

MiningWorld Russia

28th International exhibition
of machines and equipment
for mining, processing
and transportation of minerals

Book your stand
miningworld.ru



23–25 April 2024

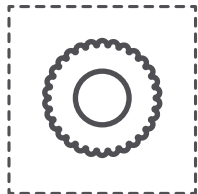
Crocus Expo, Moscow, Russia



ОРГАНИЗАТОР
ORGANISER



RUSSIAN MARKET



49
MILLION UNITS

IS THE DEMAND OF THE
RUSSIAN MARKET FOR TIRES



17,000
BUSINESSES

INVOLVED IN THE EXTRACTIVE
SEGMENT IN RUSSIA

MININGWORLD RUSSIA 2023 HIGHLIGHTS

EXPOSITION
16,000 SQ. M

EXHIBITORS
368 FROM **16** COUNTRIES

VISITORS
8,299 FROM **31** COUNTRIES
AND **75** RUSSIAN REGIONS

YOUR TARGET AUDIENCE IS HERE



75% ARE DECISION MAKERS
RESPONSIBLE FOR PROCUREMENT
PROCESS



71% CAME TO FIND NEW
SUPPLIERS AND PARTNERS



61% ATTEND ONLY
MININGWORLD RUSSIA AMONG
OTHER EXHIBITIONS



47% HAVE PURCHASING BUDGET
OF MORE THAN 50 MLN RUB



40% OF VISITORS ARE
INTERESTED IN TYRES AND OTHER
SPARE PARTS AND COMPONENTS

EXHIBITORS REACH THEIR BUSINESS GOALS



96% BELIEVE THAT EXHIBITING
IS IMPORTANT FOR BUSINESS
DEVELOPMENT



93% ARE SATISFIED WITH THE
VISITORS' QUALITY



75% OF EXHIBITORS RECEIVED
MORE THAN 50 CONTACTS AT THE
EXHIBITION



67% FOUND NEW CUSTOMERS
AND PARTNERS FOR THEIR
BUSINESS



63% PARTICIPATED TO ENTER
NEW MARKETS

TOP-3 REASONS TO EXHIBIT

1 REACH NEW CUSTOMERS

MININGWORLD RUSSIA VISITORS ARE SPECIALISTS OF MINING INDUSTRY. IN 2023, **59%** OF THE AUDIENCE VISITED THE EXHIBITION FOR THE FIRST TIME. THIS IS YOUR CHANCE TO SHOWCASE YOUR SOLUTIONS AND GET IN CONTACT WITH NEW QUALIFIED BUYERS.

2 HOLD FACE-TO-FACE MEETINGS

USE MININGWORLD RUSSIA AS AN OPPORTUNITY TO MEET WITH CUSTOMERS IN PERSON - SELL OR CLOSE THE DEALS. FACE-TO-FACE COMMUNICATION ALLOWS YOU TO BUILD OR STRENGTHEN RELATIONSHIPS, DISCOVER CURRENT CUSTOMERS' NEEDS TO POSITION YOUR PRODUCTS FOR SUCCESS.

3 BOOST YOUR SALES

8,299 VISITORS ATTENDED MININGWORLD RUSSIA 2023, **75%** OUT OF THEM ARE DECISION-MAKERS RESPONSIBLE FOR PROCUREMENT PROCESS IN THEIR COMPANIES. THERE IS NO NEED TO PLAN VARIOUS MEETINGS AT DIFFERENT PLACES – POTENTIAL CUSTOMERS WILL COME TO YOUR BOOTH.



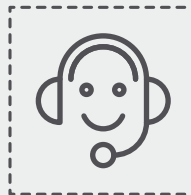
COMPREHENSIVE PROMOTION CAMPAIGN

ELECTRONIC
DIRECT MAILING TO



OVER
25,000
BUYERS FROM RUSSIA

ON-LINE
PROMOTION IN



OVER
30
RUSSIAN MINING
WEB-PORTALS

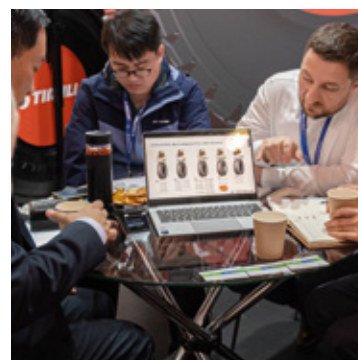
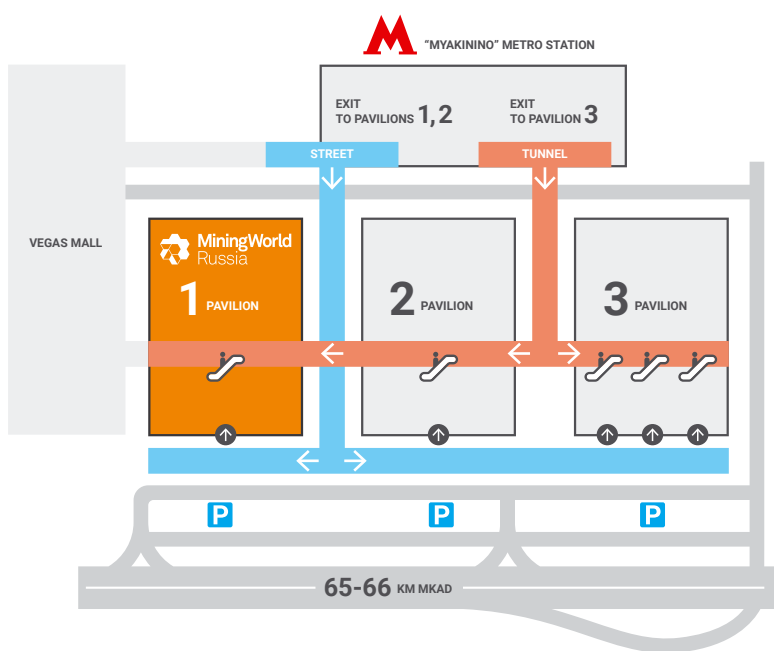


SOCIAL MEDIA
PROMOTION
VIA VKONTAKTE,
FACEBOOK, INSTAGRAM



COLLABORATION
WITH TRADE
ASSOCIATION

**EXHIBIT AT MINING TYRES SECTOR OF
INTERNATIONAL EXHIBITION OF MACHINES
AND EQUIPMENT FOR MINING, PROCESSING
AND TRANSPORTATION OF MINERALS
MININGWORLD RUSSIA 2024!**



**EXPLORE
MORE ABOUT
PARTICIPATION**

**JESSICA HE
SALES MANAGER
JESSICA.HE@ITE.GROUP
+86 10 51426008
+86 13 520968257**

**MININGSUPPORTRUSSIA@ITE.GROUP
MININGWORLD.RU**



**23 – 25 APRIL 2024
RUSSIA, MOSCOW, CROCUS EXPO,
PAVILION 1**