3rd International Power, Electrical Engineering and control, Telecommunications, and Information Technology Exhibition

aqua THERM

TBILISI

Developed by Reed Exhibitions® Messe Wien

Organized by Expo Georgia Since 1958

NOVEMBER 9–11, 2016

TBILISI, GEORGIA

POST SHOW REPORT

www.aquatherm-tbilisi.com

ELCOMM CAUCASUS

3rd International Energy, Power and Telecommunications Exhibition

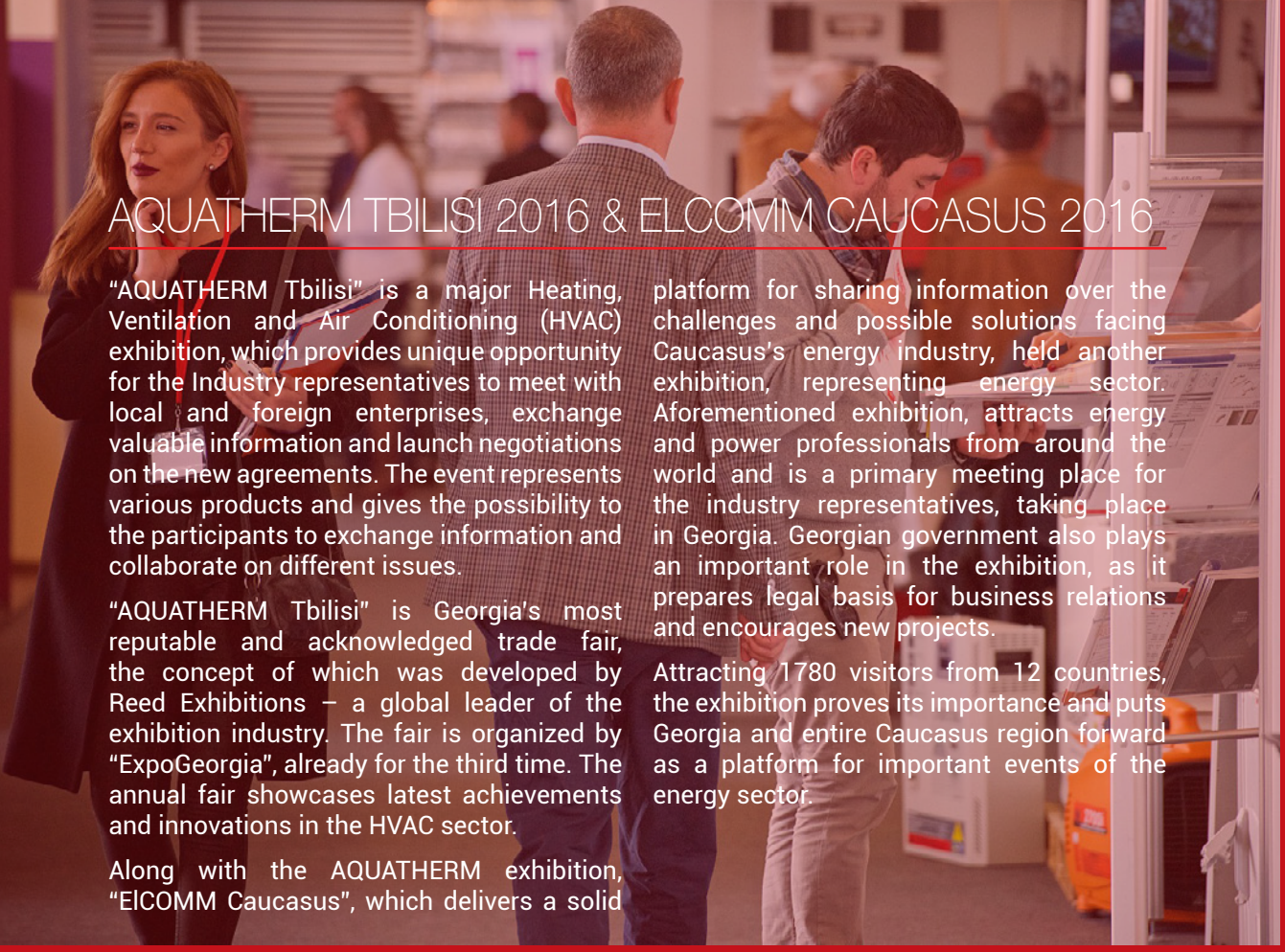
ELCOMM CAUCASUS 2016

www.elcommexpo.ge

Organized by: Expo Georgia Since 1958

Supporters:

Silver Sponsor: efacec technology that moves the world



AQUATHERM TBILISI 2016 & ELCOMM CAUCASUS 2016

"AQUATHERM Tbilisi" is a major Heating, Ventilation and Air Conditioning (HVAC) exhibition, which provides unique opportunity for the Industry representatives to meet with local and foreign enterprises, exchange valuable information and launch negotiations on the new agreements. The event represents various products and gives the possibility to the participants to exchange information and collaborate on different issues.

