

aqua THERM

TBILISI
2015

Developed by:



Reed Exhibitions®
Messe Wien

C  UCASUS
BUILD 2015
FALL EDITION

POST SHOW REPORT

1-3 October, 2015

Exhibition Center ExpoGeorgia

Tbilisi, Georgia

TWO EXHIBITIONS UNDER ONE ROOF

In 2015 AquaTherm Tbilisi, the only exhibition of the HVAC industry in Georgia was held for the second time in Tbilisi, Georgia parallel to the fall edition of one of the biggest and most successful construction events in Caucasus Region and ExpoGeorgia's longest running exhibition Caucasus Build.

Attracting 1387 trade visitors, presenting 33 participants from 8 countries and concentrating on best quality professional visitors the exhibition proved its significance and the importance of the concept for the entire market of Georgia and the entire Caucasus region.

As the only exhibition of its kind AquaTherm Tbilisi for the second year of running continues to make significant impact on the local economy and regional market.



*COMPARED TO LAST YEARS' STATISTICS

KEY DATA FOR 2015	
Exhibitors:	33
Total Exhibition Area:	1899 sq.m.
Represented Countries:	8
VISITORS	
Total Attendance:	1387
Professionals:	91%
Executives:	37%
Foreign:	7%
Local:	92%

AquaTherm Tbilisi 2015 PROFILE	
Launch Year:	2014
Organizer:	ExpoGeorgia Co.
Venue:	Exhibition Center ExpoGeorgia
Dates:	1-3 October, 2015
Working Hours:	11:00-18:00
Frequency:	Annual
Duration:	3 Days

TESTIMONIALS:

"The exhibition helps us find new partners in Georgia as well as other countries. Despite the fact that Georgia is small nation it has a rapid growth on the market and on top of that lots of infrastructural projects."

Musfik Mabudov
EGEPLAST



FIGURES ON PARTICIPANTS

EXHIBITION FIGURES ON PARTICIPANTS

Total exhibition area:	1899 sq.m.
Total exposition area:	510 sq.m.
Indoor area occupied by local Participants:	307 sq.m.
Indoor area occupied by foreign participants:	203 sq.m.
Total number of stands	27
Local stands:	14
Foreign stands:	13

