

17-20
APRIL

EXHIBITION '18

**TRANSPORT AND ROADS OF
SIBERIA. SPECIAL EQUIPMENT**

Baikalskaya st., 253-a, Irkutsk
Tel: +7 (3952) 35-29-00



RESULTS OF THE EXHIBITION

SibExpoCentre

www.sibexpo.ru/en

About exhibition

Duration:

4 days

Total area:

5200 sq.m.

Visitors:

52 companies

Participants:

4800 people

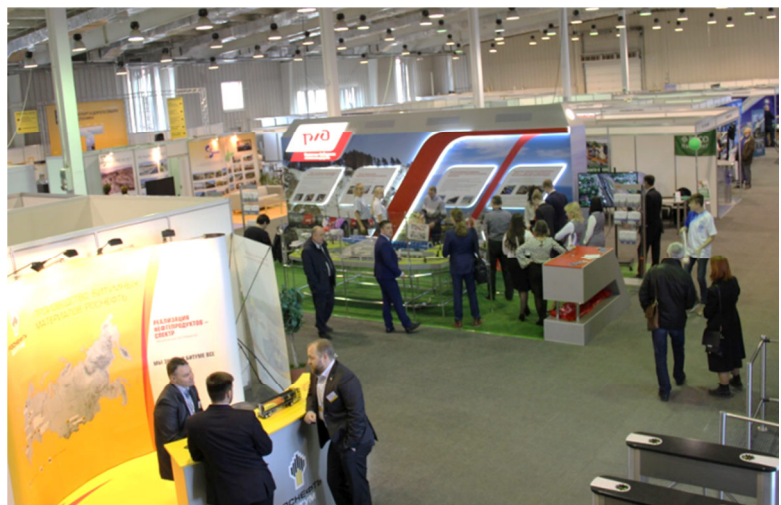
The 'Transport and Roads of Siberia. Special Equipment' specialised exhibition of transport, road construction, road and transport machinery and equipment was carried out already for the 24th time. Over the years it managed to gain authority as the effective platform for promotion of new technologies, equipment and road-building machinery to the regional market.

The 'Transport and Roads of Siberia. Special Equipment' exhibition is held since 1995.

Exhibition organiser: Sibexpocentre OJSC - a member of the Russian Union of exhibitions and fairs, the leading exhibition organisation of Baikal Region.

Official assistance: Transport Committee of the State Duma of the Federal Assembly of the Russian Federation, Ministry of Construction and Road Economy of Irkutsk Region, Ministry of Housing Policy, Energy and Transport of Irkutsk Region, Legislative Assembly of Irkutsk Region, 'Partnership of Producers and Entrepreneurs' Irkutsk Regional Association of Employers, Union of Road Workers of Irkutsk Region.

Under the patronage of: the Chamber of Commerce and Industry of the Russian Federation.



The opening ceremony of the exhibition was attended by:

SVETLANA SVIRKINA,
Minister of Construction, Road
Economy of Irkutsk Region

SERGEY TEN,
Deputy of the State Duma of the
Federal Assembly of the Russian
Federation, Member of the State
Duma Committee on Transport and
Construction

IGOR ASTAKHOV, Deputy Head of
Federal Road Agency

MR. CAO YUNLUN,
Consul General of the People's
Republic of China in Irkutsk

IGOR STARYGIN,
Director General of RADOR
Association

ANDREI SHAPOVALOV,
Director General of Sibexpocentre
OJSC

Svetlana Svirkina, Minister of Construction, Road Economy of Irkutsk Region noted that 2017 became the productive period for the road industry of the region:

— *We constructed more than 52 kilometers of roads, repaired more than 80 kilometers of roads. A lot of work with municipal entities was carried out. The unprecedented volume of subsidies – 2,2 billion rubles was allocated to them. Besides, we continue to actively engage in rural roads. Two large projects were introduced: the Taishet — Chuna — Bratsk road which reduced the distance by 250 kilometers between the central part and northern territories of the region, and the second project — reconstruction of the Baikal tract to 21 kilometers, demonstrating the European quality of roads.*

Sergey Ten, Deputy of the State Duma of the Federal Assembly of the Russian Federation, Member of the State Duma Committee on Transport and Construction:

