

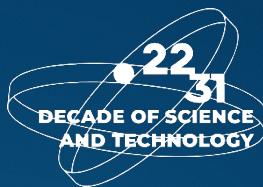
23–26 April 2024

SVIAZ

36th International Exhibition
for Information and Communications
Technology

Navitech. Display of
Navigation Systems,
Technologies and Services

www.sviaz-expo.ru/en



EXPOCENTRE Fairgrounds
Moscow, Russia

12+
Advertising



Under auspices of





By the end of 2022, the volume of the ICT market in Russia grew by 8.4%, including (relative to 2021 data)

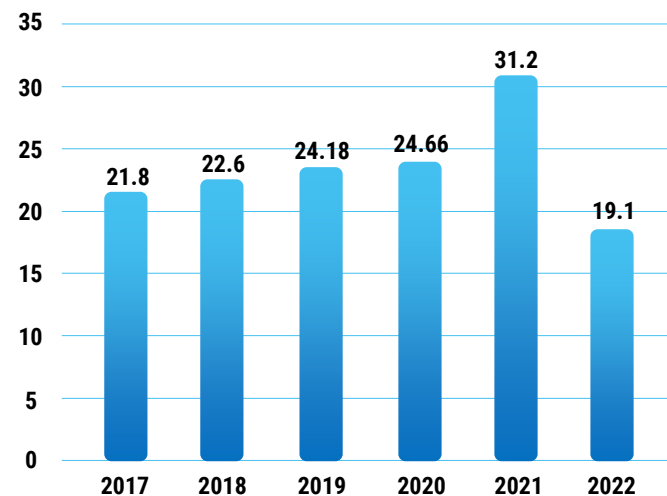
IT Industry segment showed growth of 22%

Other IT Services segment grew by 11.4%

Telecommunications segment +4.3%

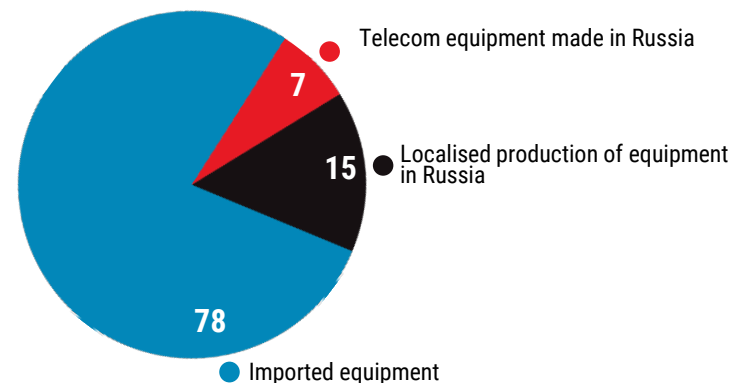
Production of telecom equipment fell by 6.9% ↓

Total fixed capital investment in the ICT market grew by 10.9% ↑



Size of ICT market in Russia, bln. US dollars

Russian telecom operators installed 60% fewer base stations in 2022 than in 2021. In 2021, about 82 thousand stations were installed. In 2023, this number may drop to 10-15 thousand. The number of new base stations has fallen by more than 50%. There is a large unsatisfied demand for telecom equipment, which represents an excellent window of opportunity for manufacturers wishing to enter the Russian market or strengthen their positions in it.



Telecom equipment market in Russia at the end of 2022



SVIAZ

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RUSSIA'S TOP EVENT FOR INFORMATION AND TELECOM INDUSTRY

Since **1975**

277
exhibitors

11,500+
visitors

84
Russian regions

309
Russian cities

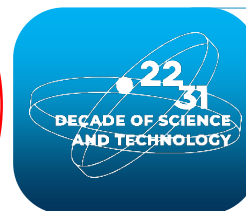
30+
supporting
events

200+
speakers

3,000+
delegates



Part of **RWHT**



Part of the **Designing
the Future Initiative**

Radio communications Landline communications
Telecom Big Data **Digital ecosystems**
 Data Centers **Electronic components** Smart Device Show
 Satellite Communications **AI Telecom equipment**
 Software **AR&VR** IP technology **Cybersecurity**
Navitech Cellular communications
 Telecom cables **IoT** System integration

