

April 17-20

Venue  KYIV EXPO PLAZA

Ufi Approved Event

 elcom Ukraine 2018

 EIA

electronics and industrial automation

 SOLAR UKRAINE 2018

On April 17-20, 2018, the largest Ukrainian trade shows of power energy, electrical engineering, electronic components, engineering, industrial automation and light engineering took place at KyivExpoPlaza venue: the 22nd elcomUkraine International Trade Fair, EIA: Electronics and Industrial Automation and the First International Trade Show, devoted to generation and use of solar energy, SOLAR Ukraine.

Optimism of domestic producers and focus on further development, growth of innovative and promising markets, digitization of products and solutions, with following implementation, interest of foreign investors in technologies and Ukrainian markets — these are main trends that all exhibitors have noted.



## General Figures of the Forum

**284**  
exhibitors

increase by **12%**

**5,524** sq. m  
of exhibition net area

increase by **21%**

**10,217**  
visitors

increase by **12%**

**11,060**  
visits

increase by **15%**

**605**  
brands  
represented

**25**  
seminars

**145**  
delegations

increase by **10%**

**66**  
foreign exhibitors

increase by **35%**



COUNTRIES: Austria, Belarus, China, Czech Republic, France, Germany, Poland, Russia, South Korea, Spain, Turkey, Ukraine, the USA

**1,109**  
delegates

increase by **9%**

We would like to sincerely gratitude our partners for fruitful cooperation in preparation of the event:

Organizer



elcomUkraine  
Co-organizer



General Information Partners



Information Partners



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## Visitors by industries

Power energy	40,9%	Metallurgy	3,3%
Electrical engineering	36,5%	Household facilities	3,0%
Trade	19,6%	Mining industry	2,5%
Construction	14,2%	Petroleum industry	2,3%
Informational technologies	10,5%	Producers and developers of solar generators	2,2%
Machinebuilding	9,5%	Chemical industry	2,2%
Telecommunication	8,4%	Financial institutes/Investing Funds	1,8%
Other	7,5%	Private hotels, resorts and camps	1,7%
Design and implementation of Solar Plants projects	5,5%	Individuals, using solar energy for private needs	1,4%
Radioelectronics	5,4%	Development of solar technologies use	1,2%
Architecture/Projects	4,4%	Armed forces	0,9%
Food industry	4,0%		
Transport	3,6%		

Questionnaires proceeded 4918. \*(1502) only paper questionnaires.  
\*(3231) Internet registrations. \*(185) Visitors. Euroindex registrations.



**SERHIY SHKAVRO,**  
Leading Economist, Yuzhkabel company:

"This year's trade fair, in our opinion, has surpassed exhibitions in previous years. Activity was at a good level. There is a tendency to improve the market, because it is alive, and we hope that in coming years this trend will continue. We have got a sufficient number of specialists. We hope that positive trends of market development will continue, and we will participate".



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## Exhibitors Feedback about Visitors



**IHOR DOBROVOLSKY,**  
Sales Manager, VIDEX:

*"I would like to mention a very large number of visitors and they all represent different spheres of business activity. It is important to see representatives of online stores, design organizations, a lot of experts, as well as specialized stores. Yes, of course, we plan to take part in the trade fair next year".*



**MARYNA MASLEY,**  
Head of Corporate Communications, Siemens Ukraine:

*"We can say that the number of visitors really increased, geography of exhibitors expanded. elcomUkraine is an international trade fair, and a great place to meet partners, customers, to communicate with our potential clients. As far as I know, number of visitors from regions reached more than 55%, which indicates an exclusive interest by our target audience. Are we planning to take part in the trade fair next year? — Definitely YES".*



**IVAN KOLESNYKOV,**  
Senior Manager, ERC:

*"In fact, I can sincerely praise organizers, because the quality of the event, presentation of goods and services has increased even compared to last year, as well as the quality of visitors. Already on the second day of the trade fair, we have had a lot of very interesting business contacts that will allow us to develop our strategy and be useful to our potential and existing partners".*



**ANDRIY MAKSYMETS,**  
CEO, Phoenix Contact:

*"We are very glad that each year the audience of this trade fair improves its quality. Every year we meet new engineers, new startups, we work closely with students, with graduates of Ukrainian technical universities. It is very satisfying that each year questions are becoming more interesting, containing more innovative and intellectual components. Phoenix Contact has been participating in this event since the first year of our presence in Ukraine with an official representative office. We are very pleased with results, undoubtedly, we will be taking part in the trade fair next year".*



