

# RechargRussia Expo 2010:

Conference  
& Expo  
was a  
Successful  
Mix



**T**he new edition of RechargRussia Expo 2010 was held in Moscow on June 29-30. It was preceded by the conference "The Latest Trends and Current State of Global Imaging Supplies Industry", sponsored by DELACAMP, Germany.



The conference was the starting point for the expo and the preliminary knowledge sharing as well as a platform for networking between local companies and international businesses. This conference also paved the way for new business opportunities and contacts, gave a detailed insight into the current state of the aftermarket of imaging supplies in Russia, gave an overview of the companies already working in Russia and the region and those ready to penetrate the local markets.

Over 60 industry specialists attended this one-day event organized in the Moscow Government Building, one of the most prestigious expo venues in the Russian capital. Preliminary registrations were arriving even on the eve of the conference, on June 27. The registration desk started its work at 8.30 am on June 28, 1 hour earlier than planned, to accommodate the guests, who came from outside Moscow. The conference was also attended by specialists from the ex-Soviet countries like Ukraine and Belarus.

The conference was opened by Sergey Zhukov, publisher of RechargRussia Magazine, who was followed by Stanislav Malinski. Stanislav, representing Business-Inform, a local research market agency, made a presentation about the current state of Russia's market of printers and printing supplies. This presentation gave a vivid jump-start for a conversation about the local market of aftermarket and OEM supplies. The conversation and new questions continued after Qian Ying's presentation on the toner industry in China. The discussion grew into an interesting analysis of the global industry, which went on till lunch time.

After lunch, Volker Kappius from Delacamp took the floor with his presentation about his company and a separate overview of the color toner market in Europe and the advantages of chemically produced toner.

Later in the day, OCP from Germany, represented by Dirk Huenselar, who replaced Horst-Gerh Edelmeier, who could not make it for Moscow due to urgent business matters, was in the focus.

After the coffee breaks sponsored by Delacamp, Morrow Miao, from Recycler Publishing & Events Ltd., China, shared his opinion about China's printer consumables market and its development trends.

The conference ended with the discussion started in the morning. After the conference many of the visitors

volunteered to make a tour around the expo area, where the booths were already put up.

So the first step was made. The expo opened its doors...There were two more days to go and enjoy the trade show.

## Day 1: Expo in Full Throttle

After the conference on the previous day, on June 29, RechargRussia opened its doors in the morning inviting industry specialist to meet over 60 local and international companies active in various segments of the aftermarket of imaging supplies.

As it was expected from the preliminary registration, during which over 800 persons from around 620 companies registered, the first expo day turned to be extremely busy. This first day broke the record of all the first days of the RechargRussia Expos held in Moscow since 2005.

And the expo began...The visitors would quickly get their pre-printed badges and bags with advertising stuff and hurry into the expo area to meet new companies and, probably, old partners, exhibiting at the expo. The exhibitors were happy to be kept busy with so many visitors. All the seats in the adjacent restaurant were booked throughout the day as the exhibitors wanted to find a calm place to discuss business away from the buzzing expo hall.



Seeing such a vivid interest for the industry in Russia, many of the exhibitors volunteered to book booths for the 2011 expo. Some of them opted for bigger booths, where more samples and ad material can be displayed. The first expo day was also marked by high attendance of specialists and salesmen from such countries like Japan, South Korea, the Czech Republic, Netherlands, Germany. RechargRussia Expos attracting merely local specialists as well as representatives from the countries neighboring to Russia are gradually transforming into an international exhibition platform interesting for the global imaging aftermarket.



The technical seminars, started by Jadi, Malaysia, were a huge success during this first expo day. All the seminars were highly attended with people standing in the doorway.

Finally, after a pleasantly busy day RechargRussia Magazine organized a gala dinner in a Russian-cuisine restaurant in the downtown area of the Russian capital. The dinner was served with the traditional Russian hospitality, which includes a lot of food and drinks. The gala dinner was an excellent end of a productive day.



## Day II: A Great Finish

After the busy first day, the second and last day of the exhibition turned to be as productive as the day before. We saw many visitors from the first day, who were eager to catch up with what was missed the day before. We also saw many new people, who were not able to make it on June 29. The exhibitors also used the last expo day to make quick tours around the expo area to see the companies, who might be interested in collaboration.

The exhibitors were all mentioning that they were pleasantly surprised by the number of visitors. 90% of the exhibitors confirmed the expo was a success for them in terms of new contacts and announced their participation in the expo in a year.





The last day of the expo had also a rich seminar program. The marketing and technical classes were highly attended and lasted well beyond the schedule as the public would not let the lecturers finish and would ask a lot of questions.

Here are some opinions from the people we met:



**Steven Yao, APEX:**

"The expo exceeded our expectations. We will surely take part in the show next year and will probably choose to have a bigger booth to display all of our products".

**Michael Chen, XIAMEN COLORFLY:**

"The expo was successful for us. But it will take time to see if the new contacts we got here are fruitful. We also realized that we need more Russian speaking staff members to communicate easily with the local partners".

**RechargExpo Asia:**

"It's our first time of taking part in the expo in Moscow and we are surprised how well it went. We have got many new contacts and we hope all of them will visit our exhibition. RechargRussia Expo is smaller than the expos held in China, but its visitors are all from the industry, with a lot of experience and knowledge. Thanks for organizing the show!"

RechargRussia Expo 2010 is over, but the exhibitors and visitors will still need to continue what was started during the expo.

Details and photos from the expo 2010 will be available in our future issues and at [rechargrussiaexpo.com](http://rechargrussiaexpo.com) **RCE**