

## **BUSINESS-INFORM 2013 International Exhibition Is Over – BUSINESS-INFORM 2013 Continues**

During May 21 – 23, in Moscow at the pavilion #20 of the All-Russian Exhibition Center, the International Exhibition of Office Equipment, Printing Supplies and Parts, BUSINESS-INFORM 2013, took place. Information Agency BUSINESS-



INFORM ([www.sforp.ru](http://www.sforp.ru)) organized the event. 75 companies from Russia, China, USA, Japan, Germany, Lithuania, and Hong Kong took part in the exhibition (<http://www.sforp.ru/BI2013/exhibitors.htm>). Most represented among the exhibitors were companies from Russia and China (32 companies on each side, 24 and 42 respectively in 2012). USA was represented by 3 companies, Germany by 2 companies, and Japan also by 2 companies. The exhibition was visited by more than 1300 professionals. It should be noted that together with the management of Russian seller-companies (approximately 50% of visitors) the exhibition attracted the interest of the Russian buyer-companies specialists (more than 10% of visitors). The majority of visitors came from different regions of Russia. The event was also attended by guests from France, Korea, Malaysia, Austria, Ukraine, Kazakhstan, Belarus, Lithuania, Uzbekistan, Estonia, and Moldova.

A considerable interest of the visitors was attracted by the third BUSINESS-INFORM 2013 International Conference, that took part simultaneously with the exhibition at the conference hall of pavilion #20 (<http://www.sforp.ru/BI2013/list.htm>). During the conference the representatives of the leading industry companies exchanged views on actual problems of production and promotion on Russian and international markets, evaluated main market tendencies, shared the forecasts. 19 reports, a discussion, and two demonstrations were visited by more than 600 specialists. Most of them did not only get a chance to hear the industry leading specialists, but also to discuss subjects of interest. The reports that attracted most of the interest were dedicated to printing outsourcing and MPS-solutions, printing quality evaluation, marketing in different segments of office equipment and printing supplies.

It is interesting to learn how one of exhibitors evaluated the exhibition (Tommy Liu, REtech, China): “My experience of being the exhibition participant shows that the quality of visitors is considerably more important than quantity. It is the quality of visitors that defines the real opportunities of business-development. The organizers of this exhibition did a right thing by denying access to occasional non-professional visitors. BUSINESS-INFORM exhibition is directed at quality products. It gives the Chinese producers a real opportunity to prove the good quality of their production”. It was also evident that a number of exhibitors had quite a creative approach to the decoration of their booths – Ricoh, Sharp Electronics, Static Control, Teko Competence Center, UNIT- Orgtekhnika.

According to the majority of the exhibitors and participants of the BUSINESS-INFORM 2013 exhibition, the informational events (exhibitions, conferences, seminars) are attaining more and more importance in Russia. Only regular supply of information by the industry leaders, open discussions of new products and tendencies would allow the Russian market to remain up-to-date, quickly reacting to the emergence of new and perspective technical and technological solutions on the world’s market. As a result, the majority of the participants already confirmed their participation in the BUSINESS-INFORM 2014 International Office Equipment, Printing Supplies and Parts Exhibition (Moscow, All-Russian Exhibition Center, May 20-22, 2014).

The exhibition ended its work on 23<sup>rd</sup> of May, but the implementation of BUSINESS-INFORM Informational Project continues. In June 2013 Information Agency BUSINESS-INFORM web-site will host a permanent virtual BUSINESS-INFORM 2013 exhibition (<http://sforp.ru/BI2013/floormap.htm>). By clicking on any of the presented booths one can get onto the virtual booth of the exhibitor. Each virtual booth will have the contact information of the

exhibitor, short description of the supplied products, photos made during the latest exhibition. Each exhibitor-company has a possibility to present on its virtual booth an announcement, advertisement, commercial offers, presentation. In this way every exhibitor of BUSINESS-INFORM 2013 continues the informational exchange with the visitors. The virtual exhibition BUSINESS-INFORM 2012 done in the same way continues its work on the Informational Agency's web-site (<http://sforp.ru/BI2012/>).

A preparation for publishing of the brochure with exhibition results, BUSINESS-INFORM REVIEW #3, 2013, has begun. The organizers do not only include the majority of interesting reports made during the exhibition in it, but a lot of other information collected from the leading industry specialists. 10000 copies of the brochure will be printed both in English and in Russian before September 2013. Part of the print run will be presented during events in China and Europe in the second half of 2013, beginning of 2014. The exhibition organizers suppose that this brochure will in time become a calling card of the exhibition and will serve as an extra argument in attracting world leading companies to participation in BUSINESS-INFORM exhibitions.

As we said before, the exhibition ended its work on 23rd of May, but the implementation of BUSINESS-INFORM Informational Project continues. In the period between May 27 and June 30, Business-Inform Informational Agency specialists plan to prepare and publish no less than 15 press-releases and no less than 3 electronic issues of E-News Digest with materials dedicated to the BUSINESS-INFORM 2013 exhibitors and their products. During the exhibition more than 1000 e-mail addresses were added to the number of subscribers, allowing reaching the number of 17000, which is the testament to the relevance and urgency of this kind of informational product release.

The implementation of BUSINESS-INFORM Informational Project continues!

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**NOTE FOR EDITORS:**

More than 500 photos made during BUSINESS-INFORM 2013 International Exhibition can be found here: <http://fotki.yandex.ru/users/business-info2013/>













