



12th MOSCOW INTERNATIONAL MOTOR SHOW

2008

28 August - 1 September

CROCUS EXPO • MOSCOW • RUSSIA



# About MIMS

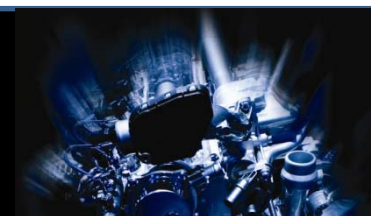


**MIMS is a proven forum for professionals  
in the global automotive industry**

The Moscow International Motor Show, MIMS, is firmly established as one of the most significant events for the automotive industry. It is the largest annual event for the industry in Eastern Europe and a proven forum for professionals in the global automotive industry. The event covers the entire spectrum of products and services associated with the automotive industry from the smallest engine components to in-car entertainment systems.

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# The Russian Market



- The value of the Russian automotive market has increased by a staggering 27% over the last three years and the trend shows every sign of continuing.
- International brands are in huge demand, particularly in the larger cities and act as a symbol of their owners' wealth and influence.
- Transportation networks have expanded and been renovated, paving the way for increased traffic of import and export goods.
- Competition amongst international brands is heating up as the market experiences an exciting phase of development.
- Local production of foreign brands is set to increase by up to 375% over the next seven years, creating huge opportunities for manufacturers of automotive parts and accessories.

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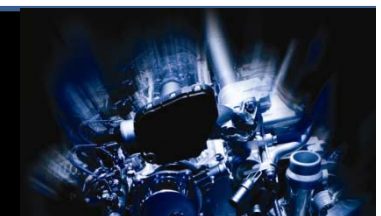
Finding a reliable distributor is key to doing business in Russia. MIMS has become a vital source of information for Russian retailers and distributors, who attend regularly with the aim of securing international suppliers and reviewing the latest products on the international market.

*“Our participation in the show is a result of our interest in the strategically-important Russian market. Next year, our stand at MIMS will be even bigger. Through our presence, we support our distributors and it is far too crucial for us to miss such an event”.*

**Mauro Parisi, Vice President, Federal Mogul**

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# About MIMS



One of the major strengths of the MIMS exhibition is its ability to unite representatives of the industry, providing all-important networking opportunities. The event is ideal for meeting up with colleagues and contacts and, of course, generating new business.

*"We do believe that this is a very important event. Here, all our customers are represented and we can share experiences and establish new business contacts. We would have to organise lengthy business trips and spend a lot of time if not for the Motor Show where everything is gathered under one roof".*

**Alexey Pokatilov, Sales Director, Siemens VDO Automotive**

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# MIMS 2007 Key Statistics



Total space:	32,250 m <sup>2</sup>
Total exhibitors:	829
Domestic exhibitors:	255
International exhibitors:	574
National groups:	12
Countries represented:	32
Total visitors:	104,150
Trade visitors:	70,822 (68%)

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# Main Product Sectors



MIMS covers all sectors of the automotive industry including:

- Engines, gearboxes and exhausts
- Chassis parts
- Bodywork
- Interiors
- In-car communications
- Electrics and electronics
- Roof systems
- Oils and lubricants
- Tyres and wheels
- Accessories
- Tuning and design enhancement
- Trailers
- Workshop equipment and tools
- Body repairs
- Paints
- Anti-rust products
- Cleaning products
- Washing equipment

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# MIMS Visitors



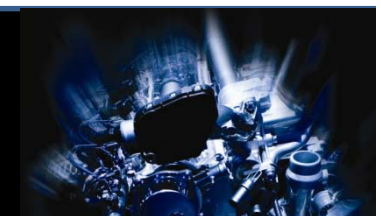
MIMS visitors are keen to see a wide variety of products and ask their manufacturers and technicians to demonstrate features and explain specifications.

Visitors' interest in specific sectors (according to visitor research in 2007):

Spare parts and accessories	68%
New technologies	48%
Car repair and maintenance	29%
Lubricants, oils and antifreeze	19%
Safety equipment	12%
Body work repair	9%
Other	15%

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# National Groups



As interest in the Russian market has grown, MIMS, as the main international forum for the industry, has attracted more and more exhibitors from outside the Russian Federation. Although some exhibitors participate individually, others take advantage of the support of their local national group organiser. The co-location of all national group stands at the exhibition ensures visitors can find stands quickly and easily.

In 2007, national group stands made up approximately 6,000 m<sup>2</sup> space, representing the following countries:

- China
- Czech Republic
- Finland
- India
- Hungary
- Italy
- Korea
- Poland
- Spain
- Taiwan
- Thailand
- United Kingdom

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# Exhibitor Support



Over many years, ITE has built up a trusted network of suppliers and service providers, who support MIMS exhibitors from the moment they book their stand until long after the exhibition has closed, enabling MIMS exhibitors to make the most of the networking, branding and sales opportunities available to them.

*“Without doubt, the Motor Show is the leading automotive exhibition in Russia and CIS. Every serious company strives to take part in it. Thanks to our participation in MIMS and good business contacts we established at previous shows, we were able to open representative offices in nearly all Russian cities. This made it possible for us to penetrate new markets and better secure our market share”.*

**Alexander Ryaboshapko, Commercial Director, Westward**

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# The Organisers



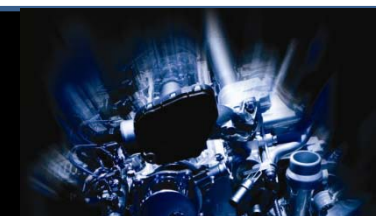
Established in 1991, ITE is now a leading organiser of international trade exhibitions and conferences, with a portfolio of around 150 events every year in 14 countries. The company specialises in organising high-quality events in rapidly-developing markets. The events are supported by a large network of offices, which play a vital role in understanding local market conditions. ITE's major events now enjoy global recognition within the industries that they serve.

ITE organises events in a range of industries including: building & interiors, oil, gas & petrochemicals, travel & tourism, food & drink, motor & transport, technology & telecoms, fire & security, healthcare & pharmaceutical, sport & leisure, metals & mining, fashion, clothing & textiles.

[www.ite-exhibitions.com](http://www.ite-exhibitions.com)

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# Contacts



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