer/technologist
- Self-employed, mass media representative, student, other

* Source: visitor registration statistics, 2019

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### Visitor interests, %*

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Containers and packaging</td>
<td>10</td>
</tr>
<tr>
<td>Environment protection</td>
<td>5</td>
</tr>
<tr>
<td>Services</td>
<td>22</td>
</tr>
<tr>
<td>Education and consulting</td>
<td>4</td>
</tr>
<tr>
<td>Transportation and storage</td>
<td>4</td>
</tr>
<tr>
<td>Laboratory tests</td>
<td>8</td>
</tr>
<tr>
<td>Engineering and automation</td>
<td>5</td>
</tr>
<tr>
<td>Raw materials and auxiliaries for paint and coating production</td>
<td>60</td>
</tr>
<tr>
<td>Equipment, machinery and appliances</td>
<td>45</td>
</tr>
<tr>
<td>Equipment and devices for production of paints and coatings</td>
<td>33</td>
</tr>
<tr>
<td>Surface treatment equipment and materials</td>
<td>12</td>
</tr>
<tr>
<td>Feeding equipment</td>
<td>19</td>
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<tr>
<td>Tinting equipment</td>
<td>26</td>
</tr>
<tr>
<td>Application equipment</td>
<td>35</td>
</tr>
<tr>
<td>Cleaning equipment</td>
<td>13</td>
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<tr>
<td>Test equipment</td>
<td>22</td>
</tr>
<tr>
<td>Auxiliary chemical equipment</td>
<td>21</td>
</tr>
<tr>
<td>Finished products</td>
<td>50</td>
</tr>
<tr>
<td>Powder materials and coatings</td>
<td>29</td>
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<tr>
<td>Industrial coatings</td>
<td>29</td>
</tr>
<tr>
<td>Special purpose paints and coatings</td>
<td>32</td>
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<tr>
<td>Adhesives</td>
<td>20</td>
</tr>
<tr>
<td>Other types of paints and coatings</td>
<td>25</td>
</tr>
<tr>
<td>Anti-corrosion coatings and technologies</td>
<td>20</td>
</tr>
<tr>
<td>New technologies, R&amp;D</td>
<td>22</td>
</tr>
</tbody>
</table>

* Source: Interlakokraska official statistics, 2019 (multiple replies possible)
** Source: Romir Research Holding, 2019

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**Plan to come back in 2020 / recommend it to their peers and partners**: 97%

**Plan to purchase raw materials, equipment and finished products at the show floor**: 58%

**Purchasing decision makers or influencers**: 88%

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ASSOCIATED EVENTS

Events include

• 7th edition of the International Coatings Forum
• Analytical reviews of the Russian and global paint and coating market
• Round table discussions on technical regulations and standardisation of the paint and coating industry
• 5th competition of projects of young scientists
• Other events devoted to the paint and coating industry, its products and application areas

In 2020 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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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 decisions

3–6 March (over four days)

Why participate in Interlakokraska?

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

Book a stand

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JOIN US AT INTERLAKOKRASKA 2020!

**Dates**
Assembly: 29 February – 2 March 2020  
Running: 3–6 March 2020  
Dismantling: 7 March 2020

**Venue**
EXPOCENTRE Fairgrounds, Forum Pavilion  
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EXPOCENTRE: RUSSIA’S LEADING EXHIBITION ORGANISER

570,724 net sq m
Space occupied by exhibitions

110
Countries

1,376,898
Professional visitors

109
Total number of exhibitions

29,683
Exhibitors

33
Own brands

* Statistics 2018

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