— *Roads and transport exist, first of all, for people therefore alongside with achievements it is necessary to discuss current problems. So, 236 settlements of Irkutsk Region are still not provided with round-bottomed communication with the main road network, year by year the Federal Law on taxi is not accepted, and there is a lot of such questions. But, certainly, there is also progress. The Irkutsk agglomeration develops, the work on the presidential 'Safe and Qualitative Roads' project is held. More than 70% of federal roads on the territory of Irkutsk Region are brought to the normative state, and this work is continued. Also we will discuss the development of intellectual transport systems, application of blockchain technologies in transport at the exhibition, issues related to the development of driverless transport both in our country and in Siberia. In a word, there are a lot of topics for discussion.*



Igor Astakhov, Deputy Head of Rosavtodor Federal Road Agency:

— *In the message to the Federal Assembly on March 1 the President of Russia said that in the next six years it is necessary to double the amount of funds which are allocated for roads. And there is really a need. If 78% of federal network of roads meet the statutory requirements, then we are obliged to raise regional and especially municipal network of roads to the same level.*

Besides, Igor Astakhov elaborated the priority federal 'Safe and Qualitative Roads' project which successfully is implemented for the second year in Russia and following the results of 2017 is recognized as the most effective among 11 priority projects. 36 territorial subjects of the Russian Federation, 38 cities agglomerations, including the Irkutsk agglomeration which includes Irkutsk, Shelekhov and Angarsk take part in it. Total amount of this project for 2017-2018 is more than 60 billion rubles.

Mr. Cao Yunlun, Consul General of the People's Republic of China in Irkutsk told at the opening ceremony about the key indicators of road and transport branch of China, and also noted that, having high rates of scientific and technological progress, a powerful material base, a large reserve of highly skilled specialists, China is always open to cooperation:

— *In 2017 leaders of our two countries signed a joint statement on cooperation in combining the construction of the Eurasian Economic Union and the Economic Belt of the Silk Road during implementation of which the interrelation of transport and infrastructure is the priority direction. Regions of Eastern Siberia maintain last trade and economic relations with regions of China and are the optimum platform for realisation of a set of projects within implementation of joining of the Eurasian Economic Union and the Economic belt of the Silk Road.*

Igor Starygin, Director General of RADOR Association at his speech drew attention to the fact that more than 40 thousand settlements of the Russian Federation have no access to hard-top roads. And although the task of doubling of the amount of funds was set a few years ago, unfortunately not all territorial subjects of the Russian Federation in today's conditions can successfully solve it. This, in turn, is one of the directions for the further development of the industry. At the end of speech Igor Starygin wished to all participants of the business programme an active work and achievements in the development of roads.

Andrei Shapovalov, Director General of Sibexpocentre OJSC finished the opening ceremony:

— At this exhibition, as probably at any other, there is a huge number of serious co-organisers together with whom we make this project every year. They are the co-organisers of the federal level and State Duma Committee. An invaluable contribution is made by the Government of Irkutsk Region, Ministry of Construction, without them we could not raise the level of the event annually. Many thanks to all who together with us make this remarkable project!



Participants of the exhibition

52 Russian and foreign companies from Moscow Region, Krasnoyarsk Territory, Omsk Region, Irkutsk Region, Moscow Region, Moscow, St. Petersburg, Ivanovo, Chelyabinsk, Cheboksary, Kemerovo, and Germany.

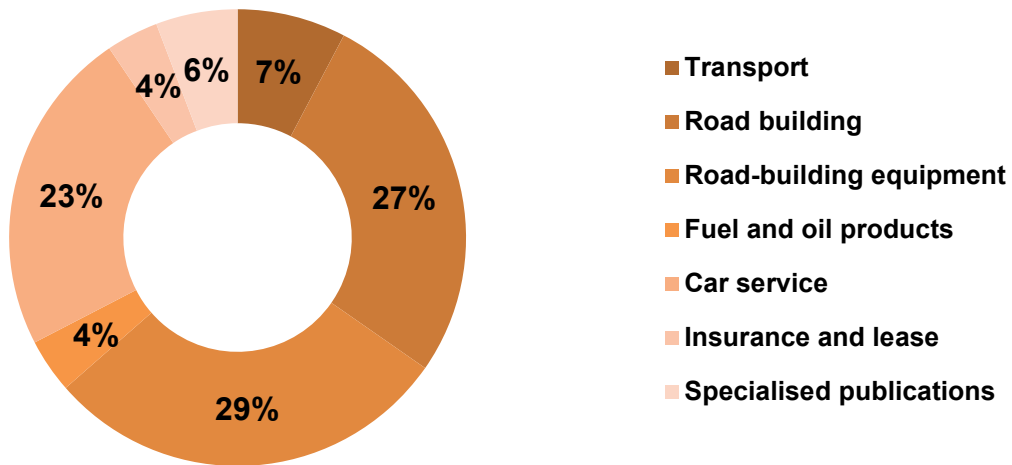
In the pavilion and on the open area of Sibexpocentre, the exhibition of commercial vehicles, road-building machinery, equipment and spare parts from the leading tractor, mechanical and automobile plants in Russia was presented to the visitors.

