



## **BUSINESS-INFORM 2017 International Expo – Main Results**

On 17-19 of May, in Moscow at VDNH, Pavilion 75, *BUSINESS-INFORM 2017* International Office Equipment, Supplies, and Parts Exhibition took place. The organizer of the expo was Russian Information Agency “[Business-Inform](#)” (Moscow). The exhibitors were [73 companies](#) from Russia, China, USA, Japan, Germany, Australia, Iran, Singapore, Lithuania. Among the exhibitors the biggest groups were companies from Russia (30) and China (32). USA and Germany were represented by 2 companies each. The exhibition was visited by 2500 specialists. Besides the management of the Russian seller-companies (34% of visitors) the expo also attracted interest of the Russian buyer-companies (24% of visitors). The biggest part of the visitors came from the various Russian regions (79 cities and towns). The exhibition was also visited by guests from USA, Japan, China, Spain, Germany, Czech Republic, Greece, Korea, Poland, UAE, Kazakhstan, Kyrgyzstan, Turkmenistan, Tadjikistan, Ukraine, Belarus, Estonia and Lithuania. Exhibition Sponsors - [Polytoner](#) Image Co., Ltd (China) and [Sindoh](#) (Russia). Official Exhibition Co-Organizers - [Sindoh](#) (Russia) and [RecyclingTimes Media](#) (China).

Visitors were largely attracted by [FOCUS on QUALITY](#) International Conference, taking place simultaneously with the expo in the smaller conference hall of Pavilion 75 VDNH. During this Conference the representatives of leading companies from the industry of office printing, shared the views on current manufacturing and promotion problems for the world and the Russian markets, evaluated main market tendencies, shared their forecasts. Reports of Static Control, Delacamp, CET Group, Integral, APEX, VTT experts, presented during the conference, were visited by 250 specialists. The majority of them got the opportunity not only to listen to the leading industry specialists, but do discuss the issues of interest with them.



On May 18 within the framework of BUSINESS-INFORM 2017 expo the second Conference named: *Two Views on Office Equipment Consumables Procurement and Usage. New Vector of Industry Development*, took place, organized by the Information Agency "Business-Inform" (Russia) and AEPP Association (the Association for Administrative-Economic Professionals of Russian Businesses and Organizations). During the Conference the leading office equipment and supplies companies (Delacamp, Integral, Polytoner, Ramis) specialists and specialists from corporate buyer-companies presented their reports. Within the framework of the Conference a real discussion of corporate office printing supplies procurement problems was organized. Conference Sponsors - [Integral](#) GmbH (Germany), [BIC](#) (Russia), [CROWN](#) RUS (Russia), [Electronic Trading Center](#) (Russia).

BUSINESS-INFORM 2017 exhibition has been anniversary. Its organizer - Russian Information Agency “Business-Inform” (Moscow) - turned 20 years old. And anniversary celebration is a place for presents. That is why every visitor was presented for free by expo

organizers with a new *Printing Supplies* catalog (issue 37, 2017), *BUSINESS-INFORM Review* Magazines (issues #14 and #15, 2017), passwords to the pay-sections of Information Agency “Business-Inform” web-site (printer, copier, MFP, supplies and their compatibility catalogs). The representatives of state companies and organizations have been able to subscribe for free for all Agencies’ 2017 publications on the organizers booth.

All the exhibitors also got presents: the Agency’s news web-site - <http://printnews.biz/en/> – provided a possibility for exhibitors to publish and spread company’s news for free, and *BUSINESS-INFORM Review* magazine allowed them to publish articles and notes of company’s specialists.

Both exhibitors and visitors showed interest in Russian supplies market leading companies’ award ceremony that took place on 18 of May in a conference-hall of Pavilion 75 VDNH. 15 companies and 3 specialists from various parts of the world were awarded with “*FOCUS on QUALITY!*” prize (see the list below). Besides, according to the results of the voting, organized on the Business-Inform agency’s web-site, 3 winner brands were awarded in the categories *Most Popular Brand* (CACTUS – 1<sup>st</sup> place, NV Print, Golden Print), *Highest-Quality Brand* (G&G – 1<sup>st</sup> place, Hi-Black, 7Q), *Best Price-Quality Ratio Brand* (UNITON Premium – 1<sup>st</sup> place, ProfiLine, Colortek). *FOCUS on QUALITY!* Diplomas were awarded to the Chinese co-organizer of BUSINESS-INFORM 2017 Expo, Recycling Times Media, and one of its directors David Gibbons.



Many participants noted the considerable growth of visitors numbers compared with 2012-2014 (during 2013-2014 the Expo was visited by 1500-1700 annually, during 2016-2017 – more than 2400), as well as that visitors became more active. According to majority of exhibitors and visitors of BUSINESS-INFORM 2017, informational events (expos, conferences, seminars) are acquiring more and more importance in Russia. Only systematic provision of information by



the leading industry representatives, open discussion of new products, tendencies, and problems will allow the Russian market to become up-to-date and quick-to-react to emergence of new and perspective technical and technological solutions on the world market. In the end, most exhibitors have already confirmed their participation in the next *BUSINESS-INFORM 2018 International Office Equipment, Supplies, and Parts Exhibition* (Moscow, VDNH, May, 2018).

## **BUSINESS-INFORM 2017 International Exhibition** ***“Focus on Quality” Award Recipients***

### **EUROPE - USA - JAPAN**

Static Control Components (USA)  
INTEGRAL GmbH (Germany)  
DELACAMP AG (Germany)  
IMEX (Japan)  
UniNet Imaging Inc. (USA)



### **CHINA**

APEX Microelectronics Co., Ltd. (China)  
RETECH Technology Intern.l Ltd. (China)  
POLYTONER Image Co., Ltd. (China)  
MITO Color Imaging Co., Ltd. (China)  
CHINAMATE Technology Co., Ltd. (China)



### **RUSSIA**

DaLZ (Russia)  
RAMIS (Russia)  
PROFILINE (Russia)  
RM COMPANY (Russia)  
Imaging Solutions (Russia)



### **PERSONS**

Juan Carlos Bonell (Static Control, USA)  
Volker Kappius (Delacamp, Germany)  
Jan Hagemann (Integral, Germany)

