

9/11 September

XXVII specialised exhibition

SibWood Expo

RESULTS OF
THE EXHIBITION

Irkutsk region, Bratsk
ТЕЛ.: 8 (3952) 25-99-30

WWW.SIBEXPO.RU

сибэкспоцентр

About exhibition

Total area:

In pavilion - 1700 sq.m.

Open area - 800 sq.m.

Participants:

38 companies

Professional visitors:

900 people

International 'SibWoodExpo-2020' exhibition was held on September 9-11, 2020 in Theater and concert centre 'Bratsk-ART'.

The exhibition of the latest achievements of the woodworking industry brought together participants from different regions of Russia and countries of the world, which indicates the high interest and importance of this event.

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

With active participation of the Government of Irkutsk Region, Ministry of Timber Complex of Irkutsk Region, Administration of city of Bratsk, Chamber of Commerce and Industry of Eastern Siberia, Partnership of Producers and Entrepreneurs Irkutsk regional association of employers, Union of Timber Manufacturers and Exporters of Irkutsk Region, Bratsk State University.

General media partner: 'Lesnoy kompleks Sibiri' magazine



Exhibition opening ceremony was attended by:

Konstantin Borisovich Zaitsev - First Deputy Governor of the Irkutsk Region, Chairman of the Government of the Irkutsk Region

Dmitry Valerievich Petrenev - Acting Minister of the Forestry Complex of the Irkutsk Region

Sergey Vasilyevich Serebrennikov - Mayor of Bratsk

Alexey Ivanovich Sobol - President of the Union 'Chamber of Commerce and Industry of East Siberia'

Ilya Sergeevich Sitov - Rector of the Bratsk State University

Shapovalov Andrey Gennadievich - General Director 'Sibexpocentre' OJSC



Konstantin Borisovich Zaitsev - First Deputy Governor of the Irkutsk Region, Chairman of the Government of the Irkutsk Region:

— *This event plays an important role: the timber industry is very important for the economy of the Irkutsk region. Today it is important to see what new technologies have appeared, to note new methods of harvesting and processing, to see the equipment, and, of course, to establish business contacts.*

Dmitry Valerievich Petrenev - Acting Minister of the Forestry Complex of the Irkutsk Region:

— *On behalf of Sergei Fateevich Brilka, a member of the Federation Council of the Federal Assembly of the Russian Federation, I want to say that during its existence the exhibition has obtained the status of an authoritative platform for establishing productive contacts between foreign and domestic manufacturers.*

Sergey Vasilyevich Serebrennikov - Mayor of Bratsk:

— *I would like to remind you that this is the second time that 'SibWoodExpo', a very important and high-status exhibition, is being held in the city of Bratsk. It's time to start not only wood processing and logging, but also reforestation. We hope that today's exhibition will be useful for all manufacturers.*

Alexey Ivanovich Sobol - President of the Union 'Chamber of Commerce and Industry of East Siberia':

— *I would like to congratulate you on the start of the exhibition, which is being held for the 27th time. I am convinced that the business programme of the exhibition will benefit all entrepreneurs, and will not only allow them to get acquainted with new technologies and equipment, but also make new business contacts, and also sign new contracts.*

Ilya Sergeevich Sitov - Rector of the Bratsk State University:

— *I want to congratulate you on the opening of the exhibition! I would like to thank the organizers for the opportunity to make a speech today, talk about the problems, prospects and development trends of the forestry industry, as well as discuss training for it.*

Shapovalov Andrey Gennadievich - General Director 'Sibexpocentre' OJSC:

— *Many thanks to everyone who supports 'Sibexpocentre', thanks to the government and the ministry for this month we managed to save this project. I want to congratulate everyone on their professional holiday and declare the exhibition open!*

Participants of the exhibition

The exhibition brought together 38 participants from around the world. The geography of the participants is very diverse. The exhibitors were companies from Irkutsk, Moscow, Perm, Bratsk, Kovrov, Krasnoyarsk and Barnaul, as well as foreign exhibitors from Sweden and Germany.