Also, the participants presented various types of eco-transport, innovative types of road surface, road construction and repair services, design and survey works, etc.

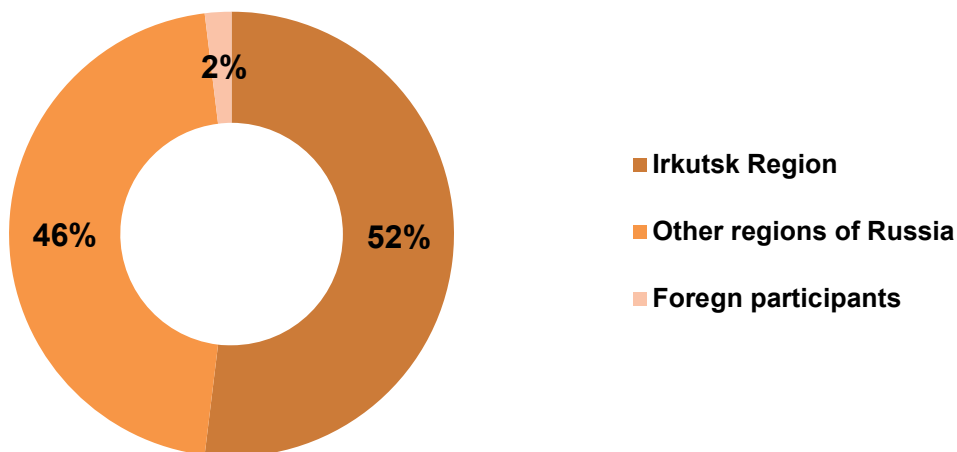
Within the exhibition it was possible to get acquainted personally with Nissan Leaf - the most popular model of the electric vehicle in the world at the exhibition it was presented together with the power charging plant.



Profile of participants:



Geography of participants



Participants' comments:



Polina Pavlova, Marketing Manager of OOO «BaikalAutoTrak» (Ulan-Ude)

Our company represents the American brand Case Construction Equipment which has been on the market of special machinery for more than 175 years and has several plants around the world. BaikalAutoTrak in particular represents the crawler excavators of this brand, which are produced in Japan. At the exhibition we introduced visitors to road-building excavators-loaders and achieved all the goals. We managed to present our brand, meet with regular customers and establish new contacts. Many thanks to the organisers for the fact that the exhibition was attended by namely interested people who wanted to learn more about the special equipment and buy it. I think that next year we will increase the scale of our exposition and bring to the exhibition a wider range of equipment.



Stepan Valevsky, General Director of Favorit-Motors Irkutsk

The Favorit-Motors Irkutsk Company took part in the Sibexpocentre's event for the first time. At our stand, we presented an electric car which goes only by electricity, as well as a sample of the charging station. I think that this summer these stations will be installed for general use, and we will have a full infrastructure for such equipment in our city. By the way, even literally a year ago electric cars in Irkutsk were presented in an amount of 5-6 samples, and at the moment there are about 70 of them. The club of automobilist of electric cars was formed.

I can tell that the results from participation in the exhibition far exceeded our expectations. The car attracted a lot of attention of visitors and raised a set of questions, main of which became the following: how to charge it, how much will it drive on a charge and how to exploit her. As practice shows, running capacity of the car in warm season is 150 kilometers, and about 70-90 kilometers in the winter depending on temperature, besides the electric car does not need to be warmed up. And as charging stations only begin to appear, the car can be charged at home from the ordinary socket. In general we are very happy with our participation as we were happy to acquaint inhabitants of Irkutsk with the electric vehicle and also there are preliminary arrangements with potential buyers.



