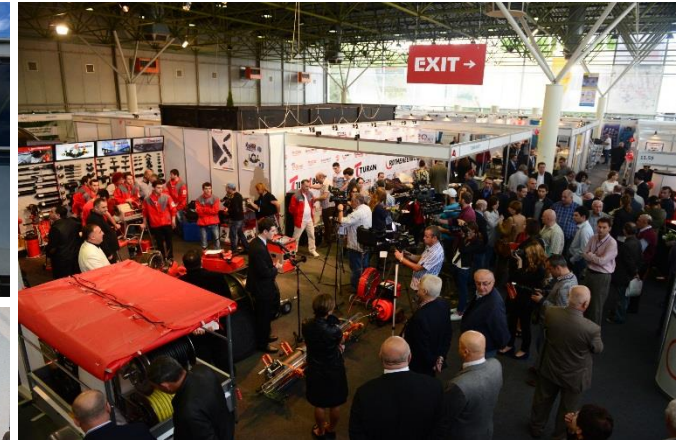


International exhibition for heating, water supply, sanitary,  
air-conditioning, ventilation and pools equipment

# aqua THERM TBILISI

24-27 September 2014  
ExpoGeorgia  
[www.aquatherm-tbilisi.com](http://www.aquatherm-tbilisi.com)

## Aqua-Therm Tbilisi 2014 Post Show Report



Developed By:



Organized By:



Exhibition of heating, sanitary, air-conditioning, ventilation systems and pool appliances – Aqua-Therm 2014, the most important event within the industry was held in the exhibition center Expo Georgia from 24<sup>th</sup> to 27<sup>th</sup> of September, 2014.

The concept of this exhibition is developed by Reed Exhibitions - Messe Wien and is believed to be the most important event of the HVAC industry worldwide.

At the exhibition center Expo Georgia for 4 days local and international participants had the opportunity to meet with each other, share their experience and start collaboration.

One of the main aims of the exposition was to help producers develop contacts with the potential buyers of their products.

The exhibition offered a platform to international producers and distributors to meet with local companies and establish fruitful partnerships to organize effective supply chain and gain mutual benefit and business growth.

Visitors of the event could learn about all the news and innovations of the industry and create business contacts for future partnership.

### INFORMATIONAL SUPPORT:

Business Time Georgia, Flit Media, Information Agency “Interpressnews”, Palitra Media.



### EXHIBITION FIGURES ON VISITORS:

Total number of visitors:	1100
Professional Executives:	22%
Non-Professional Executives:	9%
Professionals:	53%
Foreign Visitors:	11%
Local Visitors:	89%

## Chief Guests:

Deputy mayor of Tbilisi - **Mr. Giorgi Solomonias**

Head of spatial planning and construction policy department from the Ministry of Economy and Sustainable Development of Georgia - **David Gigineishvili**

## Parallel Events:

- Real Estate Fair
- Tbilisi Gardening and Landscape Expo



## Partners:

SIF Sistem Uluslararası Fuarçılık - Turkey  
KDM - Italy

## Product category presented at the exhibition:

### Heating, Energy and facilities

»» Bathroom accessories / Burners and Boilers / Energy and gas supply / Environment, water quality and control equipment / Fittings and valves / Heating technologies / Pipes and pipelines / Pumps / Thermal accessories / Water and wastewater technologies.

### Water & Spa

»» Aqua park equipment / Chemical products for swimming pools / Materials for building and finishing materials for swimming pools / Mini saunas / Mini swimming pools / Phyto barrels / Proportioning pumps / Saunas / Sauna and SPA equipment / Swimming pool equipment / Swimming pools / Water purifiers / Whirlpools.

### Climate Control

»» Air conditioning / Ducts / Filters and purification / Fans humidifiers and dehumidifiers / Refrigeration supply and equipment / Ventilation.