**MYKHAILO BUBNOV,**  
General Director, Schneider Electric Ukraine:

*"The trade fair is expanding, and not only in terms of audience, but also in terms of representation of companies, which are both our competitors and our partners, in the Ukrainian market. This is a very good sign, because the more companies are represented, the more people come, the more signs of economy recovery is noticed. And this is a powerful signal for potential investors, who see Ukraine not just a raw material base, but also a significant field for investments. And Ukraine is ready for investments, because a lot of foreign and Ukrainian companies came to this trade fair. This suggests that we have great prospects. And the trust is growing every year".*



**OLEH SVIRENYUK,**  
Commercial Director, ALIT Company:

*"If you compare trade show this year with the previous one, communicating with our partners and participants, then information is the following: number of participants has considerably increased. As for the visitors, we had representatives from Belarus, there were representatives from Kazakhstan, from Russia. Our products are of interest to them, because the market is large enough to update the power energy systems. We understand that we will have new customers. Customers from Belarus, because we had held negotiations, and customers from Kazakhstan, that is a positive result for us".*



**LILIA KYSLYTSYNA,**  
Director of Marketing and Development, SCAT:

*"Our company has been participating in elcomUkraine since 2006, once we became producers. I want to say that we had a period until 2014, when it was interesting to evaluate the situation and participation in the event was a sign of prestige. There was also a moment, when Ukraine got into a political and economical crisis. But today I see that the audience has changed a lot. European companies are present and nowadays it deserves to be emphasized. It is very important, that they are present in our market. And I want to note that despite all events, despite how Ukrainian producer lives in Ukraine, we participate, and we have something to say, because we are participating with our innovations. You know, we are always very careful, when it comes to evaluate the result. And every year we see that results are worth participation every year".*



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## Exhibitors Feedback about Visitors



**MYKYTA MUSHYNSKYI,**  
Director, Ecoenergy:

*"We regularly visit exhibitions every year, but we have never participated before. This year we decided to participate, and it was a spontaneous decision. We are extremely happy. First of all, targeting! Visitors, coming to our booth, are only interested in solar energy. The crowd of experts was near our booth all the time, because there was always something to show. I think this was a perfect marketing move. You can get useful links, find both a contractor and a customer".*



**VLADYSLAV SHEVCHENKO,**  
Head of Marketing, Helios Strategia:

*"Being the first specialized trade show, out of elcomUkraine, the result is pretty good. There were many visitors, many interested experts. We are pleased to participate in the trade show and we would like to express our gratitude to organizers for this opportunity and for possibility to meet like-minded people and discuss current issues. I can say that it's definitely enjoyed participation. We plan to participate next year and to bring new equipment to offer new services".*



**LI XIANG,**  
Sales General Manager, DAH Solar:

*"This is the first time we take the exhibition here, and that's why we saw the market grew up sharply in these 2 years and we have some customer here, but we want to look for some project or bigger distributor to make more business to take more market share here. We participated in many exhibitions all over the world, some ones have no visitors, just exhibitors — to discuss business together, no visitors. Here's more visitors — to know your brand, that's what we are looking for".*



**SERHIY STEPENKO,**  
Development Director, Heating Factory:

*"We have a marketing strategy, which includes participation in all specialized trade shows, including this one. And, of course, this event is a meeting place of not competitors, but like-minded people, developing this industry. With their help, we hope, soon the price of services and products will become significantly lower and thereby it will be available to any person or segment. Basically, there are visitors, looking for solutions for their homes, who plan to cooperate with us, suppliers and owners of enterprises".*



**OLEXANDER YUDKIN,**  
Director, Sistema:

*"This is the first trade show for us in the field of low-voltage equipment. Earlier we participated in trade shows on telecommunication equipment. From the point of view of evaluation — everything is well-done. Talking about a 5-point scale — I can rate it at "5", because everything is well-organized. From the professional point of view, all leading companies were present".*



**TIM LIAN,**  
Europe Regional Manager, Nader company:

*"In this time, it's honor to attend this exhibition, because, we think, Ukrainian market is a very good market. Now our Government has a strategy, and we have a lot of investment in Eastern Europe, especially in Ukraine. So that's the reason we came here, and we want to survey Ukrainian market very well. And I hope, Ukrainian market will go bigger and bigger. You know, this is the good platform for us to promote our brand and our business. So we want to attend this exhibition next year".*

See you at our trade shows of 2019!