Dmitry Makarov, Sales Manager of special machinery of OOO Karyernye Mashiny

We take part in the exhibition for the first time and present the multidisciplinary Karyernye Mashiny Company. We work in the Irkutsk market for the second year, we specialize in the sale of special machinery for road construction and care. On our platform we presented the equipment of one of the leading machine-building companies of Russia - RM-Terex. It was very important for us to introduce the Irkutsk consumer to our products, as we plan to build a dealer centre in Irkutsk to carry out both sales and service.

During the exhibition we had meetings and perspective negotiations with many road workers and industrialists. We are very satisfied with the result. In addition, I want to note the high level of organisation of the event. We will definitely participate in the next exhibition, as it perfectly helps us in the realisation of our products.



Maxim Shigunov, Sales Manager, Department of the Baikal-KAMAZ-Centre

The Baikal-AvtoTrak-Service Company is the official dealer centre of KAMAZ. We work at the Irkutsk market for a very long time and have proven ourselves as a long-term partner that helps small, medium and large businesses in providing technology of this brand.

We annually participate in the exhibitions of Sibexpocentre and this year on the platform we presented the updated line of trucks. This is already absolutely new generation of the KAMAZ technologies equipped with the German engines of Daimler. During the exhibition we had meetings with potential partners, including at the highest level at which there were representatives of the PAO KAMAZ and KAMAZ-LEASING plant. We are happy with results, a working situation at the exhibition and further we will continue to participate in this event.

Visitors of the exhibition

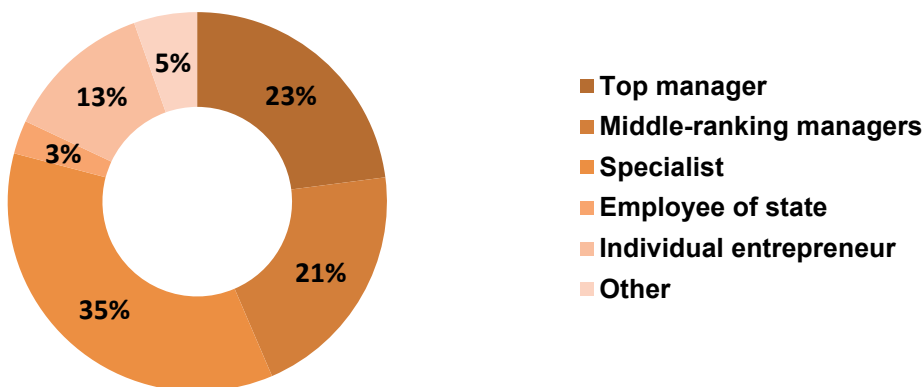
For four days the exhibition was visited by 4800 people

Most of visitors of the exhibition were residents of Irkutsk and the cities of Irkutsk Region: Angarsk, Baikalsk, Bratsk, Zima, Slyudyanka, Tulun, Usolye-Sibirskoye, Ust-Ilimsk, Homutovo, Shelekhov.

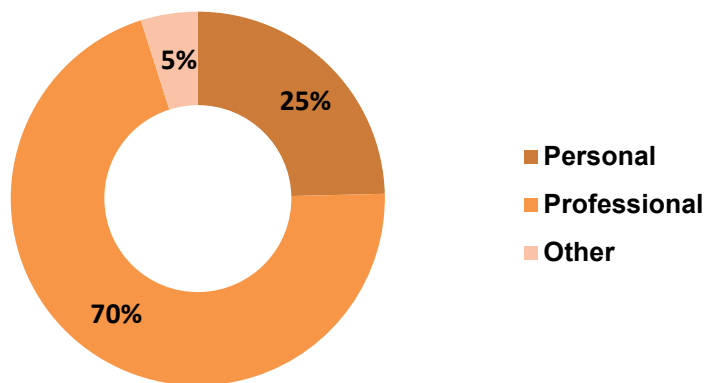
Among other cities and regions: the Republic of Buryatia, Yekaterinburg, Krasnoyarsk, Moscow, Novosibirsk, Omsk, St. Petersburg, Chelyabinsk, Chita, Mongolia.



