



## New Tool-Wise Heights: MITEX 2023 Totals

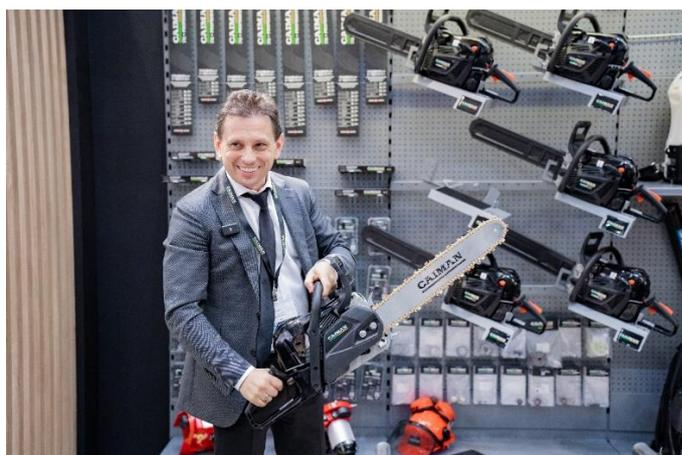
The 16th MITEX Moscow International Trade Fair of Tools, Equipment and Technology was held on 7-10 November 2023, at Expocentre Fairgrounds.

Every year, the industry platform brings together top leaders of the international tool industry. This year, the event comprised 1,052 companies within the exhibition area of 40,800 sq.m. MITEX CHINA, a huge national exhibition area, brought together 770 manufacturers from the People's Republic of China, for the first-time presenting tools, equipment and technologies for the Russian market.



Within the four days, over 22,400 industry professionals from 83 regions of Russia, as well as Azerbaijan, Armenia, Belarus, India, Kazakhstan, Kyrgyzstan, China, Turkey, and Uzbekistan visited the event.

Manufacturers and suppliers of electric and power tools, garden and park equipment, and metalworking, construction and repair equipment were represented within 27 spotlight sections.





As ever, a wide range of tools was presented by such manufacturers and suppliers of construction tools as STURM, CONDTROL, an international innovative engineering company, PATRIOT, AURORA Group, ZUBR, Uraloptinstrument, KORONA, AL-KO tool and garden equipment supplier, Turbo-Tools (P.I.T. Tools), INTERSKOL, a manufacturer of electric tools, garden and power equipment, to name a few.

As part of the exhibition, the title sponsor - the CAIMAN brand - presented a new category of the collection, i.e. the CAIMAN chainsaw, assembled at their own facility in Russia.

The business program comprised 13 spotlight sessions. Over 50 experts from the leading Russian and foreign companies participated in conferences, round tables and sessions. The leaders of the industrial market discussed the state as well as the prospects for the tool industry: import substitution, transition to local products, retail transformation, and trends in the development of various types of equipment. Among the participants were representatives of major Russian companies such as Dürer Group of Companies, MMK-METIZ OJSC, the FIOLENT Plant (Zavod Fiolent), ARSENAL Group of Companies, Wildberries, Ozon, Yandex.Market, and experts from the Turkish HISIAD Association and Association of Trading Companies and Manufacturers of Power Tools and Labor Saving Devices. Every year MITEX is supported by the Ministry of Industry and Trade of Russia (Minpromtorg).

For the first time, the MITEX.DIY workshop area was opened at the exhibition. This is a custom-built training zone where well-known bloggers - masters in working with wood and other materials - demonstrated their electric tool skills.

A press tour turned out to be one of the brightest events of the second day of MITEX 2023. In 2023, over 10 representatives of the leading industry media, including Russian and foreign suppliers and tool manufacturers, participated in the tool route: CAIMAN, the FIOLENT Plant, INTERSKOL, STAVR, LIT TRADING, MOBILE-K, MOTOR-PLACE, and ZUBR.





"Over the past year, significant changes have occurred in the Russian tool market. Many world leading brands have either officially announced the cessation of their business or have majorly reduced the scale of business. But the industry, like nature, abhors a vacuum. The tool industry is entering a new stage of its development. This year, the MITEX trade fair set an absolute record for the number of exhibitors and visitors, becoming the largest one since its launch!" - said MITEX Director, Ms. Gulnara Markelova.

### **About:**

The MITEX International Tool Expo in Moscow is a major tool event of Russia and the CIS, which brings together tool manufacturers, suppliers and consumers. The expo dates back to 1998 when it used to be named InterTOOL. Since 2008, the Moscow International Tool Expo has been held as MITEX.

The expo gives participants an opportunity to become a name and find new customers, assess weaknesses and strengths of their competitors, and see new directions for growth.

The range of solutions is represented with over 27 spotlight sections, the main of which are manual electrical and power tools, equipment for metalworking, forestry industry, construction, service and repair.

The MITEX business program participants discuss major development aspects of the Russian tool market and labor-saving devices. Visitors are able to participate in workshops and carpenter shows.