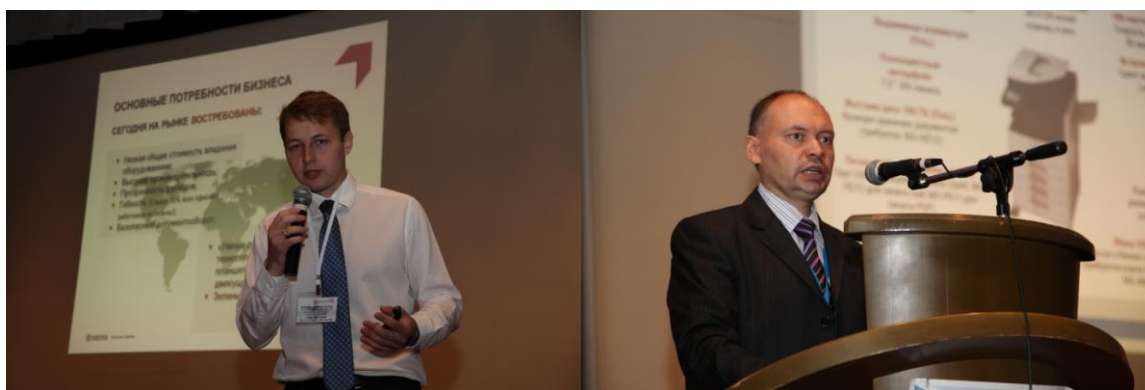


**The Fifth «BUSINESS-INFORM 2015» International Conference:  
leading experts discussed issues and developments in the office printing industry**

During the Business-Inform 2015 International Office Equipment, Printing Supplies and Parts Exhibition (Moscow, AREC, pavilion #69, May 19-21 2015) the **Fifth «BUSINESS-INFORM 2015» International Conference** took place. Specialists from the leading international companies presented newest printing devices, MDS/MPS solutions, and discussed how the smart choice of the consumables and components should be made. All three day the attendees had an opportunity not only to learn about most recent technological developments, but to exchange views on pressing issues with the industry experts as well.

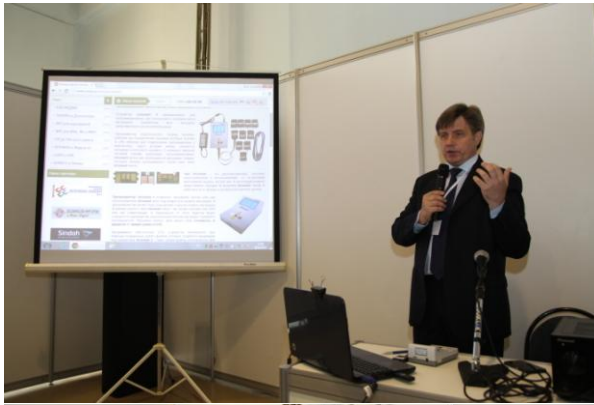
On the first conference day (May 19<sup>th</sup>, theme of the day: «**Office Printing Market Tendencies and Problems**») leading experts from Kyocera, Sharp, Integral, Delacamp, TEKO talked over recent technical solutions on the Russian market, advantages of Kyocera, Sharp, Sindoh printing devices, MDS/MPS software, laser printers and MFPs consumables issues, all the presentations having drawn interest and attendance. **Sergei Svistunov** from Kyocera Document Solution Russia presented modern MDS solutions for business optimization by means of Kyocera hardware and software with special regard to confidentiality, ecological and environmental issues. **Evgeny Danilov** from Sharp Electronics Russia presented to the attendees the new Sharp product line: visualization tools, interactive monitors, document optimization solutions, and most important – recent Sharp MFPs (Capricorn, Orion Lotus, Orion IT, Taurus, Herkules, Gemini II, Aries II, Polaris Office models). Special attention was drawn to Sharp software – Print Release Lite Software, Job Accounting II Software. **Volker Kappius** from Delacamp AG (Germany) introduced SINDOH printing devices – new brand coming on the Russian market. He pointed out that Sindoh company, established 1960, is well known on the world market, and is actually the leader of the Korean market. The ODM products by Sindoh are already known in Russia under the partners' brands Ricoh, Lexmark, Xerox. **Dmitry Klimov** and **Anton Rudenko** from TEKO (Moscow) presented unique solutions offered by TEKO to the MPS-providers: PRISMA printing management system and PRISMA cartridges. The presenters discussed the problems facing MPS-projects in practice, as well as the recommended solutions. **Volker Kappius** in his second presentation on May 19<sup>th</sup> analyzed the quality matched systems as the key element in the laser cartridge remanufacturing for reaching the highest aftermarket quality. In the last but not the least presentation of the first day made by **Tania Hagemann** from Integral GmbH (Germany) was demonstrated how high quality toner (for example, INTEGRAL) can increase profitability and reduce costs of the laser cartridge remanufacturing.





