

27-31 | 05 | 2019



MINPROMTORG
RUSSIA



EXPOCENTRE

STANKOINSTRUMENT

2019

18th International Exhibition for
Equipment, Instruments and Tools for
the Metalworking Industry

12+

METALLOOBRABOTKA

POST SHOW REPORT

42,385 sq m
of exhibition space **↑13%**
Compared to 2018

1,186 exhibitors from **33**
countries **↑18%**
Compared to 2018

35,024
professional visitors **↑18%**
Compared to 2018

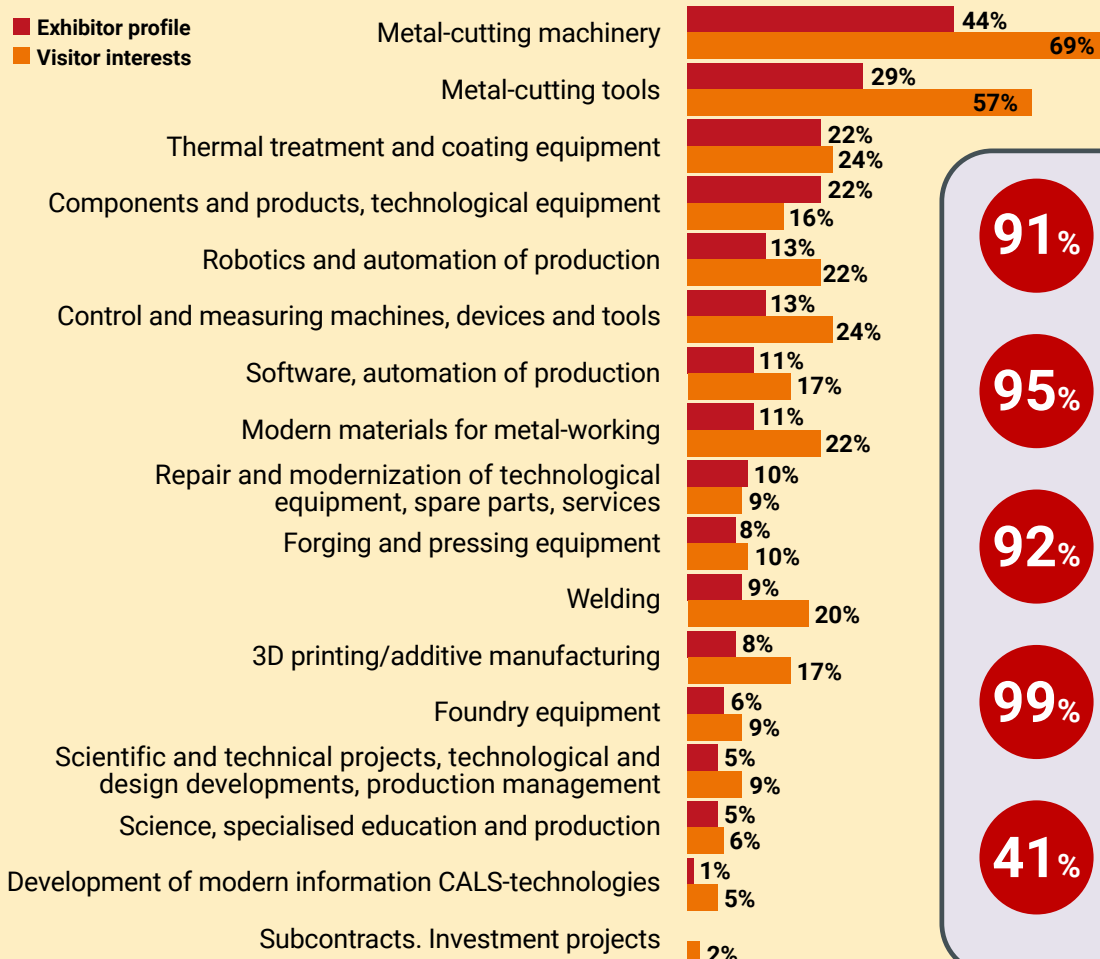
9 Belarus, China, Czech Republic,
Germany, Italy, Slovakia,
Switzerland, Taiwan, UK
national pavilions

2 Welding and Related
Technologies, Robotics and
Industrial Automation
new sections

13 foreign national
machine tool
associations

Exhibitor profile and visitor interests

■ Exhibitor profile
■ Visitor interests



91% Regular exhibitors

95% Exhibitors are satisfied with the quantity and quality of sales leads

92% Exhibitors achieved their sales goals

99% Exhibitors would recommend the exhibition to their peers and partners

41% Surveyed visitors plan to make purchases from exhibitors after visiting the exhibition



- 42% — Moscow
- 11% — Moscow region
- 14.2% — Central Russia
- 11% — Volga region
- 6% — Northwest/Saint-Petersburg
- 5% — Urals
- 2% — Siberia
- 2% — South
- 0.8% — Far East, North Caucasus
- 6% — Other countries

Unique audience

20% of visitors attend only Metalloobrabotka exhibition and do not go to other events.



Audience experience

47%

Third time and more

15%

Second time

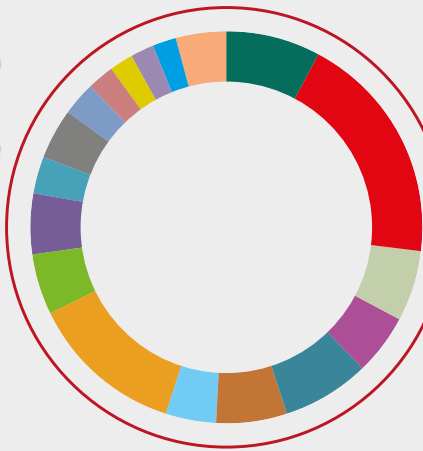
38%

First time

VISITOR JOB FUNCTION

Business owner CCO/head of sales CEO/COO
Engineer/production engineer
Manager Self-employed **Other** Area manager
 Head of purchasing/buyer CTO/CIO
 Head of marketing/advertising

Visitors by industry groups



- 8% — Shipbuilding and railway engineering
- 19% — Aerospace industry
- 6% — Automotive manufacturing
- 5% — Agricultural machine building
- 7% — Defense industry
- 6% — Metallurgy
- 4% — Power machine building
- 13% — Tooling industry
- 5% — Robotics
- 5% — Instrument making, optics
- 3% — Mining equipment
- 4% — Radio and electronic engineering
- 3% — Processing equipment for textile and food industries
- 2% — Chemical and petrochemical industry
- 2% — Production of construction materials
- 2% — Production of consumer goods
- 2% — 3D/AM
- 4% — R&D

Metalloobrabotka 2020
 25–29 May

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