

Gardeners and Carpenters alike: MITEX 2024 Tool Expo came to a close in Moscow

5-8 November 2024, Expocentre hosted the **17th MITEX Moscow International Tool Expo** a major professional event in the tool market of Russia and CIS countries.

The expo unfolded over an area of 51,000 sq.m. and comprised 9 halls of the Expocentre Fairgrounds. Over 900 companies from Russia, Belarus, Armenia, Turkey, Italy, India, Kazakhstan and China presented their cutting-edge tool developments. This is the second year in a row that MITEX CHINA, a large-scale national display of the People's Republic of China became an integral part of the expo.



This year, the expo presented 14 conceptual sections where participants demonstrated high-tech samples of power tools, welding equipment, gardening & construction equipment, to mention but a few. Over 26,000 visitors were able to deal with and test the tools. For example, the CAIMAN premium garden technology brand invited their visitors to check the power of a battery blower capable of working up to 1.5 hours in intensive autonomous mode. Also, they presented a light model of grass trimmer weighing 4.7 kg. The Interskol stand provided an opportunity to cut a log with a chain saw. The expo also presented the leading brands like ELITECH, BYCON, FIOLENT Plant, STAVR, KOLNER, PATRIOT, HANSKONNER, AURORA GC, ZUBR, STURM, ERMENRICH, PRIDE TH, MAYTOL RUS and many more.

MITEX 2024 extensive business programme grasped 4 platforms at a time: MITEX ARENA, MITEX.DIY, MITEX PARK and MITEX China Forum – 20 subject-matter sessions, 18 masterclasses and 74 speakers.

MITEX Arena became the centerpiece of business discussions, where all events were fully packed with people during the expo. A plenary session "2024 Potential and Horizons of the Tool Industry" with Minpromtorg (the Ministry of Industry and Trade) of Russia, the Association of Trading Companies and Manufacturers of Power Tools and Labor-Saving Devices (RATPE) and other experts attracted special attention of specialists. At a practical

session "Power Tools on Marketplaces. Challenges and Growth Opportunities," leaders of the Russian e-commerce market like Ozon, Yandex.Market, and Megamarket shared their expertise. Next day, MITEX Arena accommodated the leading experts of the garden tool market, who shared the current trends in the industry, growth rates and sales forecasts. The RATPE Association held a conference on assessing the state of the market for power tools and labor-saving devices and the industry's revival prospects. The platform also discussed the DIY welding equipment market, the tool industry potential, product-line expansion and effective marketing. The leading industry representatives spoke at the conference.



For the first time this year, Chinese manufacturers demonstrated their power tools goods and novelties not only at stands, but also as part of presentation sessions at the new **MITEX China Forum** platform. One of the highlights of the forum was the session "Payments to China: How to Resolve the Key Issue Here and Now?" where the headliner and **partner of the business programme, Alfa-Bank**, offered their own solutions. The forum also discussed prospects for creating Russian-Chinese enterprises, the logistics and advertising matters.

Especially popular was an interactive landscape zone, **MITEX PARK**, this year's premiere venue. Topiary professionals held master their own classes there: in front of the audience, plain thujas acquired geometric and animalistic shapes. A Plant Designer Vladimir Lyapchev involved the audience in making unusual tree shapes. Aleksey Filin, a Researcher at Pharmaceutical Garden, Botanical Garden of Moscow State University, held a master class on French style cutting trees.



The **MITEX.DIY** platform attracted craftspeople, where 5 specialists held 20 master classes on making furniture and household items. That way, under the guidance of well-known DIY bloggers, visitors got to to make Chinese chopsticks and a pouf capitonne. Plus, carpentry masters shared the nuances of working with an inertia-free mallet, diamond crowns and disks. The highlight came during an exclusive master class by Mikhail Kuchuk (Heartwood) and Alexander CHESTER. The bloggers demonstrated the mastery of working as a duet.



For the first time, the expo launched the Purchasing Centre for Retail Chains, a comprehensive program for preparing and executing contracts and organizing offline negotiations. Tool manufacturers were able to execute contracts with major strategic customers such as Tvoe Dom, WildBerries, Lemana Pro, Ozon Global and VseInstrumenti.ru right there at the MITEX 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.

This year, **CAIMAN**, general sponsor of the trade fair, celebrated its 20th anniversary. On this occasion, the company presented a photo show "Professionals: From a Dream to Success" which included portraits of people devoted to their work: greenkeepers, arborists, farmers, landscape architects and agronomists. Behind each picture was a character's

success story. At the opening of the photo show, company representatives emphasized that one of the keys to significant results is a high-quality tool in the hands of professionals.



“We are pleased that so many companies trust MITEX every year and choose our platform to present their tools. For 17 years now, leaders of the tool market have been gathering here to address business challenges and make business contacts. 2024 was a milestone year for us: we organized a large-scale landscape zone for the first time and also expanded the geography of partner companies. We wish that participation in the trade fair for all becomes the key to a steady development,” noted Ms. Gulnara Markelova, MITEX Director.

The 18th MITEX Moscow International Tool Expo is to take place 11–14 November 2025 at Crocus Expo.