

**Bright  
emotions**

**28.02 – 3.03.2023**

[www.interlak-expo.ru/en](http://www.interlak-expo.ru/en)

**EXPOCENTRE  
Fairgrounds,  
Moscow, Russia**

**27th International  
Exhibition for Paints  
and Coatings**



# Interlakovskaya

**Salons:**

- Surface Treatment
- Special Coatings
- Antirust Protection



Organised by  
**EXPOCENTRE AO**

Supported by

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

Under auspices of Russian Chamber  
of Commerce and Industry

Advertising 12+



 **EXPOCENTRE**

# SUPPORT AND ASSISTANCE



## Supported by



CHAMBER OF COMMERCE AND INDUSTRY  
OF THE RUSSIAN FEDERATION



Ассоциация  
качества  
краски



РОССИЙСКИЙ  
СОЮЗ  
ХИМИКОВ

Ассоциация производителей, поставщиков  
и потребителей лакокрасочных материалов  
и сырья для их производства «ЦентрЛак»



## Partners



Provide Better Products and Services



# PRODUCT SECTORS

- Raw and auxiliary materials
- Equipment, machinery and appliances
- Finished products
- New technologies and R&D
- Packaging and pre-packaging
- Environmental protection and work safety
- Services for paints and coatings industry and related industrial sectors



# SALONS

- Surface Treatment
- Special Coatings
- Antirust Protection





# FACTS & FIGURES

More than **25**  
years of success

**12,400+** sq m  
of exhibition space

**126** companies, **8** countries

About **5,000**  
professional visitors

Data of 2022

Web  
catalogue



Feedback from  
exhibitors in 2022



## Exhibitors by industry sectors, %

Raw materials and auxiliaries for paint and coating production	57
Powder materials and coatings	19
Equipment and appliances for paint and coating production	15
Coating equipment and instruments	15
Special purpose paints and coatings	13
Industrial paints and coatings	13
Other types of paints and coatings	8
Auxiliary chemical equipment	7
Test equipment	6
New technologies, R&D	6
Adhesives	6
Surface treatment equipment and appliances	6
Paint dosing systems	5
Tinting equipment	3
Modern surface treatment technology	3
Cleaning equipment	3
Packaging and pre-packaging	3
Antirust coatings and technologies	3
Laboratory tests	2
Engineering, automation	2
Transportation and storage	1
Environment protection	1
Education and consulting	1

Multiple replies are possible



[www.interlak-expo.ru/en](http://www.interlak-expo.ru/en)

# WHY PARTICIPATE?

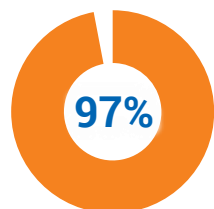
Book a stand



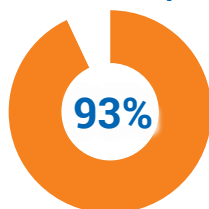
## Over four days you can

- Hold face-to-face talks with potential clients and exchange experience with partners
- Present your company and its products effectively to professional visitors
- Gain new ideas and share your knowledge
- Participate in the conference programme
- Influence purchasing decisions

### Generate business leads



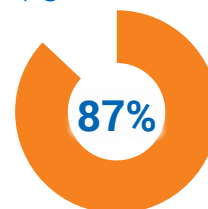
### Satisfied with leads' quality



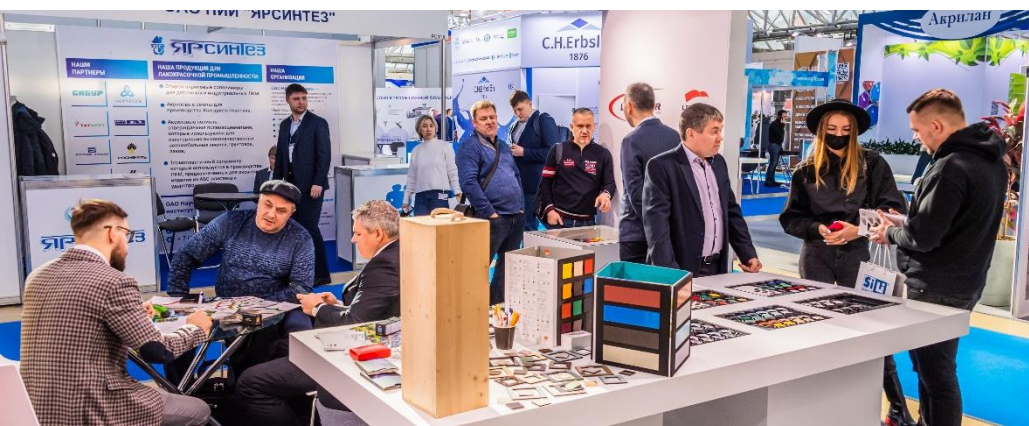
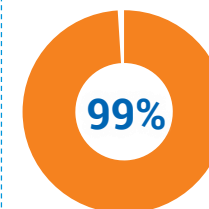
## Participation benefits

