

The 17<sup>th</sup> Moscow International Tool Expo

mitex™

2  24

FACTS & FIGURES

МОСКВА,  
ЦВК «ЭКСПОЦЕНТР»  
EXPOCENTRE  
FAIRGROUNDS,  
MOSCOW

5–8  
НОЯБРЯ  
NOVEMBER  
2024

# MITEX 2024

“MITEX is the largest event of the tool industry in Russia and the CIS; every year, it brings together mainstream manufacturers and suppliers of tools, corporate and private consumers in the Russian capital. Year by year the event breaks its own records in terms of the number of stands, exhibits, attendance and intensity of the event program.”



Anton A. Alikhanov

*Minister of Industry and Trade of the Russian Federation*

“Year after year, the International Trade Fair of Tools, Equipment and Technology MITEX 2024 confirms its status of the industry's leading event, which demonstrates the cutting-edge developments of domestic and foreign manufacturers of tool products. Tools presented at the trade fair are an integral part of pretty much every home and industrial enterprise, so we pay special attention to both the trade fair and the tools produced in Russia.”



Mikhail M. Vasiliev

*President of the Russian Association of Trading Companies and Manufacturers of Power Tools and Labor Saving Devices (RATPE)*

MITEX is a unique event for the power tool industry in Russia; this is the only occasion that brings together all manufacturers, major local distributors and, of course, major retailers.

MITEX 2024 has a truly hard-driving business programme, which is extremely important, since it comprises the most pressing business issues, matters related to the capacities and horizons of the tool industry development, and government support, which greatly contributes to the industry market growth.



# MITEX 2024 Participants



General sponsor of the trade fair is **the CAIMAN brand**, a leader in professional gardening equipment



**51,000** sq.m.

total expo space



**903**

Participants from  
**8** countries\*



**30%**

of exhibitors attended  
the trade fair for the  
first time



**97%**

of exhibitors confirmed  
their attendance in  
MITEX 2025

\*Participating countries: Russia, Belarus, Armenia, Turkey, Italy, India, Kazakhstan, and China



# What MITEX means to participants

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MITEX is widely regarded as one of the largest trade fairs in Russia and the CIS and is the main platform where manufacturers and customers meet. I noted a fair amount of visitors this year, which is increasing year by year.

We choose MITEX because for many years we have been reliable partners for each other and are 100% confident in our partner. That's what is the key for 2025 to be no exception, and we will be one of the first in Crocus.

---

Sergey Dengin,  
*MEGAPOLIS Director, the STAVR and KOLNER brands*



The MITEX trade fair made an overall positive impression. Our expectations were fully met. Despite all modern communications, nothing replaces human contacts. 3-4 days at the trade fair gets you a large amount of contacts and real-life communication. The competent MITEX team holds the bar high, it keeps the public engaged from year to year.

---

Valery Gorbenko,  
*FLAGMAN General Director, the VILLARTEC brand*



Great impressiona from the trade fair, great planning, a lot of visitors, a very busy work schedule, plenty of meetings, a very interesting business programme, discussions of pressing issues of the tool market at round tables. We consider the MITEX trade fair to be the main tool event of the year!

---

Alexander Bragin,  
*ELITPOSTAVKA Commercial Director, the ELITECH trademark*



MITEX is a milestone trade fair for all toolmakers and the related industries. We consider it to be one of the most important events in Russia during the year, and never miss it. The MITEX platform is very important for us in terms of the exchange of views, when we are able to listen to almost all our dealers, local distributors, pay due attention to them and this is extremely important!

---

Stanislav Gogolev,  
*EVROTEK Head of Welding Equipment, the Aurora trademark*



It has always been a pleasure to participate in MITEX trade fairs. It may be noted that there are more visitors compared to even last year; this suggests that the trade fair is on top of its relevancy, has its own regular visitors, but every year it grows with a new audience. These three days were very intense, we feel tired, but in a satisfying way!

---

Evgeny Volzhanin,  
*P.I.T. Head of Business Development*



This year the trade fair is positively productive. In addition to new clients, in four days, the trade fair provides an opportunity to communicate with all clients from across the country in one place. It is truly convenient and comfortable. In the first two days, I am certain that many new contracts have been concluded, because our trade booth managers have no free time, they are constantly negotiating!

