

# EXHIBITION REVIEW

**18-21** JUNE  
2019

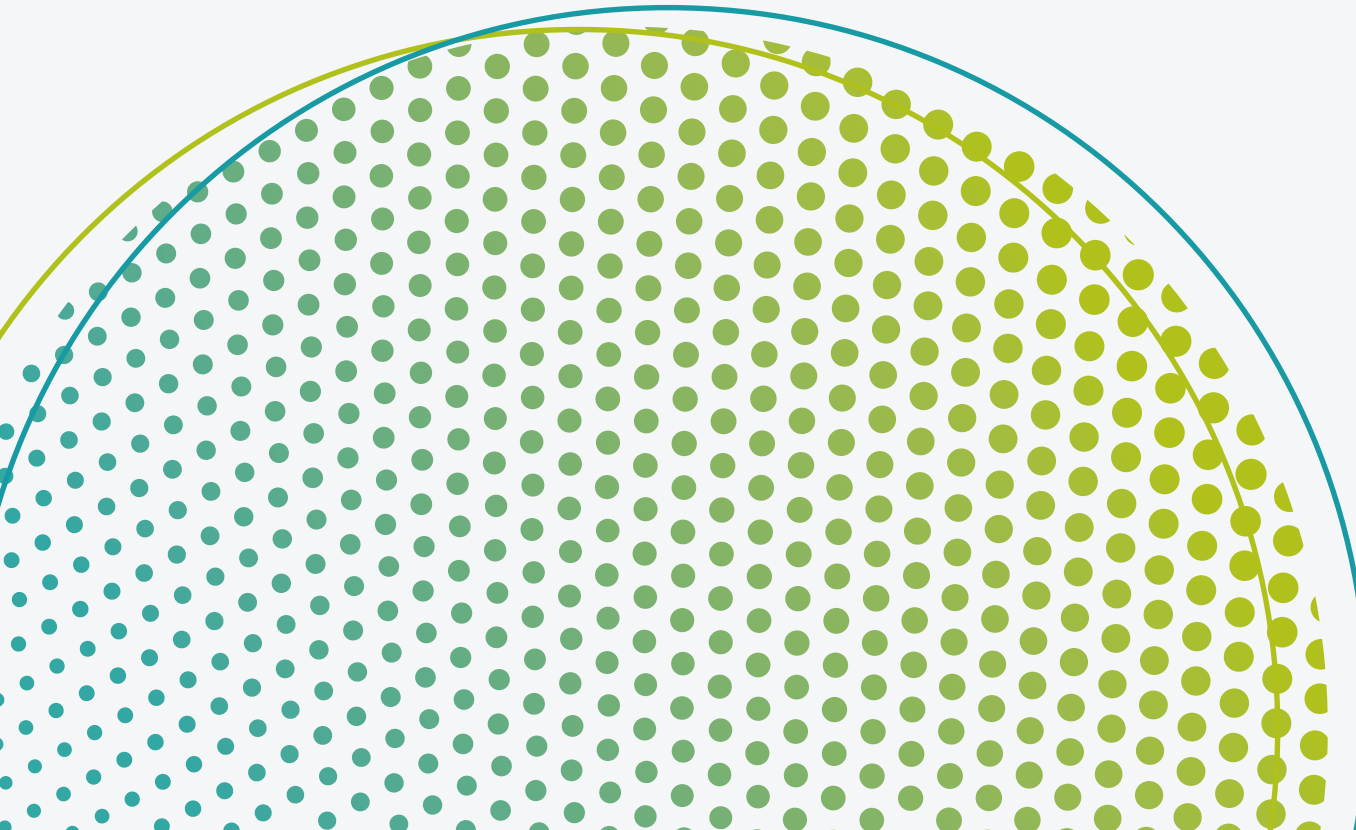
Crocus Expo, IEC, Moscow, Russia

[printech-expo.ru](http://printech-expo.ru)

# printech

5<sup>TH</sup> INTERNATIONAL EXHIBITION

OF EQUIPMENT,  
TECHNOLOGIES  
AND SUPPLIES  
FOR **PRINT**  
& ADVERTISING  
PRODUCTION





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**Printech** is the only trade fair in Russia where producers and suppliers have the opportunity to exhibit the newest printing technologies, materials and production equipment for the printing and advertising industry.