PRESENTED COUNTRIES

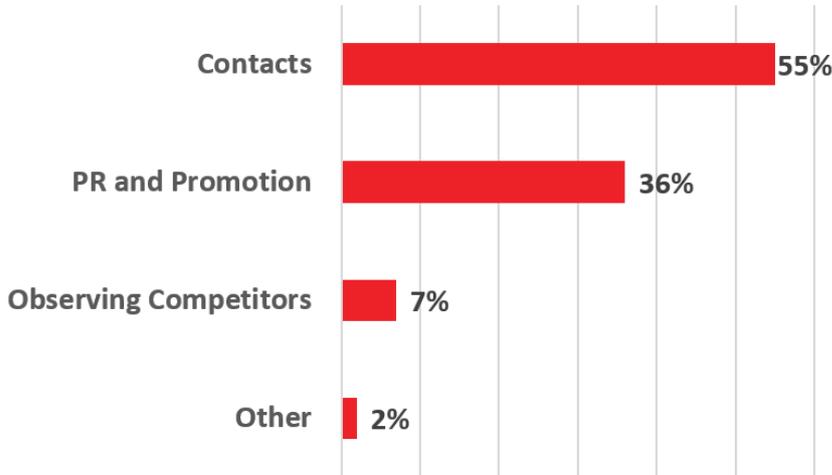
BELGIUM
 GEORGIA
 ITALY
 POLAND
 RUSSIA
 SWEDEN
 TURKEY
 UAE

PRODUCT DIRECTORY

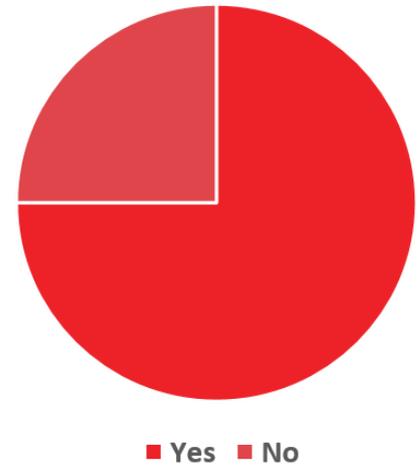
- ◇ Accessories for central heating
- ◇ Accessories for solar systems
- ◇ Agricultural pipes
- ◇ Air conditioning systems
- ◇ Basalt
- ◇ Building equipment and materials
- ◇ Burner equipment
- ◇ Butt fusion machines for plastic pipes
- ◇ Butt welding machines
- ◇ Ceramic block, brick and ceramic varieties
- ◇ Chemical products for swimming pools
- ◇ Diagnostics
- ◇ Dosing system
- ◇ Drainage systems
- ◇ Drinking water production and treatment systems
- ◇ Domestic water heater
- ◇ Domestic radiator
- ◇ Electricity
- ◇ EF welding machines
- ◇ Extrusion welders
- ◇ Formwork systems
- ◇ Fans
- ◇ Fittings
- ◇ FRP rebar manufacturing
- ◇ Gas filters and regulators
- ◇ Heating systems
- ◇ Hydro-insulation, steam and heat insulation
- ◇ Infrastructural pipes
- ◇ Irrigation systems
- ◇ Laboratory for chemical and biological tests of pool water
- ◇ Lawns
- ◇ Manholes
- ◇ Paving labs
- ◇ PE fittings
- ◇ Pipe milling apparatus
- ◇ Plumbing
- ◇ Polyethylene pipes for water supply and gas
- ◇ Pool proofing or cover construction
- ◇ PPR pipes and fittings
- ◇ PVC pipes and fitting
- ◇ Sanitary equipment
- ◇ Sauna, spa
- ◇ Sewerage
- ◇ Sheet welding machines
- ◇ Swimming pools, equipment and accessories
- ◇ Steel transition and flanges
- ◇ Temperature sensors
- ◇ Testers for swimming pools
- ◇ Training center
- ◇ Valves
- ◇ Ventilation systems
- ◇ Water meters
- ◇ Water networks for agriculture
- ◇ Water treatment
- ◇ Welding electronics