---

Dmitry Malinovsky,  
*MAYTOL RUS Product Manager, the CROWN brand*



# MITEX 2024 Visitors



**26 807**

Visitors



**32**

Countries



**84**

Regions of Russia



**48%**

of Specialists visited  
the trade fair for the  
first time

MITEX 2024



**74**

Business  
Programme  
Speakers



**> 60**

Media Partners



**89%**

Professional visitors



**20%**

Professional audiences  
gain compared to 2023



# Visitors' Occupation

Wholesale Trade	33%
Retail Trade	22%
Construction, Repair, and Design	13%
Tool Manufacturing	6%
Metal Working	4%
Woodworking and Furniture Industry	3%
Mechanical Engineering	3%
Private Master	3%
Transport and Communications	2%
Car Service, Auto Parts Store	2%
Education and Training	2%
Public Services, Operating Agencies	1%
Press and Media	1%
Forestry	0,3%
Other	6%





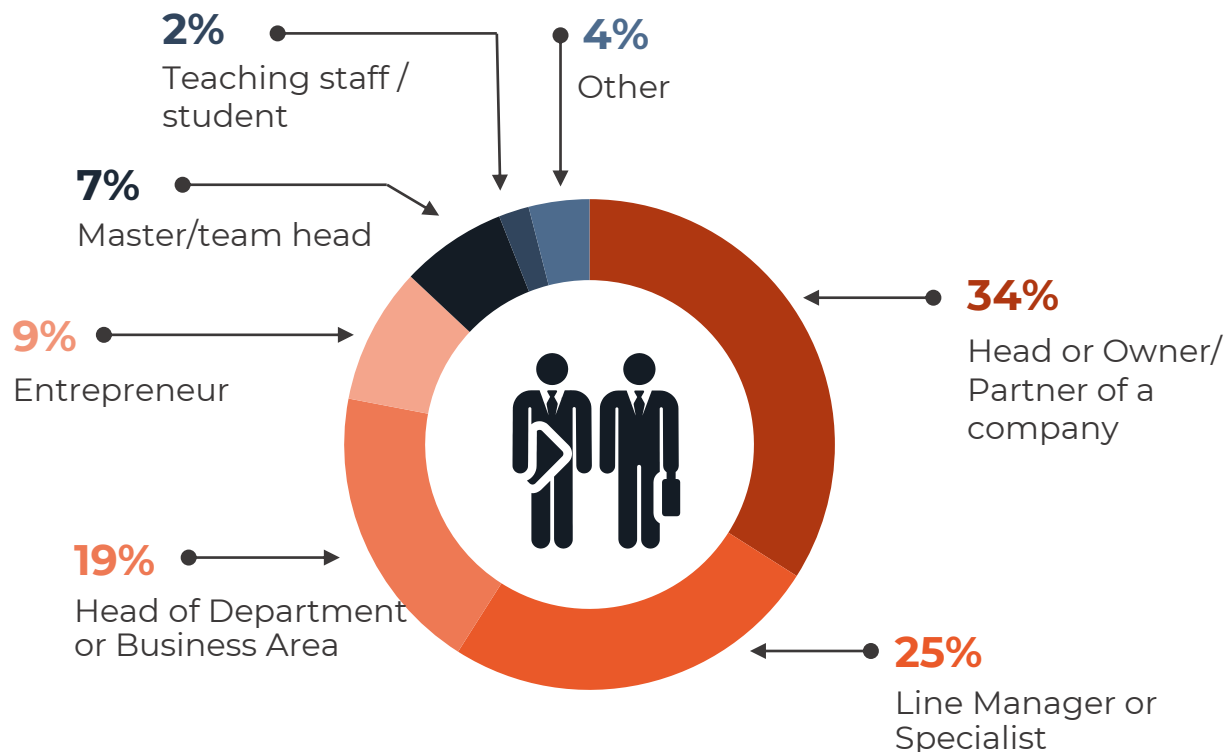
# Purpose of Visiting





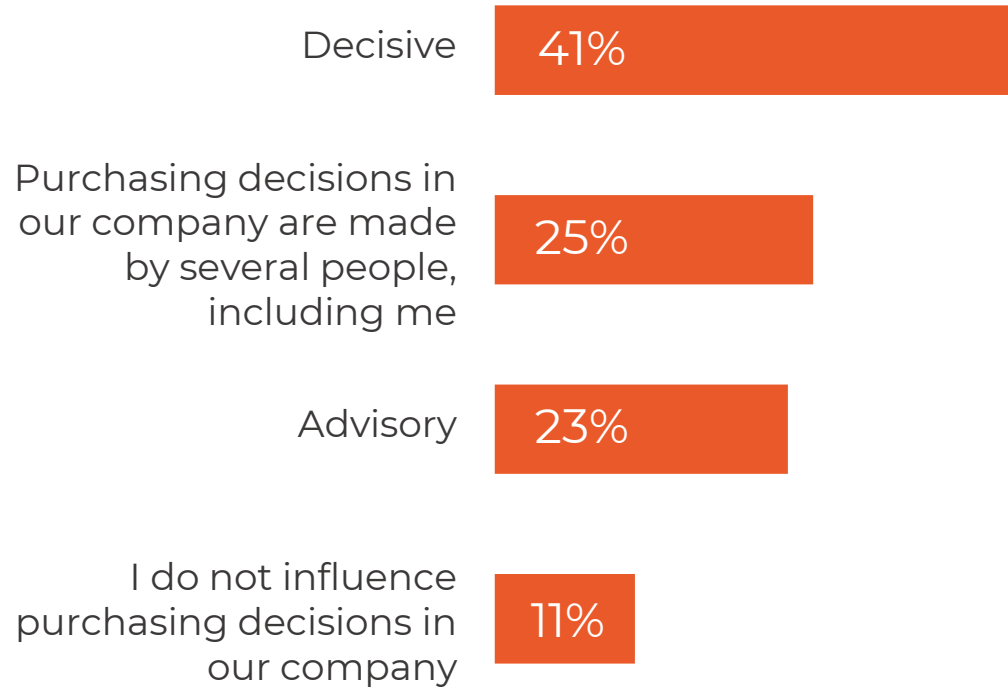
# MITEX 2024 Audience

## Visitors by occupational level



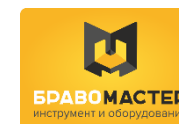
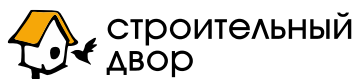


# Influence on purchasing decisions





# Among the visitors



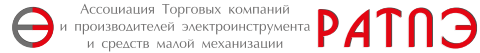


# Programme

BUSINESS PROGRAMME PARTNER



STRATEGIC PARTNER OF THE TRADE FAIR



**4** platforms

**18** masterclasses

**20** subject-matter sessions

**74** speakers

## MITEX ARENA

Here, experts discuss the potential and horizons of the power tools and labor-saving devices industry market of the Russian Federation, growth opportunities in the marketplace market, the garden tool market, the welding equipment segment, and effective marketing and product-line expansion.

NEW!

## MITEX CHINA FORUM

For the first time, a stand-alone stage teamed up the Russian-Chinese cooperation prospects sessions, and presentations by Chinese manufacturers, for the first time presenting their tools and technologies for the Russian market.





