

## How MITEX celebrated its coming of age: expo achievements, international partnerships, and housewarming at Crocus Expo

On 14 November 2025, Crocus Expo hosted the 18<sup>th</sup> MITEX Moscow International Trade Fair of Tools, Equipment and Technology, a major professional event in the tool market of Russia and CIS countries.

MITEX had a housewarming: it was held for the first time as part of a joint expo project MEGAPOLIS EXPO together with the UtiliCon and Climate World exhibitions. This year, the expo had **14 conceptual sections** where participants demonstrated high-tech samples of power tools, welding equipment, gardening, construction and repair equipment. The number of professional visitors of the united project was about **40,000 people**.



The expo unfolded over an area of **over 50,000 square meters** comprising five exhibit halls of the Crocus Expo Fairgrounds. **Over 1,100 companies** from Russia, China, Italy, India, Turkey, Belarus and Kazakhstan presented their products and solutions, shared novelties and trends. For thirty percent of manufacturers, it was their first time at the expo.

**The new Indian exposition** organized by the Federation of Indian Export Organisations (FIEO) brought together the inventions of **20 Indian companies**: hand tools, engineering components, fasteners and hardware for mechanical engineering. India's participation was an important step in the development of bilateral cooperation and a demonstration of the growing capabilities of Indian industry. Within the framework of the national exposition, B2B meetings and negotiations were held aimed at forming long-term partnerships and developing joint projects with Russian companies.

**MITEX Arena** became the centerpiece of business discussions; it worked all four days nonstop. 2025/2026 Tool Market — Digital Race, Alignment, and Growth Opportunities, a plenary session, held a special place within the programme, with the participation of the Ministry of Industry and Trade of Russia, the RATPE Association, PETROVICH Construction Trading House and other experts. The first day of the expo also had a practice session, Tool Market on the Move: How to Grow Faster Than Your Competitors including heads of VseInstrumenti.Ru, TMK and SMARTTOOLS companies. The second day at the **MITEX Arena** was dedicated to marketing and sales channels - from omnichannel strategies to working with marketplaces and CRM systems. Of note was a separate Russian-Chinese forum for cooperation in the tool industry dedicated to cooperation, logistics and joint ventures.



At the annual Purchasing Centre for Retail Chains Platform, tool manufacturers got the opportunity to sign contracts with major strategic partners such as Tвой Дом, WildBerries, Lemana Pro, Ozon Global and VseInstrumenti.ru right there at the expo. As a result, 80% of the negotiations were successful, provisional agreements reached over **RUB 4.5 billion** in total amount. Among the active participants in the negotiations, Chinese manufacturers and tools suppliers stood out and broke all records in terms of the number of meetings held.



The specialized exposition **MITEX Fasteners** was this season's premiere as well. Companies demonstrated a diverse range of products: from hardware, anchors, rivets and nuts to industry wise solutions for mechanical engineering, electronics, furniture and construction sectors. Visitors were able to have a look at modern equipment for the production of fasteners, materials, coatings and advanced quality standards.

MITEX 2025 also hosted **the national exposition of China**, one of the large-scale foreign sections of the expo. **615 companies from China** presented a wide range of tools and equipment at their stands: power tools, gardening equipment, welding equipment, postcard and painting solutions, manual and fitter's tools, cutting systems for metal, glass and plastic, diamond and carbide tools, as well as fasteners and compressor equipment. The Chinese exposition had several pavilions at disposal and covered a number of important thematic areas in the tool industry.

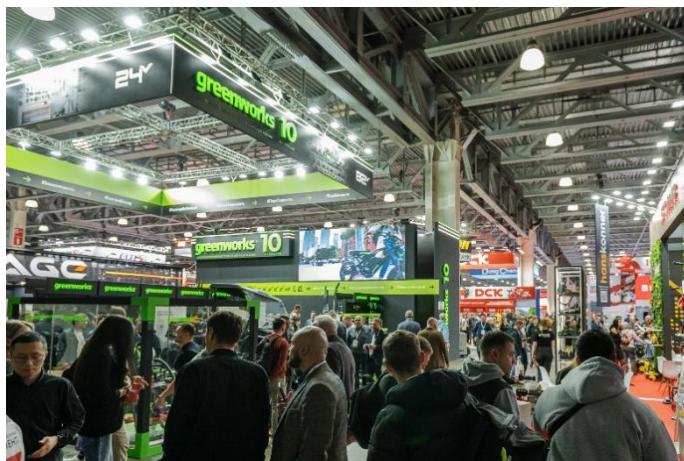
The interactive landscape zone **MITEX PARK** captured the interest of the participants. Topiary professionals held their master classes there: in front of the audience, from ordinary thujae they created genuine art objects. Roman Golomolzin, PhD in Agriculture, Director of International Academy of Topiary Art ANO DPO, gave a lecture on the art of niwaki, a special technique for cutting the crown and shaping the appearance of a tree. Vladimir Lyapchev, a specialist in plant design, taught guests to give trees an unusual shape. Andrey Darusenkov, a master of bonsai, niwaki and artistic tree trimming, also spoke for visitors.



Everyone had an opportunity to visit the **MITEX.DIY** platform, where carpentry masters held ten master classes on making various items and furniture. Visitors were immersed in the full production cycle: from preparation to adaptation to specific tasks.



The major trends of this year's expo were battery solutions: manufacturers are focusing on energy efficiency and mobility. For example, **the expo's general partner GREENWORKS** presented their four innovative platforms, where all tools may run from one power source, to ensure safer and more environmentally friendly work. RPA was another key area of the expo. At the expo, many solutions were presented in automation and autonomous systems, which is illustrative of the industry's readiness to move to a new technological level.



*“We are genuinely glad to see that from year to year more and more companies choose MITEX as a reliable and prestigious platform to present their technologies and equipment. For 18 years, the expo has remained a key point of attraction for the tool market leaders, a place where new partnerships, ideas and projects are born. 2025 marks a new stage of development for MITEX: we expanded our business programme, increased international cooperation and focused on modern areas - smart technologies, import substitution and sustainable production. We thank everyone involved for their trust and engagement. Let MITEX 2026 become a source of new opportunities, strong business connections and confident moving on and beyond,” — said Ms. Gulnara Markelova, MITEX Director.*

The event was supported by the Ministry of Industry and Trade of Russia, the Chamber of Commerce and Industry of the Russian Federation, the RATPE Association and the Russian Union of Industrialists and Entrepreneurs. Greenworks was the expo's general sponsor, Wildberries a partner, and Alfa-Bank a partner of the business programme.

**The 19<sup>th</sup> MITEX Moscow International Trade Fair of Tools, Equipment and Technology is to take place 10–13 November 2026 at Crocus Expo Fairgrounds.**

#### **About:**

The MITEX Moscow International Trade Fair of Tools, Equipment and Technology is a major tool event of Russia and the CIS ranked high by the Russian Union of Exhibitions and Fairs (RUEF). The expo dates back to 1998 when it used to be named InterTOOL. In 2008, it was renamed into MITEX – Moscow International Tool Expo. In 2025, over 1000 companies from Russia, the CIS, Asia and Europe presented an expanded exposition with new conceptual sections and a presentation of equipment. The business programme comprised expert discussions with industry leaders, presentations of advanced technologies and practical master classes.

In 2025, MITEX was held for the first time as part of a joint expo project MEGAPOLIS EXPO: Technologies and Solutions for Modern Cities together with UtiliCon and Climate World exhibitions. This format is intended to enhance

synergy between industries and provides participants with extra benefits, extending outreach and opportunities for networking with the related sectors - the housing and utilities industry and climate systems.