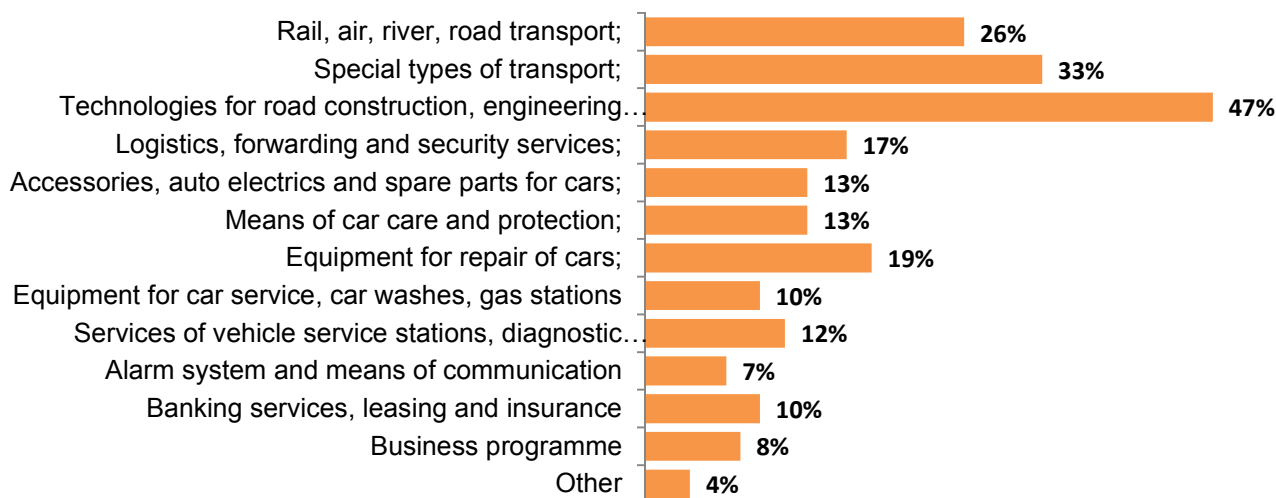
Official status of visitors of the exhibition



Goals of visiting the exhibition



Which section of the exhibition is most interesting



EXHIBITION PROGRAMME:

Within the business programme were events devoted to the long-term strategic transport projects which play a significant role in the development of the road transport industry in the region.

The scientific and practical 'Prospects of the integrated development of the transport infrastructure of Irkutsk Region. Implementation of new projects' conference was at the beginning of the programme, which organisers were the Committee on Transport of the State Duma Federal Assembly of the Russian Federation, Federal Road Agency (Rosavtodor), Ministry of Construction, Road Facilities of Irkutsk Region, Ministry of Housing Policy, Energy and Transport of Irkutsk Region, Union of Road Builders of Irkutsk Region.

Sergey Ten, Deputy of the State Duma of the Federal Assembly of the Russian Federation, Member of the State Duma Committee on Transport and Construction specified the main tasks of the transport industry at the federal and regional levels and also designated the key issues to which solution it is necessary to direct joint efforts:

- The main objectives of transport industry today come down to improving the efficiency of public administration in the sphere of transport, development of new and reconstruction of old transport infrastructure, including concerning highways. Also, the most important tasks are the balanced development of all means of transport and multimodal transport, improving the quality and accessibility of transport services for the population. Speaking about state objectives, one can not ignore the overall situation in the world. Today we must strengthen our cooperation with the countries of Southeast Asia, China, Japan, South Korea. That is why the state fosters rather high efforts to develop the transport potential of Eastern Siberia and the Far East, and at the federal level there is an issue of the development of small airports in these territories.



In addition, Sergey Ten introduced several indicators following the results of the road-building season of 2017. Thus, the volume of cargo transportation in comparison with 2016 grew by more than 2%. The passenger turnover on public transport increased by almost 8%. Speaking about the development of the transport industry in Irkutsk Region, he noted that more attention should be paid to intellectual transport systems and digitalization, and also it is necessary to introduce these subjects into the development strategy of the region.

On the event the progress of the 'Development of Road Economy and Networks of Artificial Structures for 2014-2020' government programme implementation, development of network of federal highways of Baikal region, the topical issues of development of road, rail, air and river transport of Irkutsk Region were discussed.



In continuation of the business programme of the first day there was the **'Development of the intellectual transport systems in the constituent territory of the Russian Federation'** round table at which an issue of improving road-traffic safety and road safety through the use of photo-fixing systems, development of the Regional Navigation and Information System (RNIS) was discussed. 'Pribaikalye' Federal State Institution shared experience of application of elements of the intellectual transport systems on roads subordinated to them.

