



12+



Russian Week of High Technologies **RWHT**

15–18.06 2021

EXPOCENTRE Fairgrounds Moscow, Russia



SVIAZ
33rd International
Exhibition for Information
and Communications
Technology



NAVITECH
13th International
Exhibition for Navigation
Systems, Technologies
and Services



23rd Exhibition and
Forum on TV and Video
Content: Production,
Delivery, Management



Ministry of Digital Development,
Communications and Mass Media
of the Russian Federation



Комитет Государственной Думы
Федерального Собрания
Российской Федерации
по образованию и науке



ROSKOMNADZOR
THE FEDERAL SERVICE FOR SUPERVISION OF COMMUNICATIONS,
INFORMATION TECHNOLOGY, AND MASS MEDIA



**GLONASS
UNION**
National navigation services provider



CHAMBER OF COMMERCE AND INDUSTRY
OF THE RUSSIAN FEDERATION

WHAT IS RUSSIAN WEEK OF HIGH TECHNOLOGIES?

- ▶ Russia's largest series of events in the IT and telecom industry

- ▶ A business networking platform for professionals for searching for suppliers and new sales channels, developing new solutions and identifying the latest trends in telecom and IT markets

Statistics of 2019

448
participants

15
countries

18,126
visitors

64
countries

79 **320**
regions and cities of Russia



WHAT TO EXPECT AT RUSSIAN WEEK OF HIGH TECHNOLOGIES?

Technology and
solutions,
trends and topics

5G **Big Data** **Telecom**

Transport telematics and navigation

Digital Government **Data centers**

AI

Microelectronics
Intelligent GIS

IoT

Navigation
Smart City

IT security

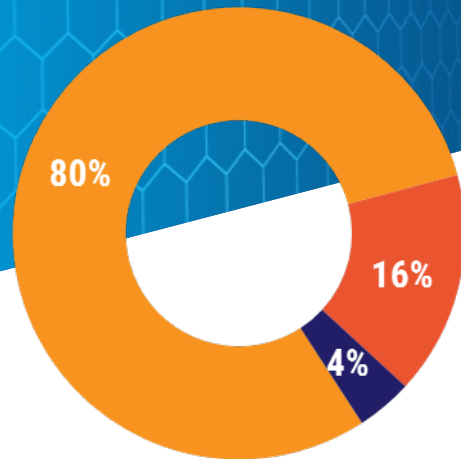
Satellite communications

Smart mobility **Russian Software**

Smart Device Show **AR & VR** **Future TV**

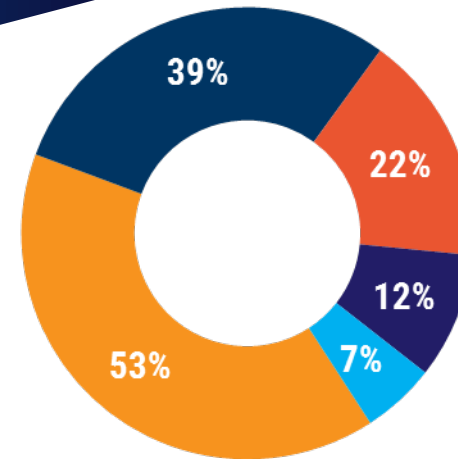
Startups **IP Technology** **New Mail**

WHO ARE OUR VISITORS?