Following Russian companies presented their expositions:

'Forest Machines Wood Products' LLC, LLC 'IVECO-Angara', 'Boiler Plant 'Avtomatik-Les' LLC, 'Globex' LLC, 'Stan-Cocentr Perun' LLC, 'SKIP' LLC, 'RusNafta' LLC, 'Kami' Association, LLC 'Wood Profi Machinery', LLC 'Prommarket-Maximum', LLC 'Production Association Teploresurs', 'Altai-Iestekhmash' LLC, 'Ferronordic Machines' LLC, 'Timber-mash Baikal' LLC, 'Spectr Wood' LLC, 'Kovrovskie Kotly' LLC, 'Nordic Trakshin' LLC, 'Nesting-Baikal' LLC, 'Forest Machines' LLC, BrSU

Foreign companies:

Germany - ESTERER WD GMBH,

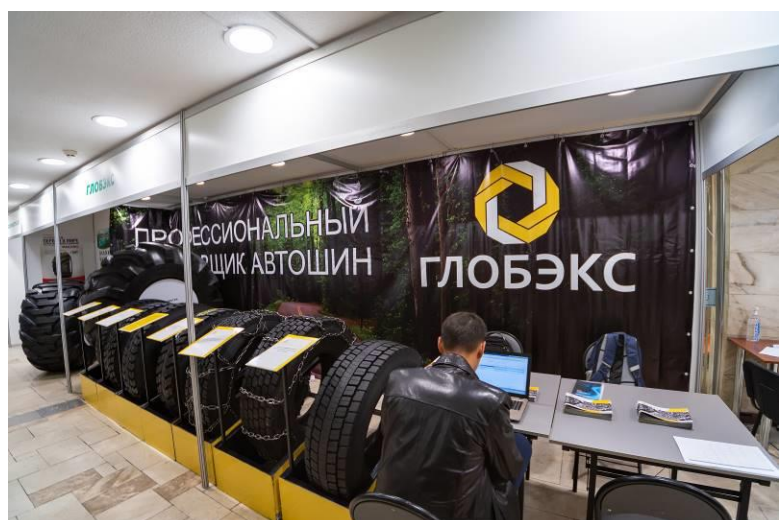
Sweden - KVARNSTRANDS



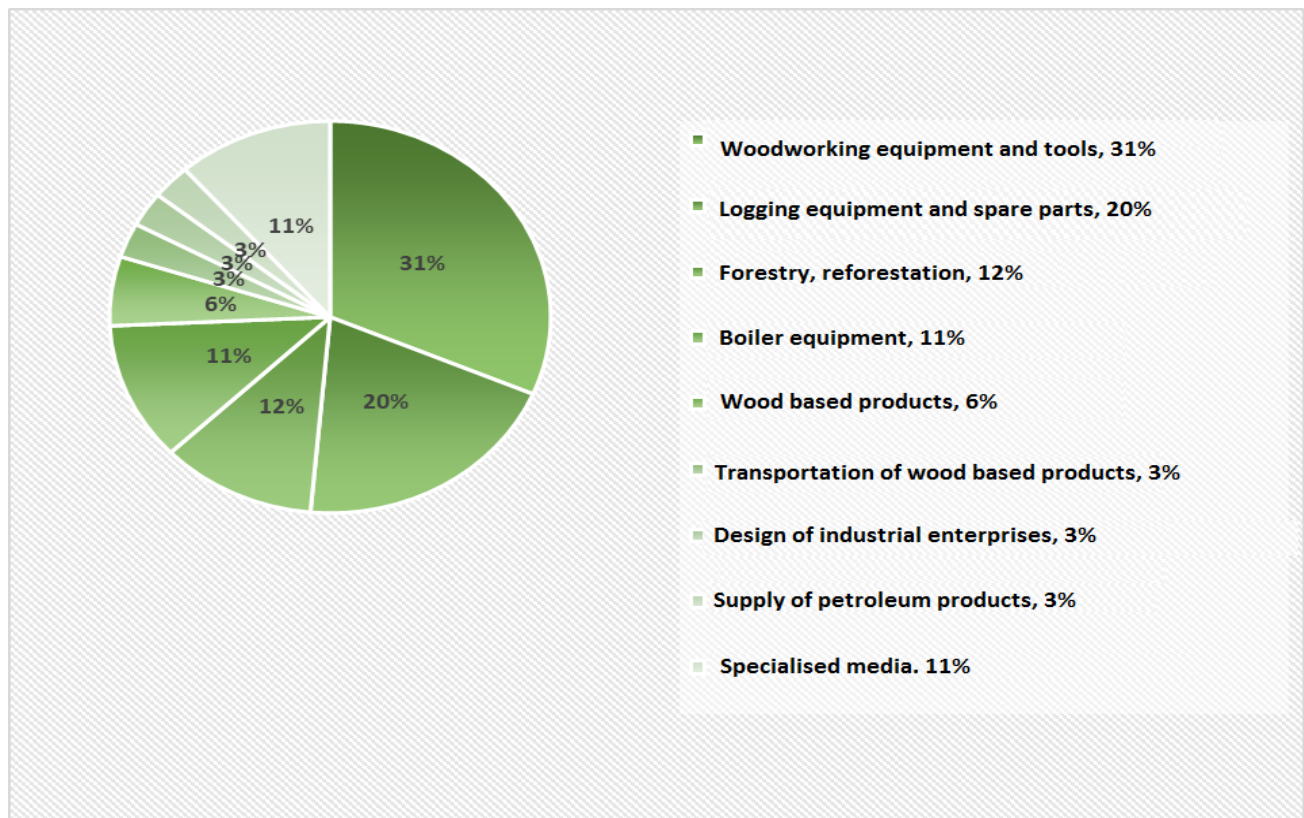
Participants of the exhibition

The activities of the event participants cover all aspects of the forest industry: production of industrial equipment and machine tools, professional woodworking