EXHIBITOR RESEARCH

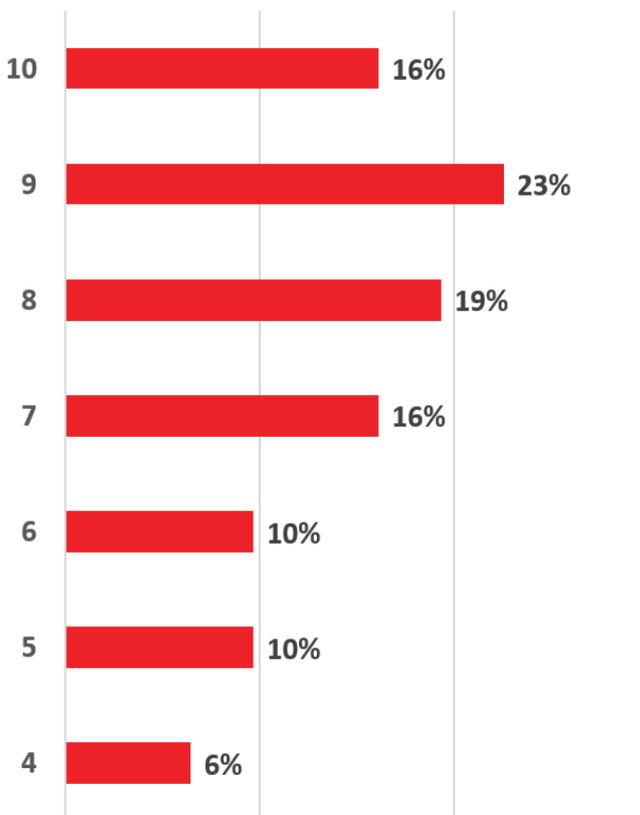
AIM OF PARTICIPATION



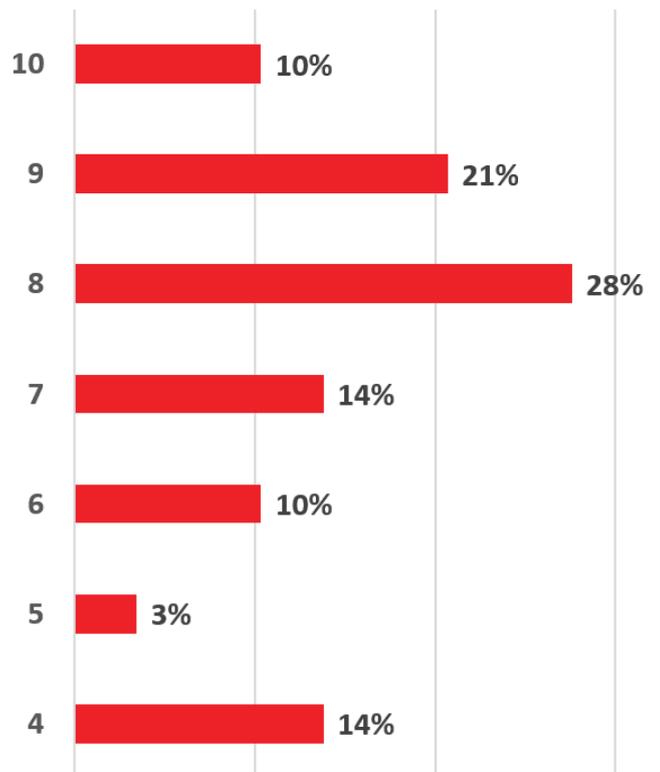
WILL YOU PARTICIPATE NEXT YEAR?



OVERALL SATISFACTION LEVEL TOWARDS THE EXHIBITION (EVALUATED FROM 1 TO 10 POINTS)



DID YOU ACHIEVE YOUR GOALS (EVALUATED FROM 1 TO 10 POINTS)



FIGURES ON VISITORS

VISITOR DATA:		DISTRIBUTION OF PROFESSIONAL VISITORS:	
Total Attendance:	1387	Heating, Air-Conditioning, Ventilation	31%
Professionals:	91%	Construction and Building Materials:	25%
Executives:	37%	Pools and Sanitary:	20%
Foreign:	7%	Energy and Power:	18%
Local:	93%	Other:	6%



VISITOR RESEARCH

59% of the visitors found what they were looking for

93% of the visitors are planning to attend the exhibition again

69% Of the visitors expectations were fully met

35% of the visitors were looking for new business contacts

71% of the visitors came to find specific products or services

EXHIBITION COVERAGE

MARKETING CAMPAIGN:

- ◇ TV and radio advertising and coverage of the exhibition on Rustavi 2, Maestro, Palitra and Ucnobi
- ◇ Extensive direct marketing campaign:
 - 6000 printed invitations to target organizations
 - More then 10000 online invitations to target groups
 - Over 2000 phone calls to major target companies
 - 10 000 flyers distributed to the local construction markets
- ◇ Outdoor advertising campaign: Billboards in the airport and 3D billboards throughout the city
- ◇ Targeted social media campaign on Facebook and LinkedIn (recipients chosen by industry, region and profession)
- ◇ Advertisements and announcement of the exhibition in printed media and online news agencies (Kviris Palitra, Sityva da Saqme, Interpressnews, ambebi.ge, Style)
- ◇ Newsletters sent in the databases of several major organizations (German Economic Association, Georgian Employers Association and etc.)