Printech is visited by leaders of major advertising and production companies, printing houses, printing shops and photocopy centers, packaging and container manufacturers, souvenir manufacturers, businesses in the textile for all over Russia.

Exhibitors: **91** companies **9** countries

Visitors: **3 792** visitors

**31** countries **72** Russian regions

**The largest exhibition for the packaging industry RosUpack held simultaneously with Printech**

Exhibitors: **653** companies **36** countries

Visitors: **23 051** visitors

**70** countries **79** Russian regions

Exhibition area: **32 878** sq.m\*

\*total for RosUpack & Printech



**print**tech

**EXHIBITORS**





“ The results of participation in the exhibition have exceeded all our expectations. This is not only about the number of preliminary agreements, but also about the number of visitors to our stand

*Dmitrii Mokin,  
Xerox Eurasia*

## EXHIBITOR PROFILE

Producers and suppliers for:

- equipment and materials for digital printing
- equipment and materials for wide format printing
- equipment and materials for offset printing
- equipment and materials for postpress
- equipment and materials for manufacture of advertising structure

Developers software of printing process

**91** companies

**9** countries



## AMONG EXHIBITORS

**EPSON**  
EXCEED YOUR VISION



**RICOH**  
imagine. change.

**IDEMY**  
iqdemy-print.ru



**HEIDELBERG**



**xerox**<sup>TM</sup>

**Canon**

KOENIG & BAUER

**РУССКОМ**  
НАДЕЖНАЯ ТЕХНИКА  
ОТ НАДЕЖНЫХ ПАРТНЕРОВ

**EUROPAPIER**

**kern**

**KONICA MINOLTA**

**NISSA | DISTRIBUTION**

**CMAPT-T**

**MÜLLER MARTINI**

**RISO**

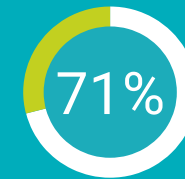
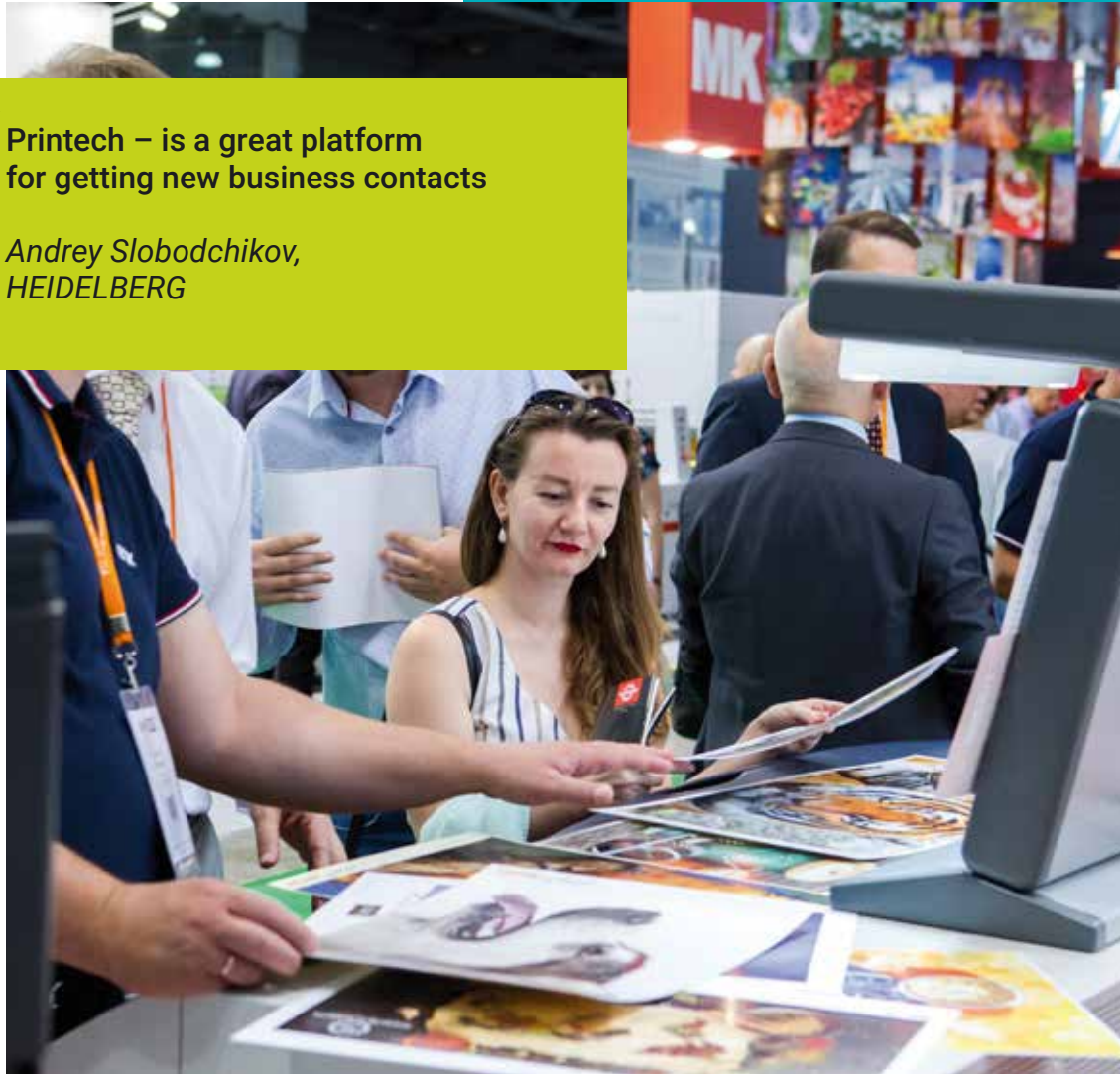
**SIGNART**