tools, all types of sawmills, machine - building enterprises, supply of spare parts, wood-cutting tools, consumables for repairing and sharpening saws, hot water, thermal oil and steam boilers, equipment for preparing pellets and briquettes, maintenance of construction, road, forest equipment, spare parts for special equipment and much more.

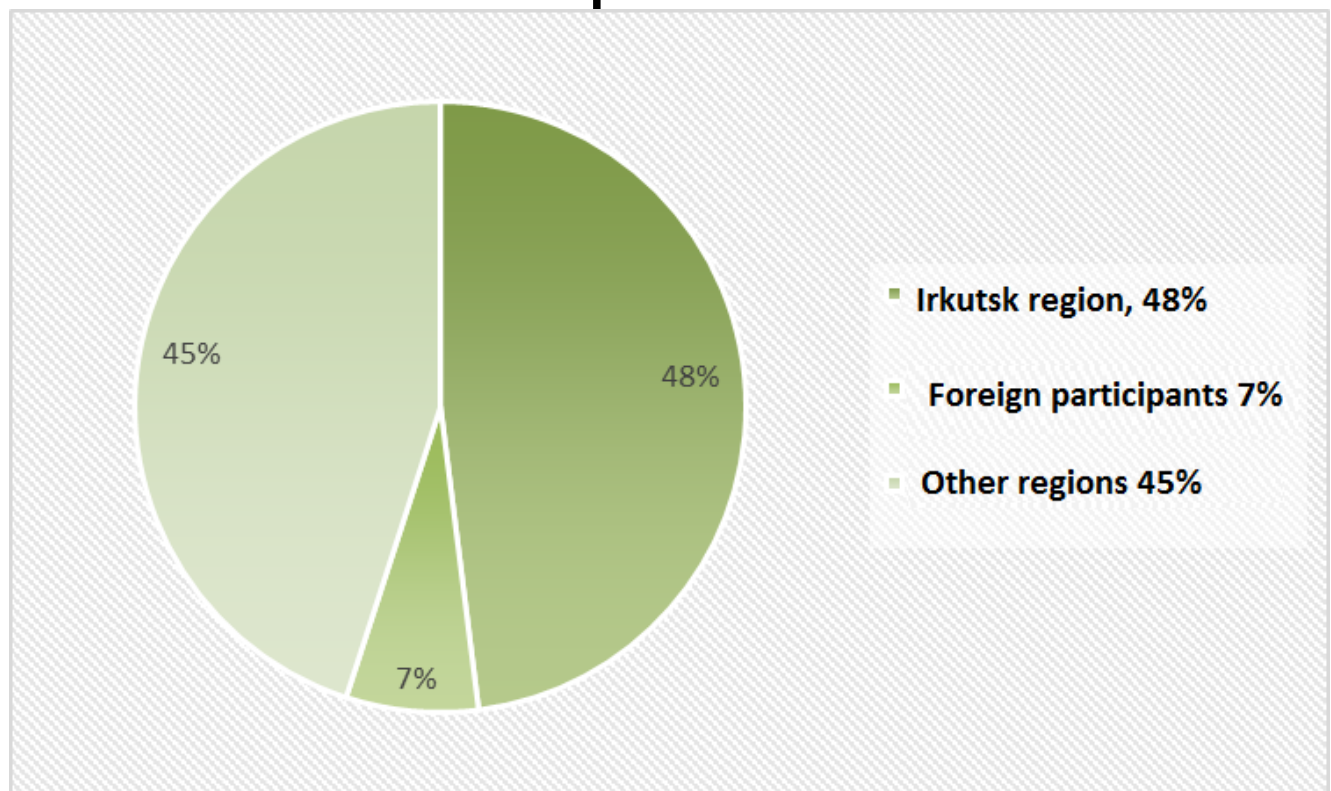
Among the official dealers at the exhibition were representatives of Volvo, Construction Equipment, Rottne Industri, Dressta, Mecalac, Leuco, as well as representatives of John Deere - the world's leading manufacturer of forestry, road construction and agricultural machinery, equipment for reforestation Bracke Forest (Sweden) and hydraulic manipulators Rotobec (Canada), representatives of the German machine-tool concern WEINIG, representatives of the Canadian company Tigercat,



