

BUSINESS INFORM 2013-THE MOST EXCELLENT EXPO IN RUSSIA

A. Data from Guangzhou Fair 111, IMPORTANCE of Business with BRICKS

The Road to BRICS: with opportunity and challenge

It has been nine years since Gao Sheng put forward "BRIC". Now "BRIC" has developed to be "BRICS". Every country grows rapidly and the economic scale changed from negligible to important. The outlook report of HSBC global trade shows that Russia will be the fastest country in the field of import in the following 15 years.

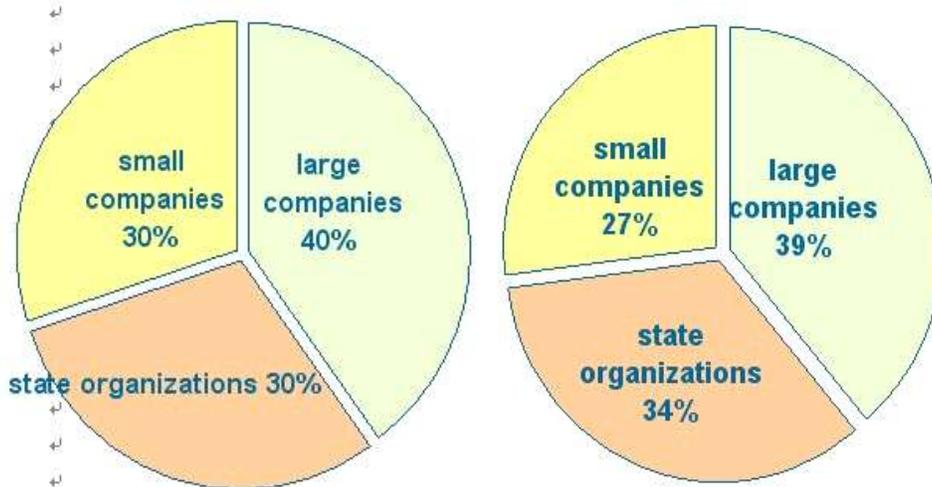
Recently, China-Russia relationship gains unprecedented development and the overall strategy cooperation relationship deepened continuously. Now China has become the first trade partner to Russia, meantime, Russia has changed to be the trade target which increases fastest in bilateral trade. The investment cooperation developed solidly with both sides, during which a series of big programs steadily implemented which plays an important role to promote economic development of both sides. The bilateral trade rate of both countries will reach to \$100 billion in 2015 and 2020 will be \$200 billion and try to get higher. What's more, the trade of "BRICS" will be the new engine to increase the global trade. Complementary economy will double trade of "BRICS".

B. The Cooperation Trend and Barrier for the China-Russia Trading Develop in General

The rich energy resources of Russia and the demand for energy in China provides development zone for two countries. Russia exports mineral and other raw material to China and import light industry products with labor intensiveness from China.

Trade: The rapid increase is in the field of energy, high technology and investment etc. Fields of science & technology, engineering and aerospace holds great potentiality. Electronical and mechanical trade is with clear outlook.

Economic and trade barrier: The investment total amount of each country only takes up 3% in foreign investment, which does not match with the strategy cooperation relationship between two countries. Investment is very limited to promote China-Russia trade.



Russian printer and copier suppliers market ratio in 2010

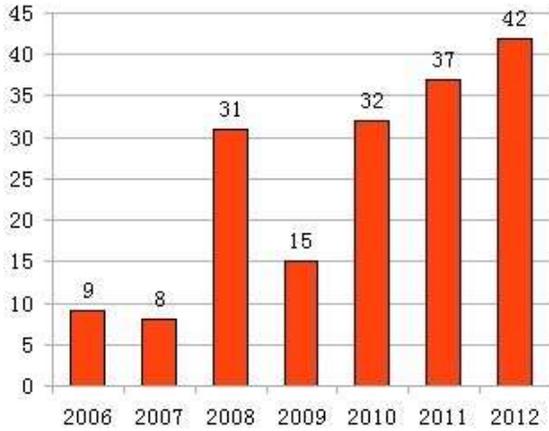
C. On Recharge Segment Side, the Fail We Met

ABCOLOR has been playing an active role to work with Russian exhibition organizing and grouping since 2007. From the year of 2012, the name of the exhibition we worked with has changed to be BUSINESS INFORM, which is the only most influential expo in this field in Russia. Except organizing the exhibition, we also put our working focus on grouping.

From the following curves we can see that even we have some progress but the quantity of exhibitors has no big change. The main reason is that we have very limited influence locally, which was hard to attract more visitors and the trade barrier is also some of the reason. Russian market always controls the import very strict.