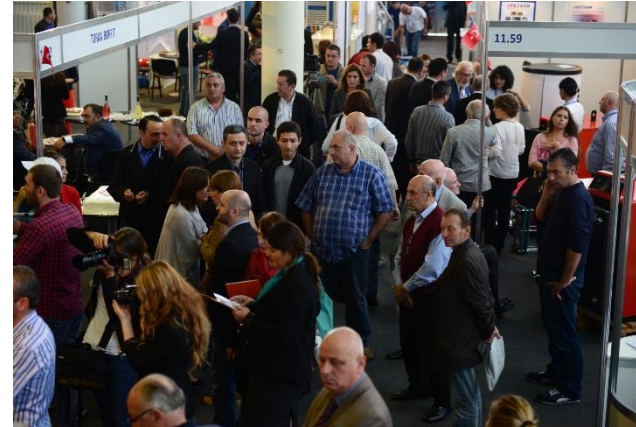


## EXHIBITION DATA:

Date:	24 - 27 September
Venue:	Expo Georgia Co.
Exhibition Hours:	24 - 26 September 10:30 - 18:30 27 September 10:30 - 15:00
Launch Year:	2014
Gross Exhibit Area:	1690 sq. m.
Number of Exhibitors:	26
International Exhibitors:	10
Number of Exhibiting Countries:	7
Number of Visitors:	1100

## EXHIBITING COUNTRIES:

Armenia	Turkey	Poland
Georgia	Russia	Germany
Italy		



## EXHIBITION FIGURES ON PARTICIPANTS:

Total exhibition area:	495 sq. m.
Total number of participants/stands:	26
Local participants/stands:	16
Foreign participants/stands:	10

## OFFICIAL OPENING CEREMONY

On the 24<sup>th</sup> of September the exhibition Aqua-Therm Tbilisi was opened by Deputy mayor of Tbilisi **Mr. Giorgi Solomonia** and Head of spatial planning and construction policy department from the Ministry of Economy and Sustainable Development of Georgia **David Gigineishvili**.

Speakers discussed the importance of this event for Georgian market and gave general information about development of the field in our country.

Visitors of the exhibition and media were able to acquaint themselves to the concept of the event and presented topics.

This opening ceremony gave start to the four day event, which is widely believed to be the most important for the development of the HVAC industry.



## WELCOMING RECEPTION

On 24<sup>th</sup> of September after the first day of exhibition official evening reception was held at Expo Georgia. Guests could enjoy traditional Georgian folk music and dances as well as receive certificates of participation.



## PARTICIPANTS INTERVIEWS

26 companies participated in the exhibition. Here are presented several interviews from them, where they talked about the event, its meaning for the industry and why they decided to participate.