Visitor profile

- Representative of a for profit company (not self-employed)
- Representative of a state run company
- Self-employed



Visitor core business

- Services
- Manufacture
- Wholesale (distributor/dealer)
- Retail (chain/non-chain)
- Education/school

SVIAZ

33rd International Exhibition for Information and Communications Technology



Sviaz visitors by industry sectors, %



Sviaz visitors by interests, %



NAVITECH



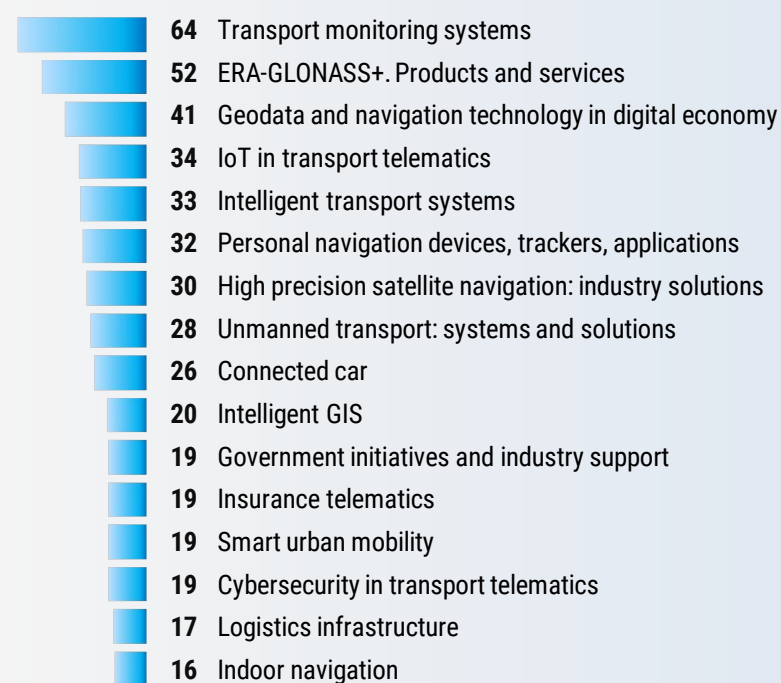
13th International Exhibition for Navigation Systems, Technologies and Services



Navitech visitors by industry sectors, %



Navitech visitors by interests, %



WHY CHOOSE RUSSIAN WEEK OF HIGH TECHNOLOGIES?

Russian Week of High Technologies offers ample opportunities to enter Russian and EEU markets

New and unique audience

48%

Newcomers to Russian Week of High Technologies

15%

Visitors attend Russian Week of High technologies exclusively. You will not meet them at other trade shows

High ROI

83%

Exhibitors met objectives related to generation of sales leads

77%

Exhibitors met objectives related to search for buyers and sales

86%

Exhibitors met objectives related to promotion of their products and services

Target audience

81%

Exhibitors are satisfied with the number of sales leads

82%

Exhibitors are satisfied with the quality of sales leads

40%

Visitors plan to make purchases as a result of their visit to Russian Week of High Technologies

90%

Visitors met objectives related to search for suppliers

76%

Visitors are purchasing decision makers or influencers

Professionals trust us

77%

Exhibitors plan to come back to the next edition

89%

Exhibitors would recommend Russian Week of High Technologies to their business partners and peers

Statistics of 2019

PRODUCT SECTORS OF RUSSIAN WEEK OF HIGH TECHNOLOGIES



Smart city	Smart Device Show
IoT: digital future	Software. Russian software
Telecom equipment, technology, solutions and services	IP technology
Data networks	TV and radio broadcasting
Telecom and network infrastructure	AR&VR
Satellite communication	Artificial intelligence
Radio communication	IR services
Mobile communication	Mobile payments
Communication cables, equipment	Internet based technologies and services
Data centers. Equipment, software, solutions, services	Startups
Power supply systems	Microelectronics
NEW New mail. Advanced technology for postal and courier services	Career in telecom and IT industry
Transport monitoring systems	Intelligent geoinformation systems and services
Global satellite communication system "Sfera"	Intelligent transport information systems
Telematics service platform Avtodata. Projects and solutions	High-precision satellite navigation: industry solutions
ERA-GLONASS. Products and services	Navigation and communication equipment
Connected and highly automated vehicles	Smart city mobility
Transport telematics systems	AutoNet market – advanced services
	Space systems for remote sensing of the Earth

