

# Mir Stekla

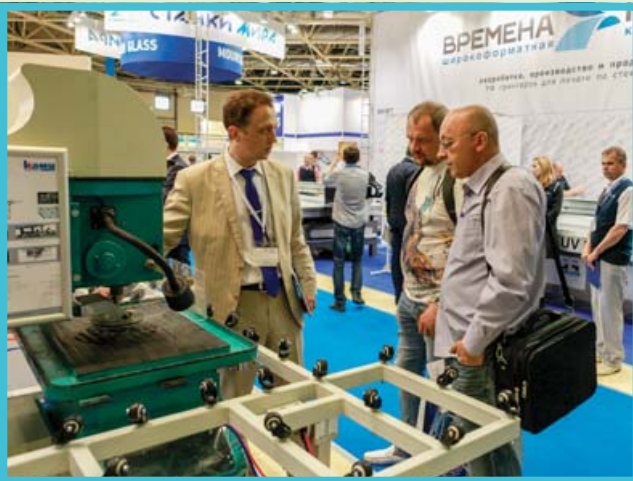
## 18<sup>TH</sup> INTERNATIONAL EXHIBITION FOR GLASS PRODUCTS, MANUFACTURING, PROCESSING AND FINISHING TECHNOLOGY



Mir Stekla is the biggest trade fair for the glass industry in its region - and the 2015 edition confirmed this even more. Now the organizers are preparing the 2016 event, which is looking to be bigger and better than ever.

**M**ir Stekla is the largest annual international exhibition for the glass industry in Russia, the CIS and Eastern Europe, with 5,000 sq.m. of exhibition space and more than 8,000 visitors. The next edition of this trade fair will take place 6-9 June 2016. Held annually at the Expocentre Fairgrounds in Moscow, Russia, it covers a series of products such as:

- glass production (equipment and technology);
- glass processing (equipment, technology, consumables);



- glass application;
- tools, auxiliary equipment;
- test and regulating equipment, software;
- glass packing, transportation and storage;
- new glass technologies; and many more, with the full list of products available at <http://www.mirstekla-expo.ru/en/subjects/> Mir Stekla is an effective promotional tool, also generating important sales leads:

- 67% of the visitors come to see new products;
- 85% of the visitors achieved their goals (generated sales leads);
- 90% of the visitors recommend their colleagues to visit Mir Stekla;
- 75% of the exhibitors are coming back in 2016;
- 87% of the exhibitors are second-time or regular participants;
- 63% of the visitors come

- to find new contacts and refresh the old ones;
- 80% of the exhibitors are satisfied with the quality of sales leads;
- every second visitor looks for suppliers;
- 75% of the exhibitors achieved their goals including increased sales;
- 87% of the visitors prefer face-to-face meetings with clients, partners and suppliers.

The Deputy Minister of Industry and Technology of the Russian Federation Sergey Tsyb said: "As the result of holding this exhibition, competitiveness on the domestic glass market has grown, latest developments have been introduced to Russian companies, the quality of products has increased, cooperation between producers and consumers of glass products has widened."



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