Participants profile:



Geography of participants:



Participant`s feedback



Nikola Alexey Nikolaevich, head of the truck tires direction, special tires, and truck disks of the 'Globex' company:

- We are taking part in the exhibition for the first time. Of course, companies need such exhibitions. The fact that it is held in Bratsk, I think it is right, because main forest companies are located here. I can note that we had new contacts on the first day and it made us happy. Except for the sales, we also had an opportunity to promote our product at the exhibition. We hold business meetings, after which interesting ideas appear.



Dmitry Potapov, manager of the company 'Teploresurs Production Association' (Kovrov):

- Our company specializes in generating heat from wood processing waste, and this area is quite popular. We also produce biofuels. We came to 'SibWoodExpo' for the second time.

The exhibition became interesting to us, because last time we took an active part in the exhibition and it` forum. I would like to note that we are interested in this region so we came here again. Before the exhibition, we did some preparatory work and invited potential customers with projects here to discuss all issues directly at our booth. We also plan to participate next year exhibition.



Chistyakov Oleg Gennadievich, General Director of 'Forest Machines Wood Production':

- The head office of the company 'Forest Machines Wood Production' is located in the USA (Oregon) and we, representatives of this company and are located in Irkutsk. Our company presents brands of leading American manufacturers: Peterson, TimberPro u Fecon. Main task of our company is to let our clients become our long-term partners. And also to invest investments by purchasing certain products of the company.

Last year we came to the exhibition as visitors, but this year we decided to participate. Moreover, we have a lot of things to present. The target direction is very good at the exhibition. Next year we will definitely come to the exhibition again.

Visitors of the exhibition:

During three days, the exhibition was visited by 900 people. Leaders, timber industry experts, investors, business people, consumers of products.

About half of visitors are citizens of city of Bratsk – 39%, 20% - citizens of Irkutsk, 29% came from other cities of Irkutsk region. Other cities and regions of Russia - 12%.



Exhibition programme



The business programme of the exhibition in 2020 covered the most important issues of the forest industry.

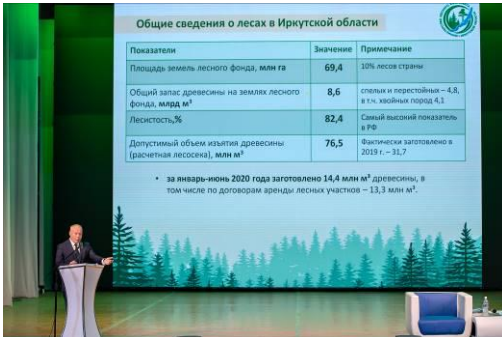
Speakers discussed current trends and problems of logging production, problems of sawmilling and deep processing of wood, talked about reforestation and growing planting material with a closed root system, fighting forest fires, and also noted an important topic of construction and operation of logging roads.