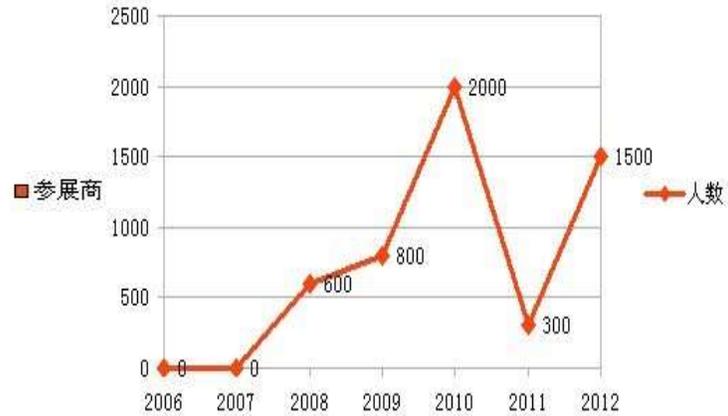
The barrier they set make inland companies stagnated to the market. What's more, transportation and customs clearance also acts the role. We tried our best to breakthrough the barriers to make the bilateral trade go smoother. We found an excellent cooperator since the very beginning of 2012-BUSINESS INFORM.

中国参展商曲线图



Chinese Exhibitor Data

参观商曲线图



Visitor Data

ABCOLOR's experience in Russian market:

In the year of 2006, ABCOLOR visited the only exhibition at the first time

In the year of 2007, ABCOLOR joined the expo

From the year of 2008, ABCOLOR took Chinese companies to join the show. Because of the wrong decision that Russian side made to discriminate Chinese exhibitors which defeated Chinese exhibitors' emotion and confidence, in this case, there were only 15 Chinese exhibitors in 2009.

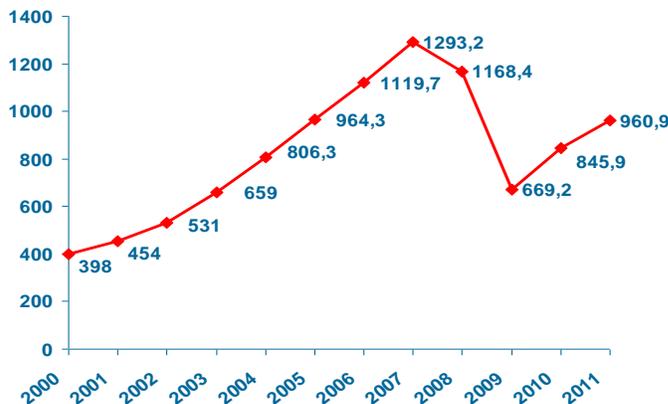
In the year of 2010, ABCOLOR became one of the organizers who organized 32 Chinese companies to join the show and attracted about 2000 visitors.

In the year of 2011, due to weak promotion work, there were only about 200 visitors.

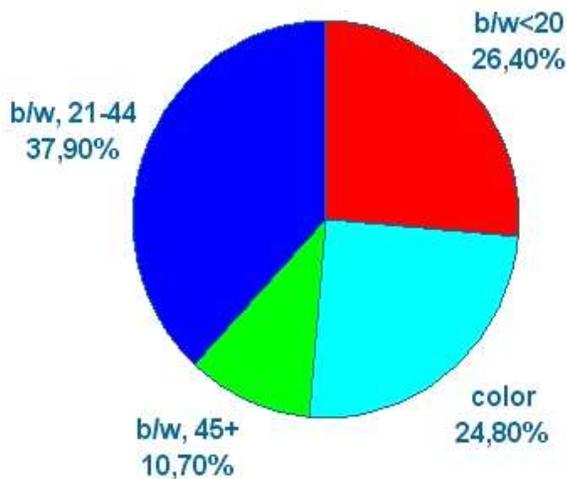
In the year of 2012, The first show of BUSINESS INFORM started.

D. Partial Russian Market Information

The Russian market sales amount was 960 million in 2011

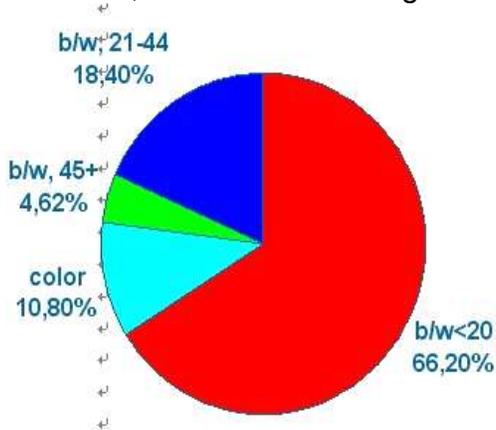


In the Russian printing market, color printer owns the rate of 24.5%.