[More on Product Sectors](#)



Regular exhibitors

Emilink
 Angstrom Telecom
 DWDM.RU
 Eurocable 1
 Imaqliq Service
 IRE-Polus
 IskraUralTEL
 Lentamet
 Micran Research and
 Production Company
 Inwave
 MKF
 Nateks

New IT Project
 Protei R&D Centre
 Radian
 Radiofizika
 REKO-VEK
 Saransklabel-Optika
 Smarts
 Supertel
 T8
 Teleconta
 Courier Communication
 Central Board
 Eltex Communications,
 and others

Newcomers

forPro
 Pravo Alliance
 Webinar Group
 Innotech Group
 IVKS
 Impulse Factory
 Inzer
 Kolmen
 Agneko
 Lenkabel
 NAG
 Networks
 PLC Technology
 Radiosoft
 Softlogic Rus
 Stream Labs
 Telecom Distribution
 UGT-Holding
 Cintera, and others

Showcase 'Education and Science Centre'

Povolzhskiy State University of
 Telecommunications and Informatics

 The Bonch-Bruевич Saint-Petersburg
 State University of Telecommunications

 Siberian State University of
 Telecommunications and
 Information Science (SibSUTIS)

 Moscow Technical University of
 Communications and Informatics (MTUCI)



Pavilion of China



Pavilion of Iran

[Exhibitor List 2023](#)



Navitech is a showcase of geo data, transport and insurance telematics, connected and highly automated vehicles, geo-and transport information systems, intelligent urban mobility, and high-precision satellite navigation



Unmanned, highly automated and connected vehicles

Technologies and solutions that ensure the continued growth of unmanned and highly automated transport capabilities and pave the way for a new era of unmanned mobility. Systems for autonomous driving, active safety, driver assistance, recognition of road signs, markings and pedestrians, interaction between vehicles, traffic information, remote on-board diagnostics and other solutions. The Autodata Russian navigation and service platform. Ecosystem, products and services

Visitors

- Automotive manufacturers
- Automotive component manufacturers
- Transport and logistics
- Road services
- Insurance
- Agricultural industry
- Research and development
- Municipalities
- Housing and utilities
- Mining industry
- Defense industry



Smart Roads

Digital twin roads, highly accurate and constantly updated high-resolution digital maps, a wide range of detectors, sensors, devices and traffic optimisation and management systems, enabling unmanned and connected cars to interact with the smart road infrastructure for fast and safe travel

Visitors

- Municipalities
- Traffic management centers
- Automotive manufacturers
- Automotive component manufacturers
- Construction
- Road services



Smart Cities

Solutions and technologies that make the modern city safer, more comfortable, more energy efficient, and more environmentally friendly than ever before. The range of MaaS (Mobility as a Service) intelligent urban mobility services that transform traditional notions of convenience and speed in urban environment. Urban micro-mobility

Visitors

- Municipalities
- Traffic management centers
- Solution developers, manufacturers, and integrators
- Transport and logistics



Transport telematics

The latest developments in road transport navigation and monitoring systems, fleet management, smart insurance solutions and other applications of transport telematics, navigation and service platforms. Big data, artificial intelligence and cybersecurity in transport telematics. Products and services of ERA-GLONASS+. Advanced services of the Autonet market

Visitors

- Transport and logistics
- Automotive component manufacturers
- Insurance
- Agricultural industry
- Municipalities
- Housing and utilities
- Mining industry
- Telecom operators



Space technologies

Space systems of land remote sensing and high-precision satellite navigation to ensure maximum efficiency of ground transport and other industry applications. Sfera: a forward-looking programme for the comprehensive development of space information technologies