On September 9, the main event was the **plenary session 'Topical issues of the development of the Siberian forest complex at the present stage.'**

At the conference hall speakers raised the following urgent topics:

- 'Development of the forest complex based on peculiarities of forest management in the Irkutsk region'
- 'Relevance of forest management materials in the Irkutsk region'
- 'Problems and perspectives of logging'
- 'Experience of the city of Bratsk in the development of the forest complex and deep woodworking'
- 'Digital transformation of forestry and state traceability system of wood origin'
- 'Revision of customs duties and a quota mechanism for the export of Siberian timber species and introduction of space monitoring and biometrics to record and control the movement of timber as ways of developing the timber industry complex of the Irkutsk region'
- 'Modern approaches in education for the forestry industry'

Exhibition programme



Round table dedicated to the compensatory reforestation in the Irkutsk region was held by the Ministry of forestry of the Irkutsk region on the first day of the exhibition.

Within the round table, participants of the event discussed such issues as: special features of carrying out and accepting works on 'compensatory' reforestation, practice of 'compensatory' reforestation on the territory of the Bratsk forestry, design of works on artificial and combined reforestation, features of reforestation processes in the Irkutsk region, analysis of promising technologies for reforestation work, and others.



Seminar 'Problematic issues arising in the development of forest development projects' was held on September 10. In addition to the seminar, there also were round table on prevention of forest fires and protection of fires from harmful organisms. Within the seminar, participants discussed fire hazardous season 2020 forest protection in the Irkutsk region, problems and ways to solve them, prediction of spreading of foci of the Siberian silkworm in the Irkutsk region. Participants also talked about prospects for the use of instrumental methods for assessing the quality of stem wood of ripe damaged by stem pests and diseases.



Another interesting round table 'Solving the problems of timber industry development at the present stage' was held on September 10. The speakers summed up the problems of training personnel for the Russian forestry complex, problems of assessing the negative impact on the environment of forestry enterprises, supply of raw materials for sawmills. Among the interesting topics also were: reducing the negative impact of tracked all-terrain vehicles for forestry and logging, using of geosynthetic materials in the construction of ice crossings and more.



Traditionally, the exhibition ended by announcement of results of best exhibitor competition.



Director General of 'Sibexpocentre' OJSC Shapovalov Andrey Gennadievich made his speech at the closing ceremony of the exhibition:

- I would like to thank everyone who participated in the exhibition, everyone who was involved in the business programme, and those who found the opportunity in this difficult time to make our project for the 27th time and for the second time in the city of Bratsk successful. I think it is a right decision. The exhibition is over and I strongly believe that next year's exhibition would be more interesting. But we also shouldn't diminish the meaning of this year exhibition, because it was held under such difficult circumstances and it was quite valuable.

On behalf of the Administration of the city of Bratsk, the Chairman of the Committee for economic development of the Administration of the city of Bratsk Artem Melnikov thanked all:

- The 'SibWoodExpo' exhibition, which was held in our city for the second time, has ended. We are glad that despite all the difficulties, it was held at a high level. We hope that everything that we have planned will be implemented, possibly on an even larger scale.

Next, Ilya Sergeevich Sitov - Rector of the Bratsk State University made his speech:

- Thank you so much for the opportunity to join the process of organization of the exhibition! Thank you for the three days during which we presented our university and had a unique opportunity to communicate on the discussion platform. I hope that the exhibition was not in vain, and everyone got more contacts, changed experience. We will wait for the 2021 exhibition.