The market ratio printer takes up in Russian market

However, black toner cartridge still takes up the rate of 66.2%.



The market ratio of toner cartridge in Russia

E. Business Informs Abilities and Efforts on This Segment

Business Inform is an information agency which has tight cooperation with many bodies in the field of office equipment and put great support to the state-owned companies, private companies and government who shows interests in office equipment. The catalogues and market data Business Inform makes not only spread all Russia but all over the world. BI honestly shares the result with OEM and compatible companies and holds the end-users always have their own right to choose. However, BUSINESS INFORM 2012 is the new program to satisfy the demands of every customer and to expand our activity scope.

The Agency actively participates in various conferences, seminars, forums on technical and informational support for large private and state-owned enterprises in a document flow field. Besides, our specialists write materials for document study programs for the students of state colleges and universities, paying special attention to such topics as "Technical Support of Document Flow" and "Informational Support of Document Flow". Our research of demand for technical and software support of modern offices shows that the need for it is quite substantial and grows constantly from both sides: companies-end users (the buyers) and selling companies.

What's More, BI takes up 1/4 of the total purchasing field and keeps close relationship with government bodies. BI has efficiently utilized this point to offer the right exhibitors materials and samples.

ABCOLOR as the organizer in China is the indispensable support between Business Inform and suppliers. From 2006 we visited the show to 2007 organized the show, till 2012 the successful exhibition Business Inform, ABCOLOR always plays a bridge role to realize win-win of every sides.

F. Information from Business Inform 2012

During the three summer days (from 6th to 8th of June) All-Russia Exhibition Centre (pavilion 57) in Moscow hosted the International Office Equipment, Supplies and Corresponding Materials Exhibition namely «BUSINESS-INFORM 2012». The organizer were an informational agency «BUSINESS-INFORM» (www.sforp.ru) and Chinese organizer—ABCOLOR LIMITED. About 80 companies from Russia, China, US, Japan, Germany, Korea, Turkey, Ukraine, Lithuania and Armenia participated in the Expo (<http://sforp.ru/BI2012/participants.htm>). The majority of participants were from China (42 companies) and from Russia (24 companies). US, Germany and Korea were represented by three companies each. The exhibition was visited by more than 1400 industry experts. It should be noted that along with the bosses of Russian resellers-companies (more than 40% of visitors) the exhibition attracted the professionals of Russian buyers-companies (more than 15% of visitors). The majority of visitors came from different Russian provinces. There were also guests from Ukraine, Kazakhstan, Belarus, Lithuania, Uzbekistan, Estonia and Moldova.

The visitors showed great interest in the First International Conference «BUSINESS-INFORM 2012», which took place during the Expo in the Conference Hall of the 57 Pavillion (<http://sforp.ru/BI2012/list.htm>). During the conference the representatives of the leading aftermarket supplies industry companies exchanged views on the current problems of manufacturing and marketing of goods on Global and Russian markets, evaluated the main market tendencies, and shared their forecasts. All 17 reports were attended by more than 500 experts. Most of them used their chance not only to listen to the leading specialists but also to discuss the subjects with speakers.

Even though, there're some regrets in Business Inform 2012, that only about 1500 visitors came for Business Inform 2012 instead of 3000 and more we planned. From the following up research We made to the visitors who got the invitation but did not come to the show after the expo, we found that they show no interests in the old RECHARGE expo at all, and that's the ONLY reason they did not come, further more, the research tells us that this regret is caused by many Chinese exhibitors who invited the 1500 potential customers we offered to all the exhibitors before our opening date, under the name of RECHARGE. So, to avoid the same regret again, we'd like emphasize that we need to pay much more attention to tell your friends and customers what you attend in Russia is BUSINESS INFORM 2013 but not any other exhibitions.

G. What and How We'll Help Our Suppliers

1. Provide Russian market resources. Before the exhibition of Business Inform 2012, we have provided 1500 company information to the exhibitors. Offer the market information to all the exhibitors and visitors and the information of this year has pressed at Business Inform summit. During Remax in September, we will hold another training meeting of Business Inform to let more people to know the trend. Business Inform have got good contact with over 7000 companies to provide one-stop data for importers, distributors and retailers.

2. Four-dimensional platform tools with exhibition, books, internet and summit help exhibitors promote company exposure. From beginning of the expo in 2012 till March 2-13, BI will organize three summits. 40 conferences will be held in 2012 to encourage companies know more Russian market. At BI website, you can not only see the information of the expo but also virtual exhibition of every exhibitors, which can put exhibitors' product information, company data etc into the internet to make exhibitors join the show and make the show continue. The Business Inform show will be held once a year. The exhibition in 2012 has successfully held and the expo in 2013 will be held in May.

