



POST SHOW REPORT

14 – 17 MAY 2019

IEC | KYIV | UKRAINE

WWW.AQUA-THERM.KIEV.UA



14 – 17 MAY 2019

International exhibition of energy-efficient heating, ventilation, air conditioning, water supply&treatment, sanitaryware and swimming pools

22 114

PROFESSIONAL
VISITORS

14

PARTICIPATING
COUNTRIES

PARTICIPATING COMPANIES

450

77%

REGULAR

33%

NEW



Germany



Sweden



USA



Czech
Republic



Austria



China



Poland



Italy



Lithuania



Turkey



Belorussia



Romania



UK

GROSS EXHIBITION AREA

27 800 sqm



**22 114**PROFESSIONAL
VISITORS**27 878**

VISITS

Geography of the visitors

- 60%** Visitors from Kyiv and Kyiv region
- 37%** Representatives of the regions
- 3%** Visitors from other countries

Visitors' activity profile

- 22%** Experts in installation of engineering systems
- 18%** Engineering system design
- 14%** Wholesale of engineering and plumbing equipment
- 14%** Retail of engineering and plumbing equipment
- 10%** Water networks, heat networks and HOA (Home owns assossiation)
- 9%** Building and development
- 9%** Industrial enterprises
- 4%** Engineering equipment manufacturing

Positions

- 33%** Director \ Founder \ Deputy director
- 18%** Head of the department \ group
- 17%** Installer \ Projecting engineer
- 15%** Engineer \ Power engineer
- 11%** Sales manager
- 6%** Architect \ Designer



22 114

PROFESSIONAL
VISITORS

27 878

VISITS

Visiting objectives

- 40%** Searching for new goods/ services for business
- 36%** Obtaining general industry information
- 9%** Private interest
- 9%** Educational goals
- 6%** Promotion of their own goods / services

Interest in products

- 53%** Residential equipment
- 47%** Industrial equipment

Interest in the segments presented at the exhibition

- 26%** Heating
- 19%** Ventilation and air conditioning
- 19%** Water supply and sewerage
- 10%** Alternative sources of energy
- 7%** Pipes and fittings
- 7%** Filters and water purification technologies
- 6%** Swimming pools, water parks, SPA, saunas
- 6%** Bathroom



Visitors will recommend Aquatherm Kyiv to their friends/colleagues



Visitors discovered new products and solutions at Aquatherm Kyiv 2019



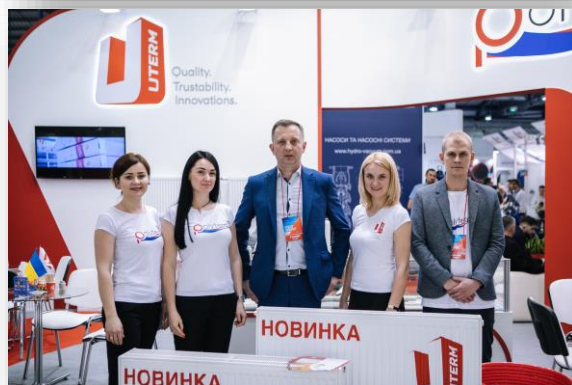
Visitors found new suppliers and signed contracts during Aquatherm Kyiv 2019



Visitors are going to make purchases due to the agreements achieved at the exhibition.



Visitors established up to 50 contacts during 4 exhibition days.



96%

Exhibitors find Aquatherm Kyiv an effective marketing instrument for business development in Ukraine.



52%

Exhibitors signed contracts at the exhibition and achieved agreements as to the signing contracts after the exhibition.



69%

Exhibitors found new clients during the exhibition.



61%

Exhibitors gave a high rating to the quantity and quality of the exhibitors.



88%

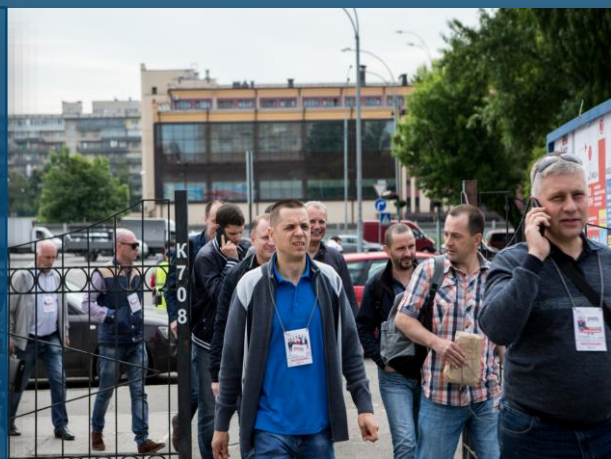
Exhibitors will recommend Aquatherm Kyiv to their friends/colleagues

23ORGANIZED
GROUPS FROM
THE REGIONS**803**

INSTALLERS

24UKRAINIAN
CITIES

Shuttle bus is a free service for installers and projecting engineers from the regions, who are going to attend the exhibition, provided by the organizers of Aquatherm Kyiv.





