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Messe München

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Final report**CTT 2017 demonstrates stability in a challenging market**

- **More than 20,000 professional participants**
- **557 exhibitors from 30 countries**

CTT 2017, the 18th International Trade Fair for Construction Equipment and Technologies, was successfully held between May 30 and June 3 at the Crocus Expo IEC in Moscow, Russia. The slowly stabilizing economic situation and the gradually rising demand on the Russian construction machinery market formed the background against which the exhibition took place.

CTT 2017 attracted more than 20,000 participants from 56 countries and regions. Stefan Rummel, Managing Director of Messe München, expressed his satisfaction: “Despite the still challenging economic situation, CTT once again confirms its leading role in Russia and the CIS. This show is not only a platform for product presentation, exploring product innovations and market trends, but also a good opportunity for industry communication and cooperation for further growth.”

In total 557 exhibitors, which is an increase of 6,3 percent compared to last year, from 30 countries showcased their new products and innovations for the Russian and CIS market on 61,000 square meters of exhibition space. Many exhibitors returned to this year’s show. The top ten exhibiting countries were (in this order): Russia, China, Germany, Italy, Turkey, Finland, Korea, Czech Republic, Belarus and Spain.

Andreas Lettl, General Director of CTT Expo LLC, who joined the company in December 2016, looks on the results highly favorably: “The satisfying number of visitors and exhibitors

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reflects the trust in the brand of CTT. Hence, CTT indicates to remain the most important event in the Russian market.” Galina Shamsulina, Marketing Manager at Manitou Vostok LLC also agrees: “The trade fair CTT has always been important for our company as it is the largest exhibition in Moscow”.

Irina Loseva, Manager of Advertising Department at Chaika-NN pointed out:” CTT is a platform for maintaining the image of our company. We are satisfied with the results and reached new customers. For us CTT is the most important show. It is most likely that we will take part in the edition next year.”

The exhibitors furthermore emphasized the quality of the visitors. As Dmitry Khohlov, Marketing Manager at Rusbiznesauto (official dealer of SDLG), remarked: “CTT is an excellent platform for looking for new clients and partners, making important meetings with Russian customers as well as with foreign partners as they are interested in the Russian market and want to get acquainted with it.” Johann Sailer, CEO at GEDA-Dechentreiter, was also very positive: “The growing international character of CTT makes it an ideal springboard for accessing the target markets of Russia and it also serves as an ideal business platform for information exchanges and worldwide collaboration. As expected, most of our visitors came from Moscow and southern Russia, regarding the international character visitors mainly came from the CIS.”

Exhibitors from outside Russia also made good use of this event to showcase their innovations and advanced technologies. This year’s CTT featured four national pavilions from China, Finland, Germany and Italy.

In addition, this year’s show featured a program of 15 accompanying events including seminars, workshops and panel discussions for professionals. Ministries, supporters and associations discussed the current market conditions for local manufacturers of road construction equipment. Further focus topics were self-regulation in the construction industry,

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possibilities of innovative diamond technologies in the construction industry as well as challenges and solutions in planning and building of airports.

CTT 2017 received official support from various national authorities and professional unions. Among them were: the State Duma Committee for Transport and Construction, the Ministry of Construction, Housing and Utilities, the Russian Union of Builders, the Russian Engineering Union, the Committee for Entrepreneurship in Construction of the Russian Chamber of Commerce and Industry, the Moscow City Department of Urban Policy and the Ministry of Construction Complex of the Moscow Region.

The next event will take place in Moscow from June 5 to 8, 2018, under the new name of bauma CTT RUSSIA.

For more information go to www.ctt-expo.ru/en

Construction machinery trade shows of Messe München

Organizing trade shows for the international construction machinery sector is a core competence of Messe München. Its portfolio includes not only the world's leading trade show, bauma in Munich, and the brand event bauma CHINA in Shanghai – it also cooperates with the Association of Equipment Manufacturers (AEM) in the organization of bauma CONEXPO INDIA in Gurgaon/Delhi and bauma CONEXPO AFRICA in Johannesburg. In December 2015, Messe München expanded its portfolio by purchasing CTT which is now named bauma CTT RUSSIA. Further in March 2017, the trade fair organizer increased the bauma network again by gaining the license of the trade fair in South America, M&T Expo BRAZIL, as well as the licenses of the Brazilian shows M&T P&S and Construction Expo.

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Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.