Imagine.  
**Roland**

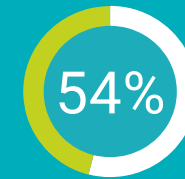


“Printech – is a great platform for getting new business contacts

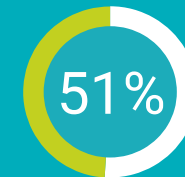
*Andrey Slobodchikov,  
HEIDELBERG*



consider Printech important for business development



satisfied with quantity and quality of visitors



found new clients and partners



met with existing clients and partners

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**VISITORS**



## VISITORS PROFILE

Heads and specialists of major Central and regional companies. Typography specialists, professionals from advertising production companies, printing shops and copy centers, textile and food industries, manufacturers of labelling, packaging and souvenirs.

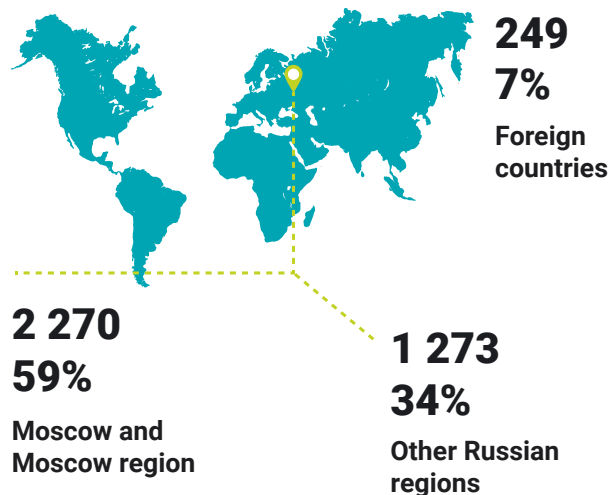
**3 792** visitors  
**31** countries **72** Russian regions



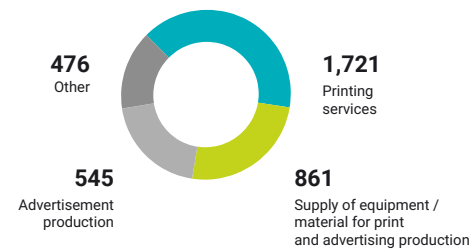
only attend Printech among similar exhibitions in Russia



