

Metallurgy-Litmach
Tube Russia
Aluminium / Non-Ferrous
May 23 - 26, 2011



Exhibitor Structure

Survey of exhibitors at Metallurgy-Litmach, Tube Russia, Aluminium Non-Ferrous 2011

Number of exhibitors

Total number 265

Origin of exhibitors

Other countries 90 %
 Russia/CIS 10 %
 Total number of countries 24

Countries

Austria, Belgium, Canada, China, Denmark,
 Germany, France, Great Britain, India, Italy,
 Japan, Malaysia, Netherlands, Poland, Romania
 Russia, Switzerland, Slovenia, Spain, South
 Korea, Czech Republik, Turkey, USA

National Pavilions

Austria, China, Germany and Italy

Product range of exhibitors - Metallurgy

(Several answers possible)
 Foundry Machinery 32 %
 Metallurgical Plants and Rolling
 Mills 16 %
 Thermo Process Technology 11 %
 Research, Planning, Services,
 Consulting, Engineering 8 %
 Modern Cast 7 %
 Trading in raw materials, semi-finished
 products, semi-manufactured goods/
 finished products 6 %
 Environmental Control and Waste
 Removal 5 %
 Sheet Metals 5 %
 Welding, Cutting, Joining
 Technology 4 %
 Used machinery and equipment 2 %
 Industrial Safety and Ergonomics 2 %

Product range of exhibitors - Tube

(Several answers possible)
 Tube Manufacturing Machinery 29 %
 Raw Materials, Tubes & Accessories 11 %
 Process Technology Tools and
 Auxiliaries 7 %
 Test Engineering 6 %
 Measuring and Control Technology 6 %
 Specialist Area 4 %
 Used Machinery 1 %

Product range of exhibitors - Aluminium

(Several answers possible)
 Finished Products, Manufacturing 9 %
 Plant, Machinery/Technology for
 Aluminium and Non-ferrous Extraction,
 Processing/Refinement 6 %
 Modern Cast 6 %
 Semi-finished Products, Semifabricates 6 %
 Raw Material, Primary Metal Products 3 %
 Trade 1 %

Reaching the relevant visitor target group

Satisfaction 66 %

Competence and decision-making authority of visitors

Satisfaction 66 %

Image and advertising effect

Satisfaction 69 %

Recommendation of participation

Intention to recommend 81 %

Satisfaction of reaching the objectives

(Several answers possible)
 Representation, PR,
 presentation of image 88 %
 Passing on specialist knowledge 87 %
 Cultivating existing business relations 83 %
 Preparing conclusions of sale 83 %
 Comparing competitors 83 %
 Informing about products, product uses 80 %
 Exchanging experience 80 %
 Presenting new products,
 new developments 79 %
 Obtaining an overall impression
 of the market situation 77 %
 Initiating new business relations 72 %
 Initiating new business relations 72 %
 Attaining conclusions of sale at the fair 67 %

Overall assessment of the fair

Satisfaction 77 %

final report



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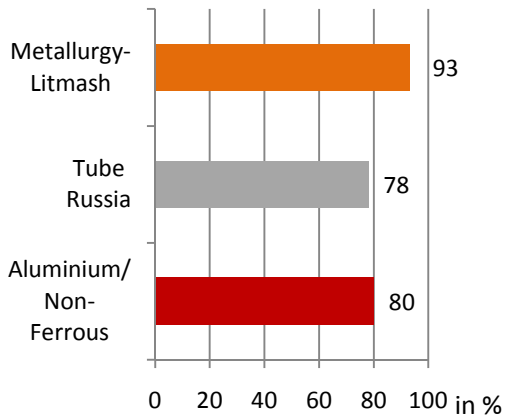
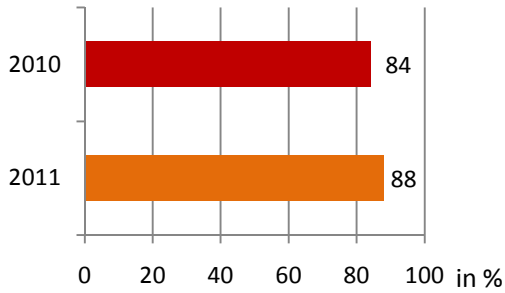
**Metallurgy-Litmach
Tube Russia
Aluminium / Non-Ferrous**
May 28 - 31, 2011