3. We are able to propose to the exhibitors-2013 any substantial package of additional informational and advertisement services:

- Presentation at on-line exhibition 2013 (can demonstrate already)
- Presentation is a beautiful catalogue of exhibition (can demonstrate already)
- Presentation in the resuming brochure (will be able to demonstrate soon)
- Presentation on the conference in September
- Presentation in Business –Inform Agency catalogues (can demonstrate any time)

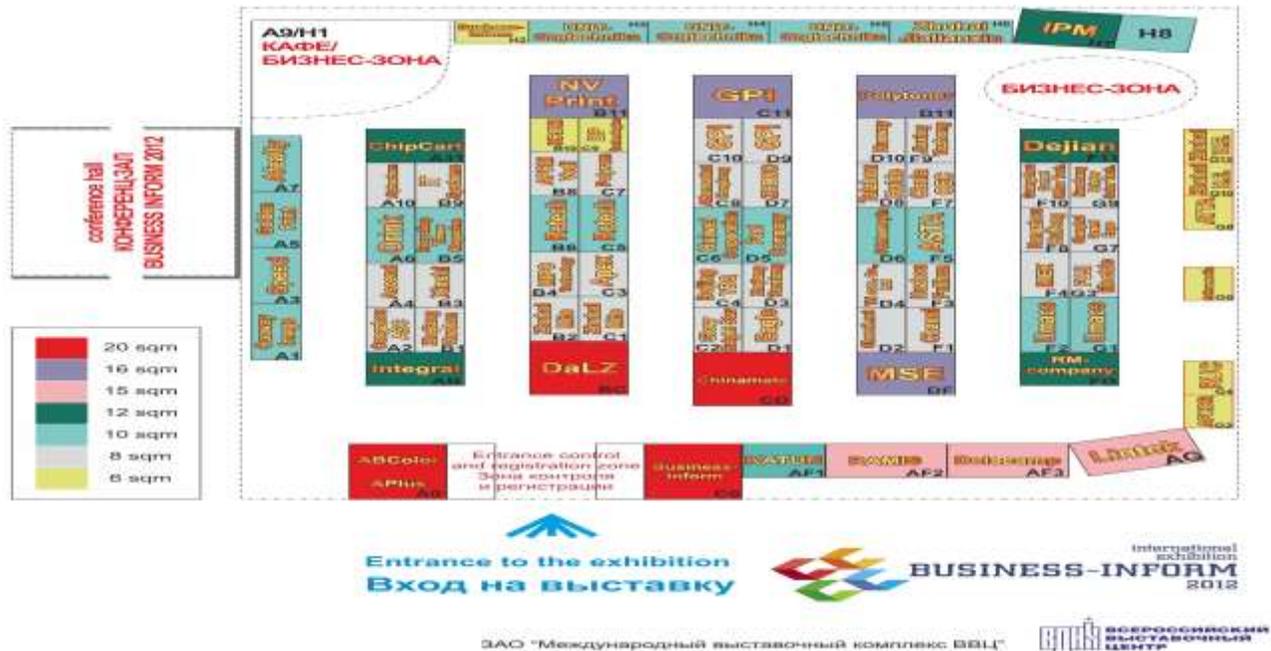
The following are pictures for summit, books, show guide and boothplan.



Informational Product

- Virtual “Business-Inform 2012” (from September 2012)
- The summary brochure (to September 2012)
- Reports presentations in Internet (in May 2012)
- Updates by E-mail (monthly)
- Publications in mass-media, Internet, and specialised editions (monthly)





The sample virture exhibition like of Aplus. <http://www.sforp.ru/BI2012eng/virtex/A0b.htm>

4. Exhibition training meeting will be promoted by BI and the meeting of this year will be organized during the Remax show in Zhuhai September. The content of the meeting is general exhibition information, Russian market information data and how to solve the trade barrier of two countries and share the difficulties exhibitors met during the show and during the time of doing business to help exhibitors to attract more visitors.

5. BI has very close relationship with local government purchasing bodies and actuate them to make quality appraisal from exhibitors to reach the purpose to buy the qualified products. BI also built the purchasing center and quality controlling center for the Russian governmental purchaser and big purchasing companies to recommand high-quality products to them.

6. Tries to get support from state-owned and governmental bodies.

7. Professional organizing group. Take ABCOLOR as an example who make good preparation before and after the show for the exhibitors. From the time of organizing to going forward to the exhibition, from the assistance during the show to the information share after the show, we have provided and gained.

H. Some Requests to the Exhibitors

- The exhibitors need to have the confidence to develop Russian market but not to wade across the stream by feeling the way
- Pay keen attention to the quality of products and service
- Have your own brand and value the market promotion & management.
- Put a special position on on-line virtual exhibition