# Programme

NEW!

## MITEX PARK

2024 premiered with the MITEX PARK platform with master classes by landscape designers and topiary art masters. The platform demonstrated tips for trimming tall trees, techniques for creating and maintaining niwaki and topiary forms, and aspects of choosing tools and accessories.

## MITEX.DIY

The specialized training center MITEX.DIY traditionally attracts both experienced masters and newcomers. The well-known DIY bloggers introduce participants to unique carpentry techniques.





# The Purchasing Centre for Retail Chains™ Platform at MITEEX 2024

Negotiations involved strategic customers, i.e. federal and local retail chains, wholesale companies and major sellers on marketplaces such as **Tvoy Dom**, **WildBerries**, **Lemana Pro**, **Ozon Global**, **VseInstrumenti.ru** and manufacturers of power tools, welding equipment, fitter's tools, assembly and hand tools, fasteners, hardware and metalware.



## The event in figures:



**150+**  
total negotiations



**81%**  
negotiations ended with an agreement



**RUB 4.5 bn**  
total amount of contracts settled at the event



**9 minutes**  
required for successful negotiations



**RUB 36 mln**  
average contract amount



# MITEX 2024 Press Tour



**11**  
**journalists**  
from the leading industry  
outlets



**26+**  
**releases**  
summarizing the event



**3 428 300**  
**hits**  
media outreach

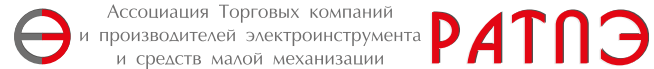


# We thank our partners for their support in 2024!

## GENERAL SPONSOR



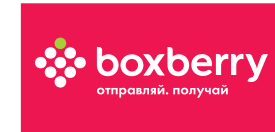
## STRATEGIC PARTNER



## BUSINESS PROGRAMME PARTNER



## TRADE FAIR PARTNER



## MEDIA AND INTERNET PARTNERS



[Link to a post-event press release >>>](#)