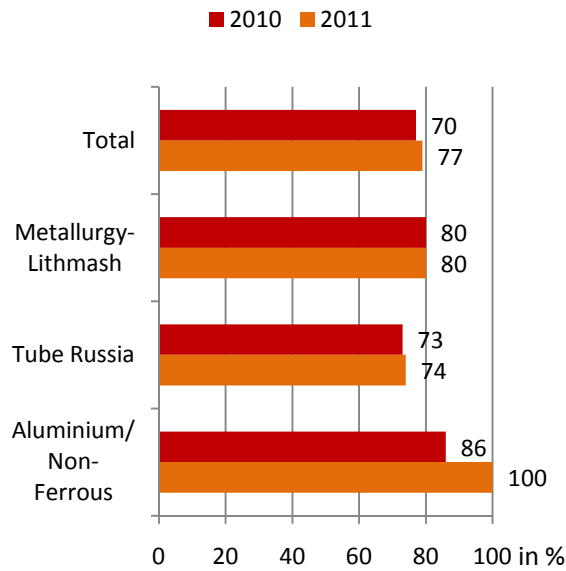
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Intention to exhibit at this fair in the future



Overall satisfaction with achievement of the objectives



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Metallurgy-Litmach Tube Russia Aluminium / Non-Ferrous



May 23- 26, 2011

Visitor Structure

Survey of visitors at Metallurgy-Litmach, Tube Russia, Aluminium / Non-Ferrous 2011

Total number of visitors	10.500
Country of Origin	
Russia/CIS	97 %
Other countries	3 %

Visitor structure features	
Trade visitors	97 %

Purpose of visit (Several answers possible)	
Making new business contacts	55 %
Information about new products/trends	42 %
Information about products/ systems/applications	35 %
Cultivation of existing business contacts	34 %
Information about prices/conditions	32 %
Purchase negotiations	26 %
Continuation training	25 %
Concluding purchase	22 %
Monitoring the competition	20 %
Initial orientation	16 %

Area of responsibility (Several answers possible)	
Manufacture/production	28 %
Purchasing/sourcing	13 %
Production/quality control	10 %
Management	10 %
Planning/design/production planning	9 %
Sales/distribution	6 %
Research, development, construction	5 %
Marketing/advertising/PR	5 %

Occupational/Professional Status	
Top management	43 %
Head of department/ group manager	31 %
Skilled worker	8 %
Other employee	7 %

Influence in decision making	
Decisive/co-decisive/advisory	84 %

How satisfied are you all in all with what you have seen?	
Satisfaction	96 %

Interest in product ranges - Metallurgy (Several answers possible)	
Foundry Machinery	54 %
Thermo Process Technology	32 %
Metallurgical Plants and Rolling Mills	28 %
Welding, Cutting,Joining Technology	22 %
Modern Cast	19 %
Sheet Metals	16 %
Research, Planning, Services, Consulting, Engineering	14 %
Information Processing	13 %
Environmental control and waste removal	11 %
Trading in raw materials, semi-finished products semi-manufactured goods/ finished products	10 %
Industrial Safety and Ergonomics	10 %
Training & Further Education	9 %
Trade Associations/Publishers/Literature	6 %
Used machinery and equipment	6 %

Interest in product ranges - Tube (Several answers possible)	
Raw Materials, Tubes & Accessories	50 %
Tube Manufacturing Machinery	48 %
Trade with tubes of all kinds	24 %
Profile Manufacturing Machinery	24 %
Process Technology Tools and Auxiliaries	21 %
Measuring and Control Technology	18 %
Used Machinery	16 %
Test Engineering	15 %
Specialist Area	15 %

Interest in product ranges - Aluminium (Several answers possible)	
Finished Products, Manufacturing	42 %
Raw Material, Primary Metal Products Plant, Machinery/Technology for Aluminium and Non-ferrous Extraction,	33 %
Processing/Refinement	31 %
Trade	30 %
Modern Cast	29 %
Semi-finished Products, Semifabricates	

Will you visit this fair in future?	
Yes, certainly / Yes, Probably	98 %

final report



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