For the second time within the exhibition there was the **'Modern Taxi. Legislation and Law-Enforcement Practice'** conference in which representatives of regulatory authorities, taxi drivers and taxi company directors from Irkutsk, Angarsk, Ustye Sibirskoe, Chermkhovo, Ust Kut, Bratsk, the Republics of Buryatia took part. State regulation of transportations of passengers by the automobile taxi, namely obtaining permissions to implementation of this kind of activity, administrative responsibility for non-compliance of regulatory requirements and issues of legality of activity of taxi order services became the main subject of the discussion.

Another event of the exhibition was the **'Prospects of development of gas engine and electric vehicles on the roads of Irkutsk Region'** round table, which was held with the participation of members of the Nissan Leaf Baikal and the Interregional Association for Environmental Transport (MAET). As part of his welcoming speech, Sergey Sergeev, Director of MAET noted that for the last year in Irkutsk and Irkutsk Region there was a considerable gain of electric vehicles:

— Just a year ago electric vehicles in Irkutsk were presented in the amount of 5-6 exemplars. At the moment in our city and region there are about 70 such cars. Today the club of elektromobilists in which we set up the programme for development of network of charging stations. The main issue is a total absence of infrastructure which frightens off potential owners of cars.

Further on the event the issues of this type of transport operation in the region, its positive influence on ecology, ways of its improvement and also the topical issue of assistance need from the power concerning placement and connection of charging stations, abrogation of transport tax for electric vehicles at the regional legislative level were considered.

On April 19, within the business programme of the exhibition, the Transport Committee of the State Duma of the Russian Federation and the Ministry of Construction and Road Management of Irkutsk Region held **the first 'Olkhon - the road of innovations' scientific and technical council**, dedicated to the project of reconstruction of the Bayandai-Elantsy-Khuzhir road from berthing facilities on the Olkhon island to the Khuzhir village. At the meeting it was announced that the road is divided into 3 sections, and the separate organisation is engaged in design of each of them. Then the floor was given to the representatives of these organisations. Each of them told about the peculiarities of the entrusted territories, about the arisen difficulties, the strategy of forthcoming works, selected technologies and materials. In the second part of the meeting, large road construction companies held presentations of their innovative technologies, equipment and materials, the application of which is possible at this facility.

This year for the first time within the exhibition there was the **'Bogatyr Baikala' tournament on power extreme among men**, in which 6 strongest weightlifters from Irkutsk and other regions of Russia took part. On April 18, on the open area of Sibexpocentre, the participants of the tournament performed the most complex power exercises using a multi-kilogram barbell strengthened by wheels, edging tires K700 weighing more than 350 kilograms, transfer of a big wheel from KAMAZ, and also demonstrated the towing of KAMAZ with a weight of about 19 tons. As a result Dmitry Syrovatsky, Master of Sports of Russia in powerlifting became the winner of competitions and the owner of the 'Bogatyr Baikala' title. Valery Volodko, Judge of the All-Russian category, Top-Level Coach, Master of Sports of Russia of the international class in powerlifting acted as the chief judge of the competition.



Also, events for students of Irkutsk universities were traditionally held at the exhibition. Within the business programme there was **the 'Youth's view on solving the problems of transport and transport infrastructure of Irkutsk agglomeration. Proposals and solutions' round table** in which students and staff members from Irkutsk National Research Technical University and Irkutsk State Transport University took part. Also on April 19 there was the **annual 'The road will be handled by the walker' competition of works**. The students prepared 11 projects in three directions: 'Highways. Transport facilities', 'Road repair, illumination and gardening of highways. Roadside Service' and 'Urban transportations, organisation and road safety'. The competent jury including the representatives of the ministry, state institutions, joint-stock companies and Irkutsk National Research Technical University estimated works of contestants.

**The exhibition
completed its work
with the summing up
of the competition
on the best exhibitor.**



Winners were handed gold and silver stars of Sibexpocentre, and also diplomas of the exhibition.

GOLD STARS of the exhibition were awarded to:

Irkutsk Region Road Service OJSC,
East Siberian Railway - branch of Russian Railways,
Union of Road Workers of Irkutsk Region,
RN-Spektr LLC,
BAIKAL-AVTOTRAK-SERVICE LLC,
KORRUS-TEKHNIS LLC,
ARLAN-Siberia LLC,
Kemerovo Experimental Repair and Mechanical Plant OJSC,
Techstroikontrakt LLC,
IK-6 Main Directorate of the Federal Penitentiary Service of Russia in Irkutsk Region.