### AquaLine



### Pedrollo

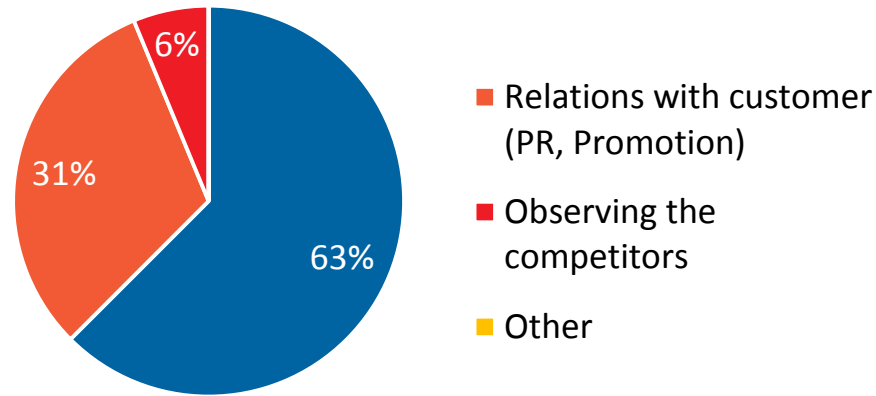


### Saga

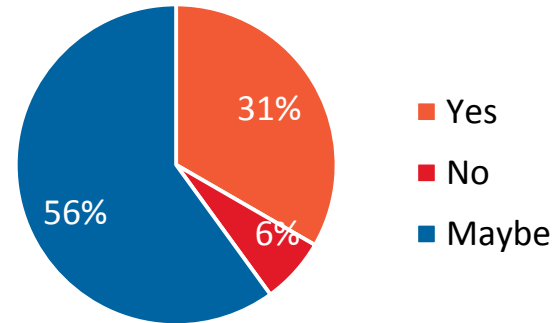


## EXHIBITOR RESEARCH

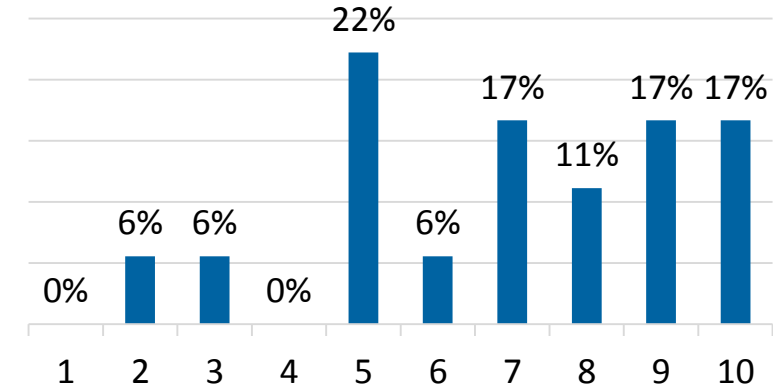
### Aim of participation



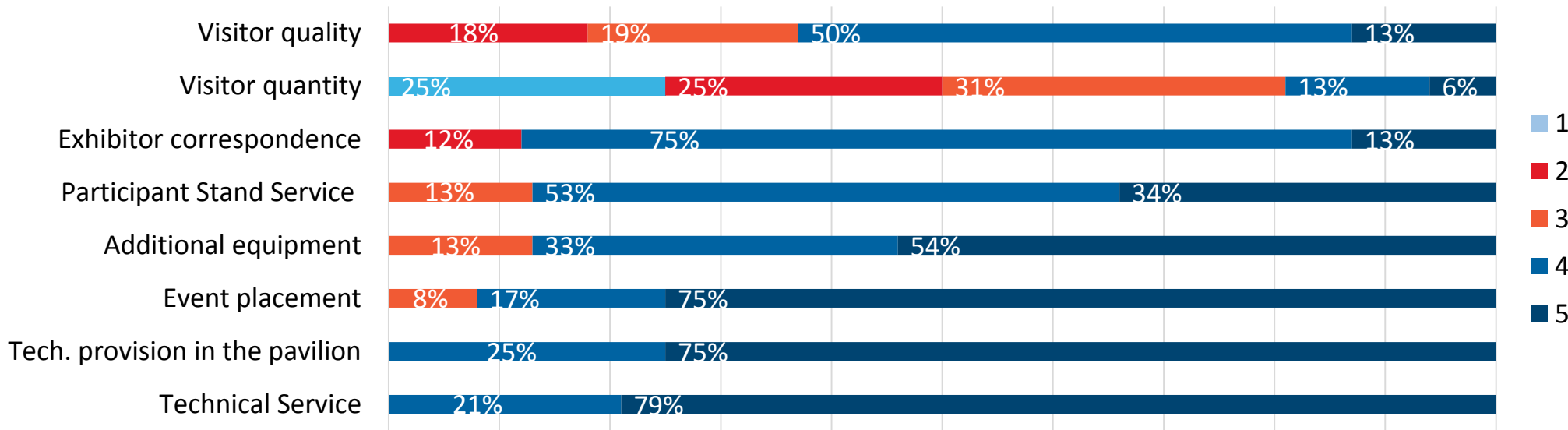
### Will you participate next year



### Did you Achieve Your Goals? (1 to 10 points)



### Evaluate exhibition quality (1 - very low, 5 - very high)







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, pools and 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 a joint stock company. Infrastructure was modernized. Expo Georgia has been assigned a very important role – guiding foreign capital inflow in Georgia and opening international markets for new Georgian businesses.

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

Local companies view Expo Georgia as a reliable partner and key liaison for the establishment and development of business relations.

## ABOUT THE ORGANISER

Expo Georgia is the leading exhibition and convention center in the Caucasus region. As a multi-functional business center, we combine trade fairs with congresses and conferences.

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



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Looking Forward to seeing you next year!

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