On the second conference day (May 20<sup>th</sup>, theme of the day: «**2015 is a Year of New Opportunities**») leading experts from Apex, Static Control, TEK0, Katun, VTT talked over the pressing issues concerning laser printer and MFP consumables. **Vjatcheslav Teslenko** from RAMIS (Moscow) introduced Unismart II universal programmer from Apex (China), having demonstrated its technical features, and discussed economical aspects of use. **Sophie Lillie** from Static Control (USA) and **Alexander Urusov** from TEK0 (Moscow) presented new Static Control solutions. The presenters analyzed perspectives of the color printing market (both inkjet and laser), as well as Static Control products available on the Russian market: MPSPUIUS, MPT-5, MPTCOL toners, economical OPC product line, and complete inkjet solutions system (chips, dye and pigment ink, refilling tools, finished remanufactured cartridges). Special attention was paid to the important news about announced strategic partnership between Static Control (USA) and Apex (China). **Thomas Wolf** from Katun (USA) talked over the main trends on the today's consumables market, and introduced new products from Katun. The last presentation of the day "And Those Who Survive Will Laugh (Service Business and Crisis – Time of Possibilities or Time to Close?", made by **Sergei Khazankin** from VTT (Moscow), left the conference hall with no empty seats, beating the conference record attendance. Sergei Khazankin shared with the attendees his vision of the actual situation on the Russian consumables market: crisis being a hard time for business on the one hand, and being a new opportunity on the other. He also proposed how one could use these new opportunities.





On the third conference day (May 21<sup>th</sup>, theme of the day: «**Today's Supplies Market – Realities and Perspectives**») leading experts from RAMIS and the Informational Agency Business-Inform talked over the actual situation and dynamics on the Russian and international laser printing consumables markets. **Stanislav Malinskiy** from Business-Inform (Moscow) in his first presentation analyzed major trends in the Russian market, caused by political sanctions from EU and USA in 2014-2015, and assessed main factors having impact on the Russian buyers' choices and decisions. Special attention was given to the Informational Project «BUSINESS-INFORM» structure and instruments, that can be used for the presentation and promotion of the laser printing consumables on the Russian market. Next speaker **Evgeny Belikov** from RAMIS

(Moscow) shared with the attendees his vision of the main trends on the Chinese office printing consumables industry, having compared in details various price categories of the cartridges and their sales dynamics. He pointed out, that some new-made compatible cartridges from China, which ensure high printing quality and which can be refilled/remanufactured, are already present on the Russian market. In the final presentation of the conference **Stanislav Malinskiy** analyzed trends and prospects of the Russian market in 2015-2016 годах, having demonstrated the inevitable compatible consumables growth with special regard to the various cartridge brands. Conclusively questions from the attendees were answered during final discussion.



The Fifth «BUSINESS-INFORM 2015» International Conference is over. Next «BUSINESS-INFORM 2016» Conference will take place at Moscow, AREC, pavilion #69 on the 24-26<sup>th</sup> of May 2016.

The presentations made at the conference are available at: <http://sforp.ru/BI2015/list.htm>