Visitors

- Transport and logistics
- Solution developers, manufacturers, and integrators
- Telecom operator

Industry Sectors of Visitors



Banking and finances



Mineral extraction and processing



Retail



Mobile, landline and satellite service providers



Mobile virtual network operators (MVNO)



Internet providers



Software developers



Developers, manufacturers, suppliers of telecom equipment and solutions



System integrators



Russian federal and regional authorities



Law enforcement



Construction



Transportation and logistics



Oil and gas and electric companies



Power industry



Medicine

11,500+
visitors

38
countries

84
Russian
regions

309
Russian
cities



Visitors are
Russia's major companies

ALROSA

Almaz-Antey
Telecommunica
tions

Aeroflot

VimpelCom

LUKOIL-
Technologies

MTS

Russian
Post

Russian
Railways

Rosseti

Rostec

Rostelecom

MegaFon

Gazprom

Sberbank

Sistema

T Plus

Transneft
Telecom

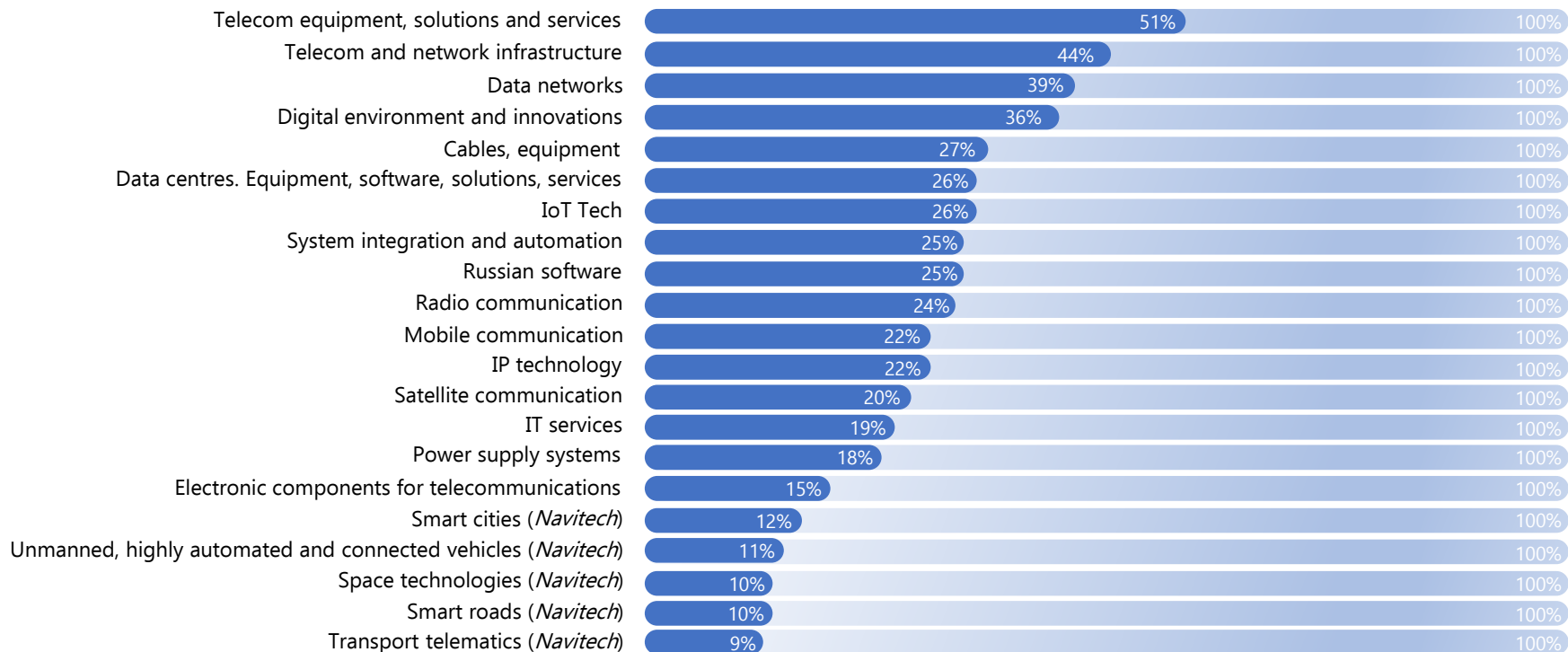
SIBUR
Holding

Tele2

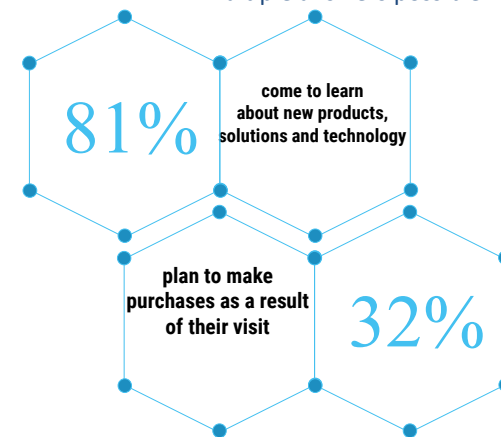
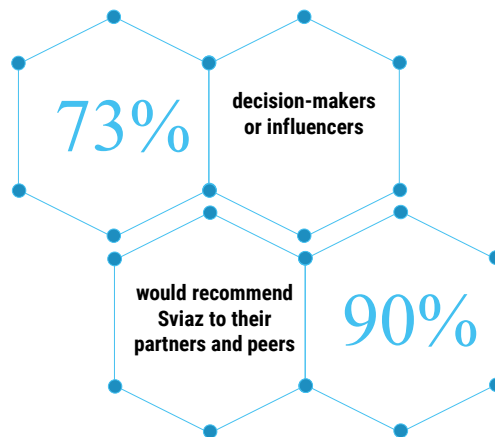
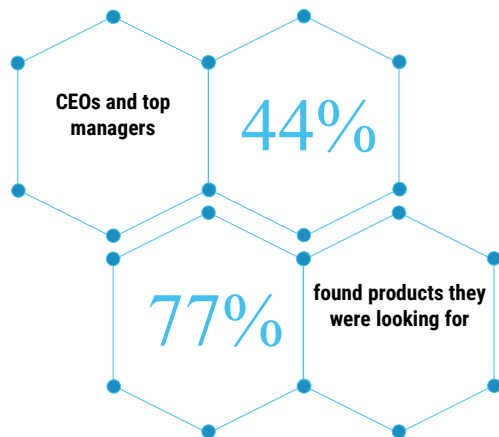




Visitor Interests



Multiple answers possible





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CONFERENCE PROGRAMME

30+
supporting
events



200+
speakers

3,000+
delegates



Conference programme 2023



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23–26 April 2024



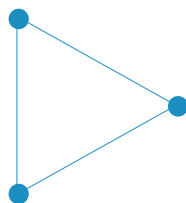
BUSINESS GUIDE

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.

Before the show

We will select buyers according to your products and send you the information about them

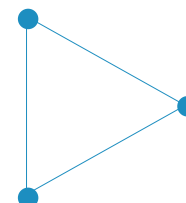
We will make an individual schedule of meetings with buyers at your stand



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.



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.

Business Guide at Sviaz 2023:

85 target buyers from **30** top companies

30 exhibitors – programme participants

More than **400** talks

Among buyers: **MTS, OBIT, ER-Telecom, ROSTELECOM, Russian Railways**, and others

79% of talks are positive (there is interest in exhibitor products)



To participate please contact the Sviaz exhibition management





Konstantin Lukin

**Director General
at SUPERTEL**

“If we and you work in telecom, we should be at the Sviaz exhibition. Now more than ever, it is the field of telecommunications that defines technological sovereignty, not only in communications, but technological sovereignty as a whole, because without communications, the digital economy does not exist. We have been exhibiting at Sviaz for 30 years. The popularity of the exhibition has grown, and the number of trade visitors such as engineers has increased. This shows that the exhibition is becoming the dominant structure that the industry needs.”