"AQUATHERM Tbilisi" is Georgia's most reputable and acknowledged trade fair, the concept of which was developed by Reed Exhibitions – a global leader of the exhibition industry. The fair is organized by "ExpoGeorgia", already for the third time. The annual fair showcases latest achievements and innovations in the HVAC sector.

Along with the AQUATHERM exhibition, "ElCOMM Caucasus", which delivers a solid platform for sharing information over the challenges and possible solutions facing Caucasus's energy industry, held another exhibition, representing energy sector. Aforementioned exhibition, attracts energy and power professionals from around the world and is a primary meeting place for the industry representatives, taking place in Georgia. Georgian government also plays an important role in the exhibition, as it prepares legal basis for business relations and encourages new projects.

Attracting 1780 visitors from 12 countries, the exhibition proves its importance and puts Georgia and entire Caucasus region forward as a platform for important events of the energy sector.

AQUATHERM TBILISI 2016 PROFILE

Launch Year:	2014
Organizer:	Exhibition center ExpoGeorgia
Venue:	Exhibition center ExpoGeorgia fairground
Dates:	9-11 November 2016
Working Hours:	10:00-18:00
Frequency:	Annual
Duration:	3 days

ELCOMM CAUCASUS 2016 PROFILE

Launch Year:	2013
Organizer:	Exhibition center ExpoGeorgia
Venue:	Exhibition center ExpoGeorgia fairground
Dates:	9-11 November 2016
Working Hours:	10:00-18:00
Frequency:	Annual
Duration:	3 days

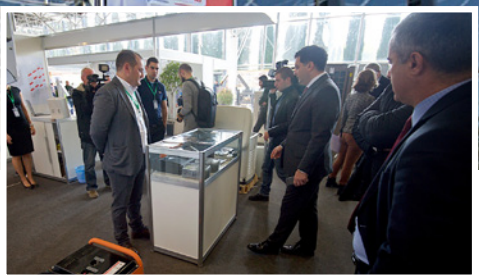
AQUATHERM TBILISI PRODUCT DIRECTORY

- Heating and energy technologies
- Temperature regulation
- Air conditioning and ventilation
- Installation technology and accessories
- Pool, relaxation bath and spa amenities

ELCOMM CAUCASUS PRODUCT DIRECTORY

- Energy and power
- Renewable energy
- Electrical engineering
- Distribution and control
- Telecommunications and Information Technology

AQUATHERM TBILISI 2016 & ELCOMM CAUCASUS 2016 SURVEY RESULTS



- TOTAL NUMBER OF VISITORS: **1150**
- **65,9%** OF THE EXHIBITORS FULLY REACHED THEIR GOALS
- **75,0%** OF THE EXHIBITORS WERE SATISFIED WITH THE QUANTITY OF THE VISITORS
- **57,0%** OF THE EXHIBITORS WILL PARTICIPATE IN THE NEXT YEAR'S EVENT

KEY DATA

34	1690 sq.m.	12
NUMBER OF EXHIBITORS	TOTAL EXHIBITION AREA	PARTICIPATING COUNTRIES

VISITORS' PROFILE

- FIELD PROFESSIONALS: 93%
- EXECUTIVES: 35%
- FOREIGN: 17%
- LOCAL: 83%

EXHIBITION SCALE

Total exhibition area:	1690 sq.m.
Total exposition area:	520 sq.m.
Total number of stands:	34
Local participants:	20
Foreign participants:	14

SECTORAL DISTRIBUTION OF THE VISITORS

- Heating, Air Conditioning, Ventilation - **17%**
- Construction & Building Materials - **31%**
- Pools and Sanitary - **0.6%**
- Energy and Power - **32%**
- Telecommunications - **0.7%**
- Other - **18.7%**

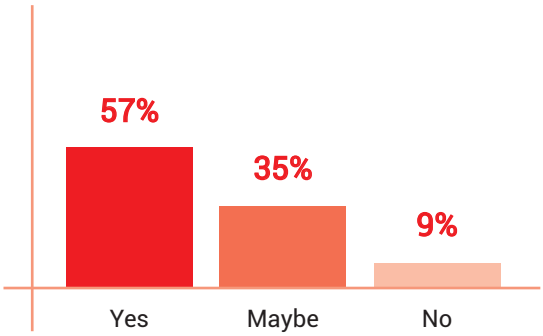
PARTICIPATING COUNTRIES

- GEORGIA
- TURKEY
- POLAND
- SPAIN
- UNITED ARAB EMIRATES
- UKRAINE
- RUSSIA
- ARMENIA
- INDIA
- IRAN
- CZECH REPUBLIC
- PORTUGAL

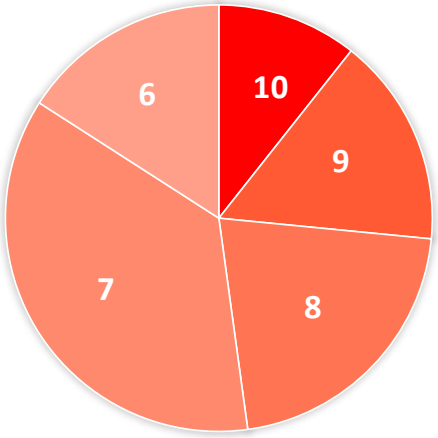
EXHIBITORS' GOALS FOR THE PARTICIPATION

- Establishing contacts and partnerships - **34.5%**
- PR and Promotion of the products and services - **16.4%**
- Observing the competitors - **12.7%**
- Finding new customers - **34.5%**
- Other - **1.8%**