SILVER STARS

Indoor multi-utility company,
Tehdorstroy LLC,
General information partner - Grader magazine Professional LLC,
OMNICOMM-Irkutsk LLC,
Roszheldorproject JSC,
Karyernye Mashiny LLC,
BaikalAutoTrak LLC of Ulan-Ude,
STROYKOMPLEKT LLC



EXHIBITION ADVERTISING CAMPAIGN



Print media

'Auto38' magazine
 'Autosila. Spetstekhnika Sibiri' specialised magazine
 'Kommersant' newspaper
 'Vybirai' magazine
 'Kopeika' newspaper
 'Pyatnitsa' newspaper
 'CM№1' newspaper
 'Grader' magazine about special equipment
 'Dorozhnaya Derzhava', magazine
 'Capital' inter-regional business directory for wholesalers and manufacturers
 'Capitalist' information and analytical magazine about business
 'Krepezh, klei, instrument i ...' reference magazine
 'Dorozhno-stroitel'naya tekhnika i tekhnologii' magazine
 'Stroitelstvo: tekhnologii i materialy' magazine
 'Avtomobilny transport. Gruzovye perevozki' magazine
 'Napravleniye — Dalny Vostok' magazine
 'Osnovnye sredstva' magazine
 'Gorod reklamy' newspaper
 'RSP Ekspert' magazine
 'Sklad i tekhnika' magazine
 'Stroitelnye i dorozhnye mashiny' magazine
 Advertisement Layout in target folders of the Pension Fund.

Radio:

Retro FM Autoradio, Shanson radio, Iskatel radio, HumorFM

Television:

Russia24, Channel 5, Match TV, NTV, Pyatnitsa, Ren TV, Aist.

Outdoor advertising

Posters (A1) at the stops
 Banner at the Hydroelectric Power Plant
 Banner on Dypututskaya / Dybowski St.
 Banner at the Airport
 Banner on the facade of Sibexpocentre
 Pillar in the central market
 Pillar at the 'Trud' Sports Palace
 Banner on Surnova st., on the Fortunovsky Ring Road
 Banner on the Novo-Lenino byroad
 Brandmauer on Baikalskaya st.

Web promotion

To promote the exhibition on the Internet, various types of advertising were used:

- placement on thematic and news portals
- contextual and media advertising in Yandex.Direct;
- media advertising on social networks Odniklassniki, VKontakte;
- targeted advertising on social networks Odniklassniki, VKontakte;
- video posts in Facebook and Instagram.
- thematic publications about events and participants of the exhibition on social networks VKontakte, Odniklassniki, Facebook, Twitter.

Internet portals

EXPONET.RU exhibition portal;
PROMRF.RU industrial portal;
SIA.RU,
TERRA-EXPO Irkutsk Business Portal,
TotalExpo international portal of exhibition participants,
IRCITY.RU information and exhibition portal,
'Kto est kto na rynke spetstekhniki' news portal,
'Mekhanization' catalogue of special equipment,
'Expert' portal about machines and mechanisms,
Irkutskmedia business portal,
Irk.today news portal,
www.uefexpo.ru news portal,
www.expomap.ru exhibition portal,
www.worldexpo.pro exhibition portal,
www.exponews.ru exhibition portal,
www.kormz.ru skl.ru exhibition portal
www.korus.ru
nmz-group.ru
www.drom.ru banner in the 'Special equipment' section

Advertisements were broadcast in the format of text and graphic banners and ads, promo posts with autoplay of video in social networks.

For promotion in Facebook and Instagram, a video invitation from Sergey Ten, Deputy of the State Duma of the Federal Assembly of the Russian Federation was made. You can get acquainted with the video invitation at the following link: <https://youtu.be/kaBToN3uHGA>.

Also a promo post with the corporate style of the exhibition was used.

The target audience of the exhibition was divided into segments which provided high relevance of each broadcast announcement. Segments were selected on the basis of potential interest to sections of the exhibition, events and also on the field of activity and other social and demographic characteristics.

In total, through all channels, 247,508 advertising impacts on relevant target audience were made, which made it possible to interest 1437 people who visited the site on the exhibition page and got acquainted with the information.

The XXV specialised 'TRANSPORT AND ROADS OF SIBERIA. SPECIAL EQUIPMENT' exhibition will be held in Sibexpocentre Exhibition Complex on April 2019.

We will be glad to see you among the participants and visitors of the exhibitions!



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