

## MITEX 2024. No. 1 Tool Trade Fair

*The MITEX 17<sup>th</sup> Moscow International Tool Expo, 5-8 November 2024, will once again present the products of the leading representatives of the tool industry in Russia and the world at Expocentre Fairgrounds. The event will be supported by the Ministry of Industry and Trade, the Chamber of Commerce and Industry of the Russian Federation, the the Russian Association of Trading Companies and Manufacturers of Power Tools and Labor-Saving Devices and the Russian Union of Industrialists and Entrepreneurs.*

The premier event of the tool industry for over 17 years brings together the leading manufacturers and suppliers of equipment with the target consumer.

### Russia's largest tool trade fair

MITEX is the main trade fair of tools and related technologies in Russia. Every year the event breaks its own records in terms of the number of stands, exhibits, attendance and intensity of the event program. Thus, in 2023, the trade fair brought together 1052 companies from Russia, Belarus, Turkey, Germany, India, Kazakhstan, and China at the location of 40,800 sq.m. The number of participants and guests from 29 countries and 83 regions of our country exceeded 22,400 people; 46% of them attended the event for the first time. In 2024, the growth trend in the number of participants continues, so MITEX management decided to significantly increase the exhibition area.



In 2024, exhibitors will present tools and equipment in 14 thematic areas. Displays will show various power tools, gardening equipment, welding equipment, PPE, compressors and power equipment, metalware, hydraulic and pneumatic tools, abrasives, and storage systems. A wide range of products will be presented for construction, painting, metal processing and cutting, car services, workshops and warehouses. Plus, visitors will get to see new products of control and measuring equipment, laser equipment, diamond, carbide tools, etc.

The trade fair is also a platform to demonstrate products of foreign companies. Today, cooperation is aimed at expanding international business contacts with the Asian actors. Therefore, an extensive national exposition MITEX China will unfold in a special pavilion for the 2nd year, where visitors will get to know the leading manufacturers from the People's Republic of China.

### **Yet more space for open dialogue and innovation**

Owing to its long history, MITEX is traditionally a meeting place, a place to get in touch with business partners, exchange experience, communicate among friends and get inspired for new projects. Four thematic spaces comprising various events will open for participants and guests of the trade fair.

The MITEX Arena section will bring together representatives of state authorities, the leading Russian and foreign manufacturers and suppliers of tools. In four days, experts will discuss the key changes in the market, localization and import substitution, Russian-Asian cooperation, current logistics and retail transformation. Also, the professional community will be presented with current industry trends, and new tools for digital promotion and marketing.

For the first time, a special platform for international partnership will be organized to establish a dialogue with the business community of China. Within the framework of the business program, representatives of Russian and Chinese companies will discuss topical issues of cooperation, marketplaces, promotion tools, access to new markets, aspects of logistics and certification of goods.

This year, the much-loved MITEX DIY zone will be equipped as a specialized training unit, where the well-known bloggers mastering in wood and other materials will demonstrate their skills in using power tools.

There also is another trade fair premiere, the MITEX PARK platform, an interactive landscape area where guests may have a look at garden solutions, attend lectures and workshops from well-known designers and architects. Plus, there will be a topiary art competition: in full view of everyone, participants will create incredible plant shapes using electric tools.

### **Entering a new stage of development**

*“The MITEX tool trade fair is the only industry event that is actually able to meet the challenges of its participants. The event is not only an effective tool in terms of promotion but also a platform for business networking. I believe that over the years our exhibitors have created a truly productive atmosphere that attracts more and more respectable actors. And we, owing to the many years of experience and clear understanding of the needs of the market, have acquired the most important thing, which is the trust of our permanent partners, the interest of new companies, and the keen interest of our numerous guests. This is confirmed by the facts - in response to the challenges, we traditionally expand the exhibition area in order to make it even larger, brighter and more interesting. Every year we strive to become the best version of ourselves, and we succeed,”* says Ms. Gulnara Markelova, MITEX Director.

### **About:**

The MITEX Moscow International Tool Expo is a major tool event of Russia and the CIS, which brings together tool manufacturers, suppliers and consumers. The expo dates back to 1998 when it used to be named InterTOOL. Since 2008, the Moscow International Tool Expo has been held as MITEX. At Expocentre Fairgrounds, participating companies offer their products and solutions in 14 thematic sections. Visitors and guests are also able to enjoy a highly topical programme of events.