PLANNING PARTICIPATION FOR THE NEXT YEAR

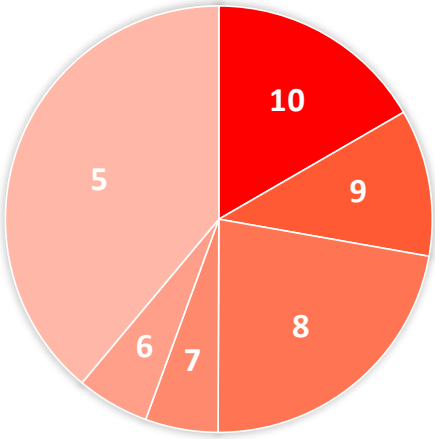


OVERALL SATISFACTION FROM THE EXHIBITION



Evaluated from 1 to 10 points

DID YOU REACH YOUR GOALS?



Evaluated from 1 to 10 points

DATA ON THE VISITORS' SATISFACTION

- **56%** of the visitors reached their goals
- **67%** of the visitor's expectations were fully met
- **92%** of the visitors are planning to attend the exhibition again
- **65%** of the visitors were looking for new business contacts

EXHIBITION COVERAGE

Radio coverage of the exhibition by – Palitra radio and Auto radio.

DIRECT MARKETING CAMPAIGN:

6 000
PRINTED INVITATIONS

10 000
ONLINE INVITATIONS

2 000
PHONE CALLS

- Online banners: www.yell.ge; www.bpn.ge www.saqme.ge; www.ambebi.ge; www.promelectro.com
- Outdoor advertising campaign: billboard on Tsereteli Avenue
- Targeted social media campaign on Facebook and LinkedIn (recipients were chosen by industry, region and profession)
- Newsletters were sent to various major organizations
- Coverage by the news agency - IPN

EVENT HIGHLIGHTS

B2B meetings were held at a specially organized business lounge, prior to the exhibition. The schedule of the meetings was developed in advance and approved by the participants. The Coordinator from "ExpoGeorgia" team was responsible for administering undisturbed track of the meetings.

On the second day of the exhibition, a special guest, the former minister of Energy of Georgia, Mr. Ilia Eloshvili hosted the group of the representatives of energy plants in Georgia and together with them visited stands and also arranged additional meetings.

On the last day of the exhibition, "ExpoGeorgia" organized a dinner, hosting and awarding the participants of the exhibition.

QUOTES FROM THE EXHIBITION

IRAN TRANSFO

"This is the first time we took part in the exhibition organized by "ExpoGeorgia" and it was very productive. We are the company with 50 years of experience operating in Iran. This year we decided to enter Georgian energy industry and promote our brand on the local market. We are satisfied by joining "Elcomm" exhibition this year. The environment was really professional, with well planned activities, therefore we were able get new business contacts, that will help us in entering Georgian market ".

ELBUDOWA

"We took part in this exhibition, for the first time. We are the company from Poland and we were promoting our electric equipment on Georgian market. After two days of exhibition we can say that that the fair was organized professionally and it was a great pleasure to visit Georgia and meet new people. Everything was great."

ABOUT THE ORGANIZER

ExpoGeorgia is the leading exhibition and convention center in Caucasus region. As a multifunctional business center, we combine trade fairs with congress and conferences.

Experienced, attentive event coordinators work to develop new concepts and programs to ensure that ExpoGeorgia as "a relationship broker" continues to have a strong voice in the international economic forums of tomorrow.

History of the Exhibition Center starts in 1958. At that time, State has built temporary exhibition pavilions and organized industrial exhibition to celebrate 1500 years' anniversary of Tbilisi. Large scale construction works began in 1961 and as a result 11 pavilions, green house, pool sand park were placed in the city center. During Soviet Period exhibition center was a place for permanent exhibition of industrial and agricultural achievements of Soviet Republic, once a year the space was devoted to international exhibitions.

In 1994-1998 organization was privatized and transformed into Joint Stock Company.

Infrastructure was modernized. ExpoGeorgia has been assigned a very important role – guiding foreign capital inflow in Georgia and opening international markets for new Georgian businesses.

ExpoGeorgia events became an excellent forum for decision makers to evaluate new products, make new contacts, enhance supplier relationships and conduct purchasing activities.

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HOPE TO SEE YOU NEXT YEAR

AQUATHERM TBILISI 2017 & ELCOMM CAUCASUS 2017

DON'T MISS OUT

CHECK OUT THE EXHIBITION
STAY CONNECTED ALL YEAR

www.elcommexpo.ge
www.aquatherm-tbilisi.com

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Expo Georgia
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