Learn more at <https://www.sviaz-expo.ru/en/exhibition/subjects/>

EVENTS OF RUSSIAN WEEK OF HIGH TECHNOLOGIES

- ▶ **Sviaz 2021 Forum**
- ▶ **Russian Software Forum**
- ▶ **International Navigation Forum**
- ▶ **International Forum of the International Telecommunication Academy**

Learn more at
<https://www.sviaz-expo.ru/en/events/>

Statistics of 2019

15+
events

250+
speakers

3,350+
delegates



BUSINESS GUIDE

Business Guide is the only meeting format in Russia that allows buyers to see and assess the full range of your products and solutions as if they have come to your company's office or production facility.

► If you have any questions or want to participate, please contact the Sviaz Team

Before the show

- We will select buyers according to your products and send you the information about them.
- We will make an individual schedule of meetings with buyers at your stand.



After the show

- We will make and send you a digest and individual report on your talks with buyers.
- We will send you contacts of required participants and photos and video footage of your participation in the event.



During the show

- Special assistants will take buyers to your stand according to a pre-agreed schedule.
- You hold talks with them right at your stand.



FEEDBACK ABOUT RUSSIAN WEEK OF HIGH TECHNOLOGIES



Vladimir Kononov, Deputy of the State Duma of the Russian Federal Assembly, Chairman of the Organising Committee of NTI Expo

— This year's Russian Week of High Technologies was more constructive than ever, despite the difficulties related to the coronavirus pandemic. There were very specific and substantive presentations.

Personally, as Chairman of the Organising Committee of NTI Expo, I am very pleased with Russian Week of High Technologies. In next June we will continue this work.



Vladimir Zvantsev, Director General at RADIOVOLNA NGO

— I would like to thank the exhibition organisers for the opportunity to exhibit this year. The pandemic helped those who are specifically interested in our products to come to the stand. All the contacts that took place at the exhibition were about business. Therefore, we assess the potential after the exhibition as high.

We will continue to exhibit at Sviaz.



Konstantin Lukin, Director General at SUPERTEL OAO

— We take part in the exhibition as long as the company exists. We are apologists of digital technologies, but we believe that nothing can replace face to face networking.

The attendance at our stand in the first two days was more than good. Although the number of people has been reduced, the specialists' quality has improved.

For us, participation in the exhibition is a way of working with a whole range of customers. We cannot come, showcase products, network in a business atmosphere, including with experts from other companies, and listen to the business related events anywhere else but at this exhibition.

Sviaz is a balanced exhibition in terms of both industry and meaning.

WHAT WE DO TO ATTRACT TARGET AUDIENCE



Direct marketing

(electronic and postal mailouts, telemarketing campaigns)
covers more than 100,000 people



Mass media

(publications in mass media)
250+ publications in print and electronic mass media outlets about Sviaz 2020



Promotional activities

(distribution of invitations and information about the event)



Internet

(ads of Sviaz in search engines, relevant web portals, social media)
Attracting more than 300,000 people to the event's website annually



Interesting and relevant conference programme

(we organise panels, workshops, master classes, conferences and forums)

MARKETING OPPORTUNITIES



**Outdoor advertising at
EXPOCENTRE
Fairgrounds**



**Posts in
social media**



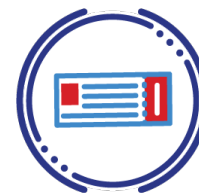
**Your company's
news on the event's
website**



