

The 3rd International trade fair for heating, air conditioning, sanitary fittings,  
bath & design and renewable energy.

# aqua THERM

TBILISI

9-11 November 2016  
Expo Georgia  
[www.aquatherm-tbilisi.com](http://www.aquatherm-tbilisi.com)

Developed by



Organized by



## ABOUT THE EXHIBITION

Aquatherm Tbilisi is a major specialized HVAC exhibition, which provides unique opportunity for the Industry representatives to meet with local and foreign enterprises, exchange valuable information and negotiate new agreements.

Aquatherm Tbilisi is the only exhibition in Georgia designed by one of the global leaders of exhibition industry - Reed Exhibitions.

The annual show presents latest achievements and innovations in the HVAC sector.

**Aquatherm Tbilisi is the leading event in Georgia and the whole South Caucasus Region organized by Expo Georgia** in the industry of heating, energy technology, sustainable energy systems, sanitary appliances and installation technology, cooling, air conditioning and ventilation.

## ABOUT EXPO GEORGIA

Located close to the city center of Tbilisi, capital of Georgia, exhibition center Expo Georgia is one of the leading convention centers in the South Caucasus Region. A strong team of experienced professionals and individual approach, analyzing needs of each exhibitor ensures that you will not only get the highest quality service, but also maximum value from each representation at our event.

Over the years, Expo Georgia events have become an excellent forum for decision makers to evaluate new products, make new contacts, enhance supplier relationships and conduct purchasing activities. Many local and international companies view Expo Georgia as a reliable partner and key liaison for the establishment and development of business relations.

For more information regarding the company and services it provides, please visit us at [www.expogeorgia.ge](http://www.expogeorgia.ge)

## AQUATHERM 2015 RESULTS

1899 Sqm of exhibitor space

33 Exhibitors from 8 countries

1387 Unique visitors

58%  
of the exhibitors fully reached their goals

57%  
of the exhibitors were satisfied with the quality of the visitors

75%  
of the exhibitors will participate in 2016

- 69% of the visitors expectations were fully met
- 91% of the visitors were professionals from the construction sector

- 93% of the visitors stated that they would come back again next year
- 71% of the visitors came to find specific products or services

### COUNTRIES PRESENTED IN 2015:

- BELGIUM
- GEORGIA
- ITALY
- POLAND
- RUSSIA
- SWEDEN
- TURKEY
- UAE

# Why Exhibit?



**Develop** mutually beneficial relationships with potential partners

**Share** valuable information with local and foreign company representatives

**Build** on existing relationships and set the stage for future business links

**Present** new products, services and technologies to professionals from the industry

**Increase** your brand visibility among target professional audience

## Aquatherm 2016 provides you with:

### Opportunities for Promotion

- ✓ Extensive media support and coverage
- ✓ Social Media Campaign
- ✓ Radio Advertising
- ✓ Direct communication with target groups (telephone, electronic and mail direct marketing)
- ✓ Print Media Advertising

### Opportunities or Image Building

- ✓ Invite your partners
- ✓ Free advertising opportunities, as according to the visitor research every 5th visitor attends as a guest of an exhibitor
- ✓ Opportunities to communicate with government representatives

## Communication Strategy

### Media Coverage

- ✓ Articles in national magazines
- ✓ News published through all agencies (print and online)
- ✓ Articles in weekly newspapers
- ✓ TV coverage

### Advertising

- ✓ Radio Advertising
- ✓ Extensive advertising in social media
- ✓ Brochure Distribution
- ✓ Print Advertising

### Direct Marketing

- ✓ Digital newsletter to registered visitors of 10 000
- ✓ Direct mails to company representatives of target groups
- ✓ Telephone campaign

### Co-marketing

Expo Georgia is ready to discuss co-financing of additional marketing communications activities designed with the objective meeting marketing needs of each exhibitor and attracting maximal number of visitors.

AQUATHERM TBILISI 2016 + **ELCOMM CAUCASUS 2016**

The leading exhibition of energy sector **Elcomm Caucasus 2016** will be held along with the **Aquatherm** exhibition, on **November 9-11, 2016**.

## EXHIBITION PROFILE

### Heating and energy technology

- Biomass organic fuels
- Electricity, gas, central heating suppliers
- Heating and boiler technology (gas, oil, biomass fuels)
- Heat insulation
- Heat pumps
- Low energy housing and related technologies
- Pellets
- Renewable sources of energy
- Solar housing technology
- Solar power (systems)
- Collectors
- Photovoltaic
- Wind power

### Temperature regulation, air conditioning and ventilation

- Cooling, chilling and freezing technology
- Heat and moisture recycling
- Housing ventilation
- Operating substances
- Room ventilation technology
- Sound proofing and transmission
- Temperature and air conditioning technology
- Ventilation technology
- Ventilators

### Installation technology and accessories

- Accessories
- Installation requirements and technology
- Piping and tubing systems
- Pumps
- Rainwater usage systems
- Technologies for water and waste water
- Water processing

### The world of relaxation baths and spa amenities

- Bathroom, shower and toilet technology
- Bathroom and water facility ceramics
- Bathroom furniture
- Infra-red
- Jacuzzis
- Saunas
- Steam baths
- Swimming pools, related technologies
- Taps and fittings
- Tiles



## VISITOR PROFILE

- ✓ System managers
- ✓ Architects
- ✓ Training / institutions / research
- ✓ Real estate developers
- ✓ Building industry and traders
- ✓ Energy providers
- ✓ Facility managers
- ✓ Cooperatives
- ✓ Building caretaker companies
- ✓ Industrial management
- ✓ Technicians in cooling, air conditioning ventilation
- ✓ Network technicians
- ✓ Planners
- ✓ Chimney sweeps technicians and wholesalers in sanitary and heating appliances
- ✓ Sanitary, heating and air conditioning plumbers and technicians
- ✓ Safety technicians,
- ✓ Technical offices and civil engineers administration bodies for public institutions.

