



## **BUSINESS-INFORM 2016**

### **International EXPO – Main Results**

On 24-26 of May, in Moscow at VDNH, Pavilion 69, BUSINESS-INFORM 2016 International Office Equipment, Supplies, and Parts Exhibition took place. The organizer of the expo was Russian Information Agency "Business-Inform" (Moscow) ([www.sforp.ru](http://www.sforp.ru)). The exhibitors were 78 companies from Russia, China, USA, Japan, Korea, Germany, Lithuania, Kazakhstan. Among the exhibitors the biggest groups were companies from Russia (32) and China (37). USA and Germany were represented by 2 companies each (<http://sforp.ru/BI2016eng/exhibitors.htm>). The exhibition was visited by more than 2400 specialists. Besides the management of the Russian seller-companies (31% of visitors) the expo also attracted interest of the Russian buyer-companies (22% of visitors). The biggest part of the visitors came from the various Russian regions (76 cities and towns). The exhibition was also visited by guests from USA, Japan, China, Spain, Germany, Czech Republic, Netherlands, Malaysia, Kazakhstan, Kyrgyzstan, Turkmenistan, Tadzhikistan, Uzbekistan, Ukraine, Belarus, and Estonia.

Visitors were largely attracted by BUSINESS-INFORM 2016 International Conference, taking place simultaneously with the expo in the smaller conference hall of Pavilion 69 VDNH (<http://sforp.ru/BI2016eng/list.htm>). 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. 22 reports, presented during the conference, were visited by 900 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. The reports that attracted the most interest were dedicated to the recent Canon solutions, printing outsourcing, MDS/MPS-solutions, printing quality evaluation, and marketing in various segments of the Russian supplies market.



On May 25 within the framework of BUSINESS-INFORM 2016 Expo the second Conference named: Two Views on Office Equipment Consumables Procurement and Usage. Myths Destroyed by the Crisis, 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 specialists presented their reports (Canon, Static Control, Delacamp, Komus, Ramis, Veneta System), as well as specialists from corporate buyer-companies (Renaissance Credit Bank, Oktanika, etc.). Within the framework of the



Conference a real discussion of corporate office printing supplies procurement problems was organized.

BUSINESS-INFORM 2016 exhibition has been anniversary. The show has taken place for the 5<sup>th</sup> time. 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 35, 2016), BUSINESS-INFORM Magazines (issues 10 and 11, 2016), 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 Agency’s 2016 publications on the organizers booth.



All the exhibitors also got presents: the Agency’s news web-site - [www.printnews.biz](http://www.printnews.biz) – provided a possibility for exhibitors to publish and spread company’s news for free, and BUSINESS-INFORM Review magazine (<http://sforp.ru/birevieweng/>) 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 24 of May in a smaller conference-hall of Pavilion 69 VDNH. 16 companies and 3 specialists from various parts of the world were awarded with “Focus on Quality” prize. The Expo’s Organizers plan on making this ceremony traditional.

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 2015-2016 – more than 2300), as well as that visitors became more active. According to majority of exhibitors and visitors of BUSINESS-INFORM 2016, 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 2017 International Office Equipment, Supplies, and Parts Exhibition (Moscow, VDNH, May 2017).



### **BUSINESS-INFORM 2016 International Exhibition** **“Focus on Quality” Award Recipients**

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

Static Control Components (USA)  
INTEGRAL GmbH (Germany)  
DELACAMP AG (Germany)  
IMEX (Japan)

#### **CHINA**

APEX Microelectronics Co., Ltd. (China)  
RETECH Technology International Ltd. (China)



Zhuhai POLYTONER Image Co., Ltd. (China)  
Zhuhai MITO Color Imaging Co., Ltd. (China)  
CHINAMATE Technology Co., Ltd. (China)  
OURWAY Image Co., Ltd. (China)  
RecyclingTimes Media Corp. (China)

### **RUSSIA**

DaLZ (Russia)  
TEKO (Russia)  
RAMIS (Russia)  
PROFILINE (Russia)  
RM COMPANY (Russia)

### **PERSONS**

KHAZANKIN SERGEY (VTT, Russia)  
BELIKOV EVGENY (RAMIS, Russia)  
GIBBONS DAVID (RT Media, China)