- ✓ Increase in sales volume
- ✓ Expansion of sales
- ✓ Generation of business leads
- ✓ Strengthening and expansion of your market position
- ✓ Understanding of your target audience needs
- ✓ Important competitive intelligence

### Efficiency of leads (agreed on a deal)



### Exhibitors would recommend the show to their partners and peers



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# VISITORS

About **5,000** professional visitors **1,200** online

## Visitor profile, %

• Manufacture of paints and coatings	44
• Trade in paints and coatings	23
• Manufacture of raw materials, auxiliary materials, intermediate products	18
• Engineering, design	7
• Manufacture of machinery, equipment, components, tools	5
• R&D	4
• Trade in machinery, equipment, components, tools	4
• Services	3
• Education, training and retraining	2
• Standardization and certification	2
• Transportation, packaging, logistics	1
• Other	3



## Visitor interests, %

Raw and auxiliary materials for paint and coating production	44
Equipment and materials for surface preparation and treatment	31
Corrosion protection	29
Modern surface treatment technology	28
Ready products/paints and coatings with special properties	24
Machinery, equipment and devices for production and application of paints and coatings	24
New technology and R&D	22
Ready products/industrial paints and coatings	20
Containers and packaging	16
Ready products/powder coatings	15
Test equipment	14
Ready products/construction paints and coatings (facades, indoors)	13
Tinting equipment	13
Dosing equipment Auxiliary chemical equipment	10
Services/laboratory tests	9
Cleaning equipment	8
Environment protection. Green technology, waste recycling, consulting	5
Services/transportation, logistics	4
Services/engineering, automation and design of manufacturing facilities	3
Services/education , training and consulting	3
Services/licensing, certification	3
Services/jobs and career	2
Services/ecommerce	2
Services/equipment assembly, operation, maintenance, servicing	2
Services/IT support	2
Other	1

According to visitor registration data at Interlakokraska 2022.  
Multiple replies are possible



# CONFERENCE PROGRAMME

Conference  
programme 2022



**3** days

**15+** events

**60+** speakers

**1,400** delegates

## Key topics

- The current state and prospects of the coatings market
- Import substitution and supply of raw materials for the industry
- Government support
- New equipment and technologies
- Standardization and certification
- Quality and safety of paints and coatings

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# EXPOCENTRE is Russia's leading organiser of international trade shows and conventions

**165,000**

sq m of total exhibition space

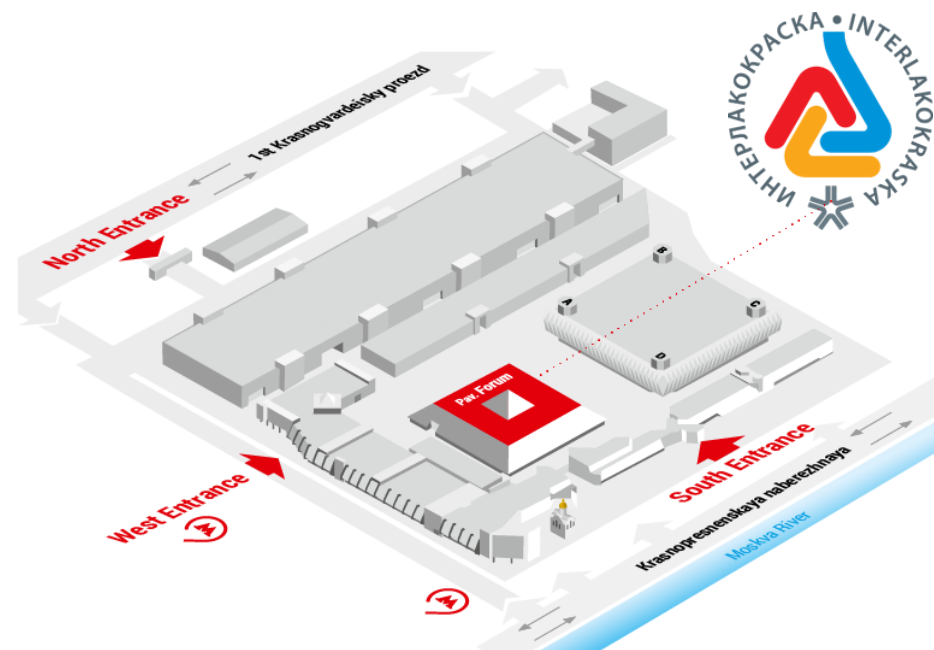
**9**

exhibition pavilions

over **1,000**  
conventions

about **100**  
exhibitions

about **1.5** mln  
visitors



## Venue

Forum Pavilion  
EXPOCENTRE Fairgrounds  
Krasnopresnenskaya nab., 14  
Moscow, Russia 123100  
Phone : +7 (499) 795-37-99

## Interlakokraska Team

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Book  
a stand



Add  
to my calendar



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