GOLD STARS:

MINISTRY OF TIMBER COMPLEX OF IRKUTSK REGION

'KAMI' ASSOCIATION

'FERONORDIC MASHINES' LLC

ESTERER WD GMBH

'WOOD PROFI MACHINERY' LLC

KVARNSTRANDS VERKTYG AB

'ALTAILESTEKHMASH' LLC

'IVEKO-ANGARA' LLC

SILVER STARS:

ASSOCIATION OF TIMBER MANUFACTURERS AND
TIMBER EXPORTERS OF IRKUTSK REGION

'LESNOY KOMPLEKS SIBIRI' MAGAZINE

'BOILER PLANT 'AVTOMATIK-LES' LLC

'NESTING-BAIKAL' LLC

'STANKOCENTER PERUN' LLC

'GLOBEX' LLC

LLC 'FOREST MACHINES'

'KOVROVSKIE BOILERS' LLC

'PRODUCTION ASSOCIATION TEPLORESURS' LLC

'TIMBERMASH BAIKAL' LLC

Advertising campaign



Press.

'Woodworking. Business and Profession' magazine, 'Logging magazine. Business and Profession' magazine, 'Forestry Complex' Magazine, 'Furniture Industry' Magazine, 'Equipment and tools for professionals. Woodworking Series' magazine, 'Mebelshchik Sibiri' magazine 'LPK Siberia' magazine, 'Lesnoy Ural' magazine, 'Forest Industry' Magazine, 'LesPromInform' Magazine, 'SpetsTechnika' Magazine, Yearbook 'Who's Who in the Special Equipment Market', Magazine 'Goods of the Urals. Production and wholesale', 'Autosila. Special equipment of Siberia' magazine, 'Auto38' magazine, 'Timber Industry Complex of Russia', 'Vestsnab' magazine, 'Special equipment, oil and gas equipment' magazine, 'Grader' magazine, 'Kommersant' newspaper, 'Kopeyka newspaper, 'Pyatnitsa' newspaper, 'CM number one' newspaper, 'Neighbors. Baikal' newspaper, Business Directory 'Capital', Magazine 'Capitalist'.

Radio and TV

Ust-Ilimsk. HTB, TB-3, local news. 189 releases

Ust-Ilimsk HIT- FM, Dorozhnoe radio, Radio Dacha, Retro fm . 422 releases

Bratsk. Ren-tv, 5 channel. 150 releases

Bratsk. Autoradio. 85 releases

Bratsk. Tulun. Radio voice Angara. 150 releases

Ust-Kut. Lena fm, 189 releases

Ust-Kut. TRK, local tv, 75 releases

Outdoors advertising

Placement on billboards 3x6, 10 pcs.

Bratsk,

Ust-Ilimsk,

Tulun,

Usolye-Sibirskoe

SibWoodExpo снова в Братске! 9-11 сентября

Масштабное мероприятие лесной отрасли Иркутской области.

[Подробнее](#)



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IRK.RU Новости Статьи Афиша

Иркутянка оплатила штрафы ГИБДД на 19 тысяч рублей после ареста счета

21 сентября 22:10 8 отзывов



Девять тысяч жителей Иркутской области обратились в интернет-приемную «Кобзев на связи»

21 сентября 21:30 9 отзывов

В Жигаловском районе задержали мужчину, подозреваемого в убийстве охотника в зимовье

On-line advertising campaign

To promote exhibition in the internet, we used following advertising channels:

Specialized information portals

infoderevo.ru, lesozagotovka.com, lespromtech.ru, promogroupmedia.ru, informdom.com, lesprom.com,, vestsnab.ru, autosila24.ru, lpk-sibiri.ru, woodresource.ru, lesur.ru, fastinfo.ru, mechanization.ru, avtoshop-irk.ru, proderevo.net, masterproff.ru, informpressa-ural.ru, Mastershkaff.ru, Expo-book.ru, Expo-group.ru, Expoclub.ru, Exponet.ru, Supl.biz, Sia.ru, TotalExpo.ru, vmost.ru, Леснойресурс.рф, groteck.ru, helpinver.com, informpressa.ru, oborudunion.ru, proderevo.net, ridjei.ru.

Posting on the popular information website **Irk.ru**.

Media announcement in Yandex.Direct: text banners, graphic banners and video. The target audience of the exhibition was selected according to keywords related to the forestry industry. Keywords were selected based on potential interest in sections of the exhibition, events of the business program. Advertising campaign duration: from August 22 to September 11. Geography: Irkutsk region and the city of Krasnoyarsk. Releases: 881692.

XXVIII specialized 'SIB-WOODEXPO' will be held on September 8-10, 2021

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



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