**Your banner on
the event's
website**



**Participate in
the conference
programme**



**Your ads on the
event's ticket or
in the catalogue**



**Events at your
stand**

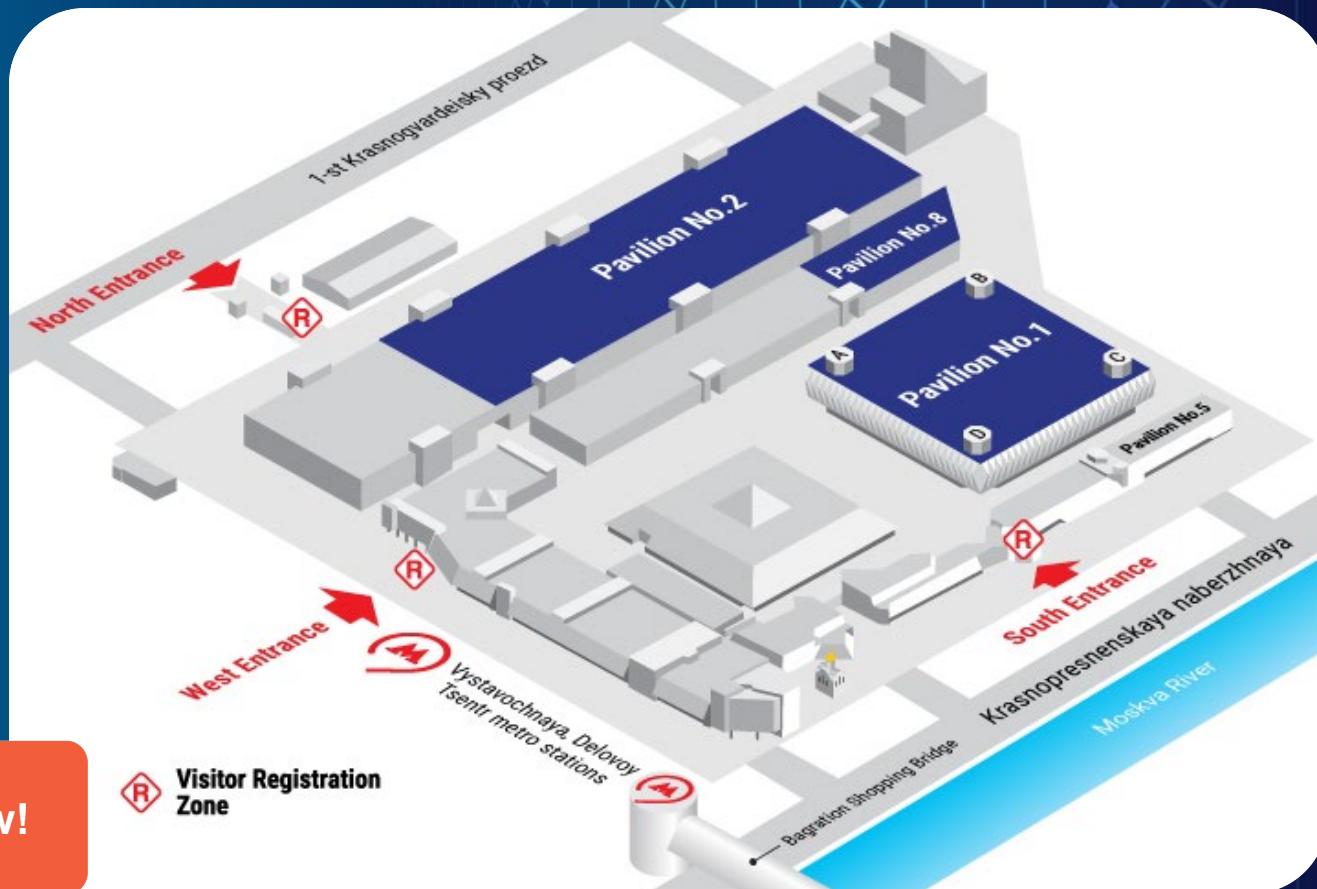
Join us at Russian Week of High Technologies!

Venue

Pavilions Nos. 1, 2, 8 (Hall 3)
EXPOCENTRE Fairgrounds
14, Krasnopresnenskaya nab.
Moscow, Russia, 123100



Book a stand now!



15 – 18 June 2021

Contact details

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www.hi-techweek.ru/en



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