Mikhail Shevchuk

**Deputy Director General
for Quality at IskraUralTel**

“The Sviaz exhibition is traditional for us. This is the main event for telecom companies in Russia. The main manufacturers, the main suppliers, and all the latest technologies and Russian developments are presented here. The exhibition is held at a high level. We always take part in Sviaz with great pleasure.”



Vladimir Treshchikov

Director General at T8

“This year, T8 has shown new systems that are capable of transmitting information at high speed, with high reliability and high quality. We have the busiest pavilion, a huge number of customers. Now there is a chance for Russian companies to do something great. At the Sviaz exhibition, you can see equipment which allows practically the whole world to talk at the same time. Here you can see world-class systems made in Russia.”

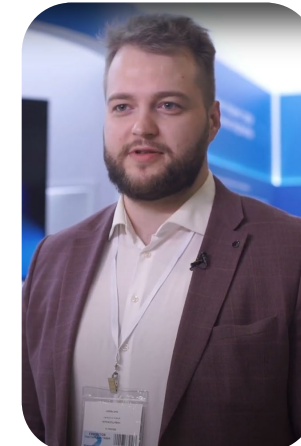
[More feedback on Sviaz 2023](#)



Nikolay Kislyakov

Commercial Director at FIBO

“This is the second time we have exhibited at the Sviaz exhibition. Last year we liked it very much. The trade show always means useful contacts allowing us to get feedback from customers and introduce new products to them. We ensure that our products are compatible with Cisco, Juniper, and Extreme switches. Customers who had a need for vendor equipment are covering their demands quite well with our help.”



Ivan Cherkasets

**Product Manager of Technical
Department of Product
Development Group
at PROTEI Holding**

“At the Sviaz exhibition, in addition to business networking, new interesting acquaintances are made and new solutions are found. We present both our classic solutions and modern developments for building LTE networks. Contact us, let's develop together.”



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HOW WE ATTRACT TARGET AUDIENCE



Mass media

Publications in mass media

[Press about Sviaz](#)

250+ publications
in print and electronic mass
media outlets about Sviaz 2023



Direct marketing

Electronic and postal mailouts,
telemarketing campaigns

More than 100,000 people



Promotional activities

Distribution of information
at industry related events

More than 20 events a year



Internet

Ads of Sviaz in search engines,
relevant web portals, social media

Attracting more than 530,000 people
to the event's website annually



Relevant conference programme

Various panels, workshops, master
classes, conferences and forums



SVIAZ

23–26 April 2024

DRAW MORE VISITORS TO YOUR STAND

► Make the most of promo opportunities!



Participate with a stand

- Post your news on the show's website, social media and in email mailouts
- Take part in the conference programme
- Hold an event at your stand



Take advantage of additional services

Place

- your ad on tickets and in the catalogue;
- your ad banner on the show's website;
- outdoor advertising at EXPOCENTRE Fairgrounds



Become a sponsor

- Use a standard sponsorship package
- Create a personalised sponsorship package tailored for your needs

For additional services and sponsorship, please contact the exhibition management



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23–26 April 2024

Join us at the Sviaz 2024
exhibition and Russian Week
of High Technologies



Book a stand
now!

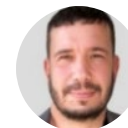


65 EXPOCENTRE

Contacts



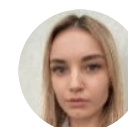
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www.sviaz-expo.ru/en

Venue

EXPOCENTRE Fairgrounds
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Moscow, Russia, 123100

www.expoctr.ru/en



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for Information and Communications
Technology

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NAVITECH

Display of Navigation
Systems, Technologies
and Services

www.navitech-expo.ru/en