CLIMA
climate technology



VALTEC
ІНЖЕНЕРНА САНТЕХНІКА



REHAU



WIZARD



GROHE



HEAT-PEX



FADG



VENTS



HERZ



СП УАТ
since 1994



wavin



**ТЕХНО
КАРПАТИ**



КИЙРЕМПОБУТ



GEBERIT



**aqua
filter**



BAXI



TECE
close to you



B+TEX



VOGEL&NOOT



SANTENNIKA.COM.UA
ПРАЦЮЄ З НАМИ

4865

INSTALLERS

56%

KYIV,
KYIV REGION

44%

REGIONS OF
UKRAINE





Industrial navigator is a free service, that allows exhibitors to plan their meeting with the visitors of the exhibition, who are going to modernize their industrial enterprises, in advance.

Directors, engineers in chief, power engineers of more than **100** manufacturing, engineering and building companies, HOA have visited the exhibition.





Aquatherm Kyiv 2019 served as a professional platform for conferences in industry reform and implementation of execution of the laws of Ukraine "On Commercial Accounting for Thermal Energy and Water Supply", "On Housing and Communal Services", which was held by the Association "Ukrvodokanalekologiya"





UNHPA
Ukrainian National Heat Pump Association

NEW at Aquatherm Kyiv 2019 A year of a Heat pump!



Energy forum from the Ukrainian National Heat Pump Association gathered professionals in the industry. The last achievements and heat pump development analysis, their place in the energy strategy of Ukraine were in the spotlight of the conference. Special attention at the conference was paid to the practical projects in heat pumps implementation.





More than 20 professional events for 4 exhibition days. The exhibitors and visitors were engaged in the active business program, that consisted of conferences, workshops, roundtable discussions and presentations. After the conference the audience visited the exposition. The professionals held a lot of negotiations as to the processes modernization.





Valeriy Petrenko

CEO of UKRATOMPRYLAD

Visitor

FIELD: Tool engineering

I was invited to the exhibition through the service «Industrial navigator». AquaTherm Kyiv attracts us as we have one focus areas – heat power industry. We have been developing this area since 2012, when we won tender in Brussels to build an incinerator for radioactive contaminated wood in Chornobyl, Ukraine. The project is successful and in active use. Today I held really effective meetings. In fact, these were the meeting before signing contracts. I'm grateful to the organizers for performance improvement of enterprises.

We take part in AquaTherm Kyiv every year. This year we used the service "Industrial navigator". I recommend it! It is highly convenient! We've got a lot of interesting and useful contacts. I'm grateful to the organizers for their support and the opportunity to work, find and process contacts, develop business! Great result! Thank you!



OLES POTOTSKY

DIRECTOR OF PROFICOM

Exhibitor

FIELD: Technological processes automation systems for industry



EVKIK HASANOV

DIRECTOR OF TENSO

Visitor

FIELD : Engineering and installation company

I liked the exhibition very much! I came to AquaTherm Kyiv from Baku in search of dealership contracts and Ukrainian manufacturers. I want to represent them in Azerbaijan. The exhibition is organized on the highest level. Four days are not enough to go around the exhibition and communicate with everybody. I made a right choice having decided to visit, AquaTherm Kyiv 2019 and I will definitely come next year.



EXTERNAL ADVERTISING

17 billboards in Kyiv



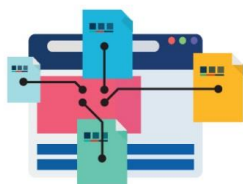
DIGITAL ADVERTISING

- Search advertising
- Remarketing
- Social networks:
Facebook
Instagram
Telegram



ISSUING INVITATIONS

More than 100 000 pcs



DIRECT MAIL:

- E-mail campaigns among the professionals data base
More than 150 000 contacts
- Call center
Invitation of the professionals through the phone calls
- Viber and SMS campaigns
- Newspaper "AquaTherm Kyiv NEWS"
Sharing by post

BUILDING BIG BOX STORES

Audio, video commercials.

64 big box stores:

Epicentr, Nova Linia all over Ukraine



CORE INTERNET WEB SITES AND PUBLICATIONS

Advertising of the exhibition



SHUTTLE BUS TO THE EXHIBITION

23 buses from
24 Ukrainian cities



PROGRAM "INDUSTRIAL NAVIGATOR"

More than 300 enterprises
have registered there



22nd International exhibition of energy-efficient heating,
ventilation, air conditioning, water supply&treatment,
sanitaryware and swimming pools

aqua THERM

KYIV

See you soon!

12–15 May 2020

IEC, Kyiv, Ukraine



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WWW.FACEBOOK.COM/AQUATHERMKYIV/



WWW.INSTAGRAM.COM/AQUATHERM.KYIV.UA/