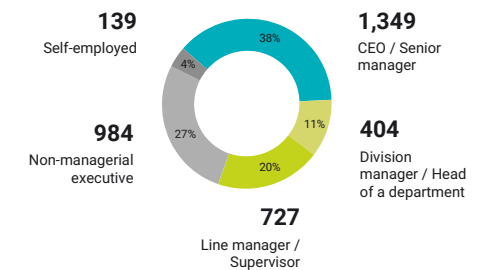
## VISITORS BY GEOGRAPHY



## BREAKDOWN OF PRINTECH TRADE VISITORS BY TYPE OF COMPANY



## VISITORS BY JOB POSITION \*



\* Only correctly filled forms were used



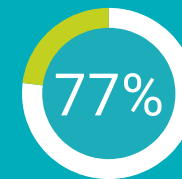
## Product of interest to Printech visitors\*

Equipment and materials for digital printing	2 709
Equipment and materials for post-printing processes	1 767
Equipment and materials for large-format printing	1 714
Equipment and materials for offset printing	1 343
Equipment for souvenirs production	1 332
Software for printing processes	1 088
Equipment and materials for preparing adverts	962

\*Multiple answer were possible



attended Printech to acquire new products and services, and get more information



influence decisions on product/service acquisition



plan to visit Printech 2021



plan to acquire products/services after the show



**printech**

# **BUSINESS PROGRAMME**



**10** events\*

**100+** speakers\*

**1 800+** visitors\*

\*together with RosUpack

“ The events allow colleagues to meet, communicate and learn the opinions of others, we can feel the pulse of those who surround us, we can understand where we are in comparison with our colleagues and the market generally, what are the trends, who is developing and in which way, other people’s ideas. This allows us to change our thinking and adjust the direction of our development.

*Evgeniy Timoshchenko,  
Managing Director,  
Cherry Pie Printing House*



Printech business programme included conferences, discussions, workshops on the most acute problems of the printing industry: from color management to operational excellence. Growing-points of printing industry productivity, latest design and new labeling materials, introducing color management systems in production environment were the main topics.

## Main events:

### Printech Business Academy

Partners: NISSA and Double V

The automation of various stages and processes of production and its impact on business efficiency and cost optimization became a key topic of discussion. The “Marketing in Printing” session, where marketing directors of leading printing houses exchanged experience and cases on effective tools for working with clients and creating a positive image of the company, was held for the first time.

Printing Houses Citiprint, Cherry Pie, Buki Vedi, companies Remos-Alpha, NetPrint, MDMprint, Konica Minolta and others took part in the event.

### Conference: Modern technologies for label printing

The latest label production technologies, including the use of holographic effects and AR technologies, were discussed during the event. Representatives of UPM Raflatac, Megaflex, Double V, Heidelberg, Holography Industry, Live Labels took part in the event.

### Typography school

The event was devoted to technical aspects and the finest details of printing processes.

The master class “How to get the required color in print. Practice of introducing color management systems in manufactures” under the guidance of Denis Alexandrov, an Independent expert on color quality in printing, went over with a bang. The color indicators of the packaging and labels quality, the importance of indicators of optical density and spreading were discussed during the master class, the secrets of falling into a color test were solved.

Konica Minolta also unravel up the secrets of digital refining technologies, Epson and Ricoh – textile printing technologies, HP – features of latex printing technologies, Roland - UV printing for small print runs.





**ITE IN RUSSIA**

ITE Group is Russia's leading exhibition company, and one of the largest worldwide. ITE events cover all key sectors of the Russian economy including energy, oil & gas, transport & logistics, agriculture, construction, engineering, pharmaceuticals, food & drink, and further areas.

ITE Group is committed to the further development of its exhibition activities throughout Russia by increasing the number of events in dynamically developing industries, introducing innovative technologies, and ultimately improving show quality for visitors and exhibitors alike.

**See you at  
Printech 2021!**

**15-18** JUNE  
2021

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[printech-expo.ru](http://printech-expo.ru)

**For more information and to book  
your stand, contact us today**

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[printech@ite-expo.ru](mailto:printech@ite-expo.ru)

**prin**tech****

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