INFORMATIONAL SUPPORT:

TV Channel:
Maestro

Radios:
Palitra and Radio Ucnobi

News Agencies:
ambebi.ge
Interpressnews

Newspaper:
Kviris Palitra
Sityva da Saqme

Business Directory:



EVENT HIGHLIGHTS

On October 1st after the first day of the exhibition a reception was held, hosting the participants of the event and awarding those who stood out. Gala dinner was organized by ExpoGeorgia and was attended by 110 guests for a beautiful evening.

The participants had opportunity to meet, greet and dine with one another. While enjoying a little bit of Georgian culture, accompanied by the best Georgian wine and music.

On top of that 3 lucky attendees were able to win a special price - Bottles of Georgian Wine.



All the exhibitors were given certificates of participation and several of them special awards, determined by the visitors of the event.

On the awarding ceremony special recognition were given to the few participants .

The certificates were given to several categories :

- For the most effective cooperation
- For the best stand design
- For the most effective communication with the visitors
- For the most innovative and interactive participation

ABOUT THE ORGANIZER

Expo Georgia is the leading exhibition and convention center in the Caucasus region. As a multifunctional 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.



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.

CONTACT INFORMATION:

Address: 118 A. Tsereteli Ave., 0119

Tbilisi, Georgia

Tel: +995 32 234 11 00

Website: www.expogeorgia.ge

E-mail: expo@expogeorgia.ge

Facebook: www.expogeorgia.ge/ExpoGeorgia

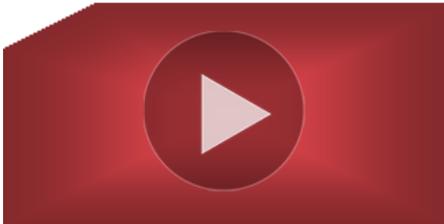


STAY CONNECTED ALL YEAR



www.facebook.com/ExpoGeorgia

You can see latest news and updates about the exhibition on our Facebook page, which also includes information about participants, photos and videos from the event and latest announcements.



www.youtube.com/ExpoGeorgia

Official videos of the exhibition as well as shots from the site are uploaded on our YouTube channel where you can observe our exhibitions and learn more about exhibition center ExpoGeorgia.



www.aquatherm.ge

You can find all the information you need on our official website. Visit us and learn about our projects, receive new brochures and updated information about all the exhibitions as well as new dates and contacts. Stay tuned for the dates of our future AquaTherm Tbilisi Exhibition.

www.buildexpo.ge

Dates for the Caucasus Build 2016 are already set. Visit our website for the latest updates, registration forms and the information needed for the participation in our next big event of the Construction Industry.



FOR ADDITIONAL INQUIRY PLEASE CONTACT:

Exhibition Center "ExpoGeorgia"

A. Tsereteli Ave. 118,

Tbilisi 0119, Georgia

Tel: +995 32 234 11 00

E-mail: expo@expogeorgia.ge

PROJECT MANAGER:

Maka Kakulia

Tel: +995 32 234 11 00 (ext:121)

Mob: +995 577 72 80 01

E-mail: kakulia@expogeorgia.ge

PROJECT MANAGER ASSISTANT:

Salome Chkheidze

Tel: +995 32 234 11 00 (ext: 110)

Mob: +995 593 53 47 12

E-mail: chkheidze@expogeorgia.ge



HOPE TO SEE YOU NEXT YEAR!

AquaTherm Tbilisi 2016

NOVEMBER 9-11 / TBILISI, GEORGIA / EXPOGEORGIA

WWW.AQUATHERM.GE

3rd International Exhibition for Heating, Water Supply, Sanitary, Air-Conditioning, Ventilation and Pools Equipment will be held on 9-11 November, 2016. With numerous projects already in development and sales running this is the best time to contact us and secure your participation for the next year.

DON'T MISS OUT GET NOTICED!

Contact Us:

Exhibition Center ExpoGeorgia Co.

www.expogeorgia.ge

Tel: +995 32 234 11 00 (Ext. 121)

E-mail: kakulia@expogeorgia.ge