# ABOUT THE INDUSTRY

## HVAC MARKET HAS A GREAT POTENTIAL OF GROWTH IN GEORGIA

### Georgian Market Data Overview

Georgia achieved robust economic growth between 2003-2014, averaging 6.3 percent annually, following structural reforms that stimulated capital inflows and investment. The reforms helped to improve the business environment, strengthened public finances, upgraded infrastructure facilities and liberalized trade. Growth was also supported by increased foreign direct investments (FDI) and was driven by capital accumulation and sound use of excess capacity rather than by net job creation, with productivity gains concentrated mainly in the non-tradable sectors.

- ✓ GDP per capita increased from \$919 in 2003 to **\$3,763 in 2014**.
- ✓ GDP growth rate amounted to **4.7% in 2014**.
- ✓ Value Added Tax (from 20% has been reduced to 18%)
- ✓ Income Tax (20%)
- ✓ The average growth rate of selling transactions during last three years was 8% in Tbilisi.

Georgia's ranking in the World Bank's Doing Business Survey:

**15th** among 189 countries.

**1st** In property registration.

**3rd** In dealing with construction permits.

**5th** In starting a business.

**7th** In getting the credit.

*The Georgian population is approximately 4.49 million.*

*This figure has grown since 2006 by 7%*

*About 54% of the total population lives in urban areas and the urbanization rate has been increasing since 2006.*

Building and Construction sector makes up 9% of the country GDP

Out of 65 900 people permanently employed within the construction Sector, 60 % are located in Tbilisi

Import of conditioning equipment, slightly declined in 2013, as it had boost growth of 37 % in 2012.  
Total import (2013) amounted 8 308 300 USD

Import of plastic pipes and fittings amounted 43,377,420.08 USD



# Exhibition Fees

Expo Georgia's exhibition team is happy to tailor alternative packages, in order to meet needs and preferences of each exhibitor. We offer various choices, starting with an all-inclusive stand package, which includes furniture, carpet, electrics and lighting, or even space only option, if a company prefers to design and build the stand by itself.

## Registration fee

€ 300,00 - compulsory for each exhibitor and co-exhibitor

## Furnished Stand Rental

1 open side: € 215,00 / sq.m.

2 open sides: € 235,00 / sq.m.

3 open sides: € 245,00 / sq.m.

4 open sides: € 255,00 / sq.m

### The price includes:

Raw space, carpet, 1 table and three chairs, 1 waste paper basket, rear and side walls, fascia with company's name, general aisle cleaning, general security of the pavilion, 1 spotlight for every 4 sq. m., 1 electrical outlet 220 V

## Space Only

1 open side: € 190,00 / sq.m.

2 open sides: € 205,00 / sq.m.

3 open sides: € 225,00 / sq.m.

4 open sides: € 240,00 / sq.m.

### The price includes:

Raw space, general aisle cleaning, general security of the pavilion

Details regarding the payment process and terms of service are given with the registration form.

Expo Georgia offers a wide range of additional technical and promotional services, in order to ensure maximal fulfillment of all your marketing objectives and expectations from the exhibition.

**For the prices of additional services for exhibitors, please contact us.**

**Deadline for application** – 1 October, 2016



# Agents



## Sarp Sonmez

SIF Sistem Uluslararası Fuarçılık  
Agaoglu My Ofice 212  
Tasocagi Yolu Cad. No:3 Kat:21 D:349  
Gunesli - - ISTANBUL – TURKEY  
Tel.: +90 212 397 77 00 (Ext: 158)  
Fax: +90 212 310 59 20  
Mob.: +90 507 259 76 58  
Email: sonsarp@sifexpo.org  
www.sifexpo.org



## Flebbe Wolfgang

Balland Messe-Vertrieb GmbH  
Vogelsanger Weg 45a  
Köln 50858  
Germany  
Tel.: +49-221-9486450  
Fax: +49-221-9486459  
Email: w.flebbe@balland-messe.de  
www.balland-messe.de



## Meng Xiangbo

Beijing Heliview International  
Exhibition Co.,Ltd. Add: Room 1602, Anfu Tower,  
Nanfanzhuang, Fengtai District, Beijing  
100079, China.  
Tel: 86-10-67622661  
Fax: 86-10-67663025  
Email: havc@heliview.cn , expo@heliview.cn  
www.heliview.cn



## Venslove Nida

UAB Autare Estland,  
Lithuania, Latvia Subaciaus g. 8-14  
Vilnius 01302 Lithuania  
Tel: +370-52-627845  
Fax: +370-5-2627401  
Email: nida@autare.lt www.autare.lt



## Barbara Di Simone

KDM International Srl  
Sede legale: Via di Corticella 205 – 40128  
Bologna – Italy  
Tel.: +39 051 3540411  
Fax.: +39 051 3540472  
Mob: +39 348 8047895  
Email: barbaradisimone@kdm-international.com  
www.kdm-international.com





#### Dates

Wednesday, 9 November –Friday, 11 November, 2016

#### Exhibition Working Hours

Wednesday - Friday - 11.00 – 19.00

#### Venue

Expo Georgia, Tsereteli Ave. 118  
Tbilisi, Georgia

#### Concept Developer

Reed Messe Wien GmbH  
Messeplatz 1, PO box 277,  
A-1021 Vienna, Austria

#### Contact

Maka Kakulia - Project Manager  
T: + 995 32 2 34 11 00 - 121  
F: + 995 32 235 11 00  
E: kakulia@expogeorgia.ge

#### Details & Registration

[www.aquatherm-tbilisi.ge](http://www.aquatherm-tbilisi.ge)