# See you next year

11–14 November 2025  
Crocus Expo Fairgrounds  
(Moscow)

In 2025, the MITEX Expo will be held at Crocus Expo Fairgrounds

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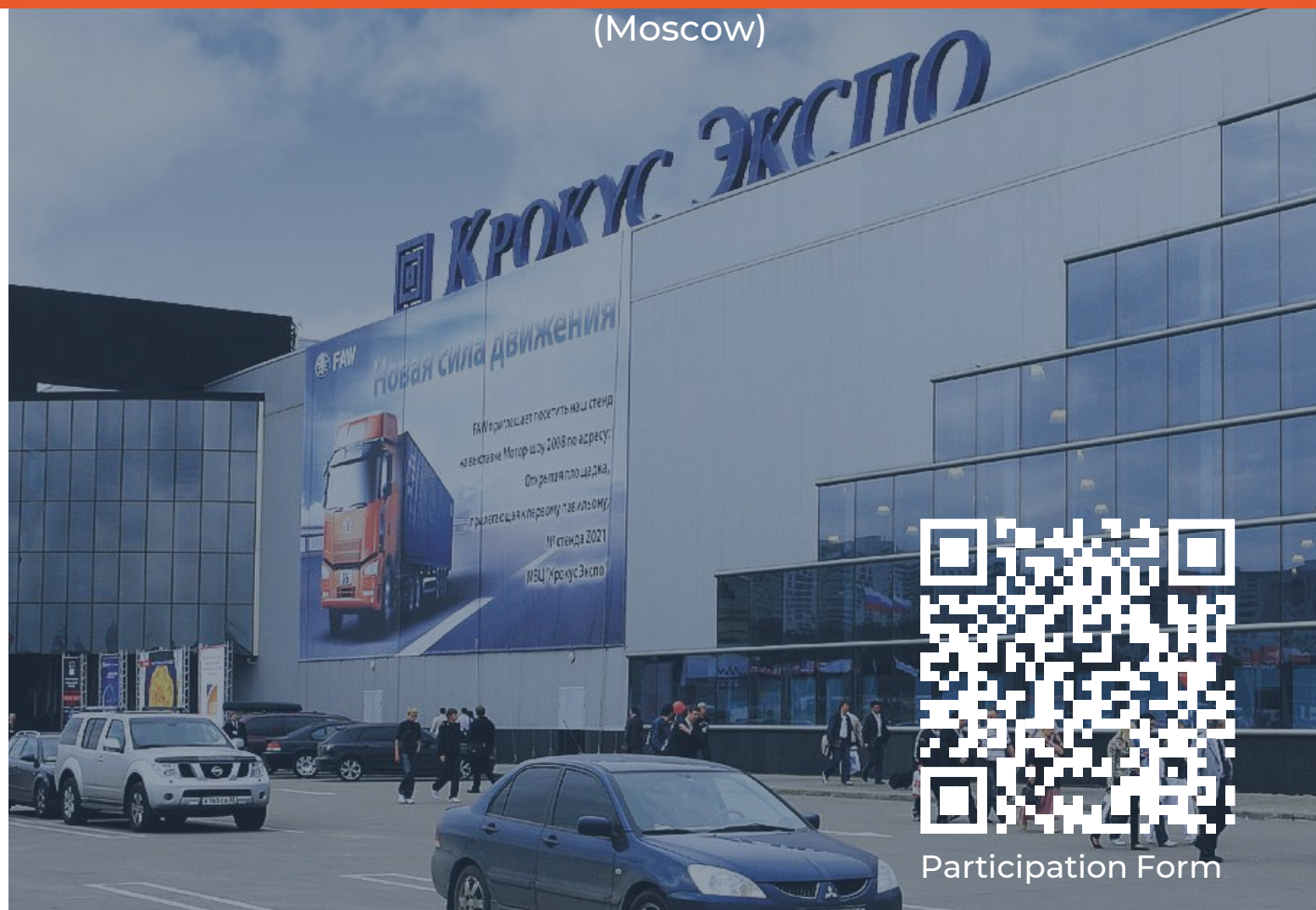
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[www.mitexpo.ru](http://www.mitexpo.ru)



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