

# STATISTICS OF THE 12<sup>TH</sup> INTERNATIONAL EXHIBITION

# CSTB' 2010

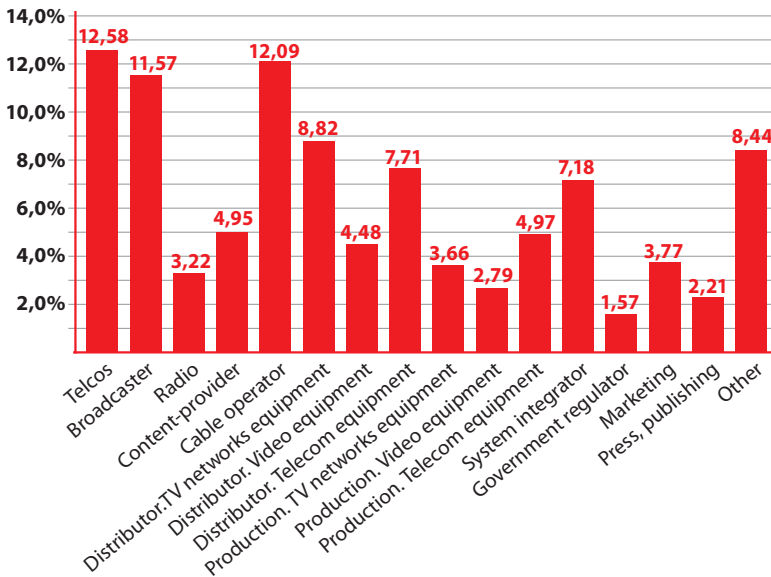
**Exhibitors:** over 400 companies and brands

**Foreign exhibitors:** 43%

**Visitors:** 19875

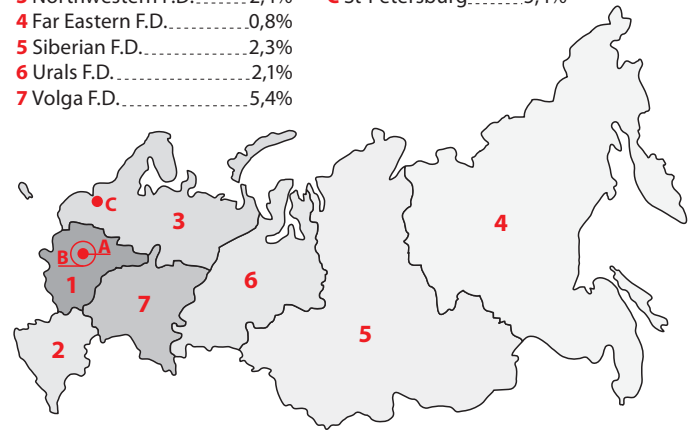
**Countries represented:** 27 (USA, UK, Canada, Italy, Germany, UAE, Sweden, Spain, France, Israel, Norway, Korea, Denmark, China, Switzerland, Taiwan, Turkey, Brazil, Holland, Poland, Lithuania, Estonia)

## Visitor profile by industry

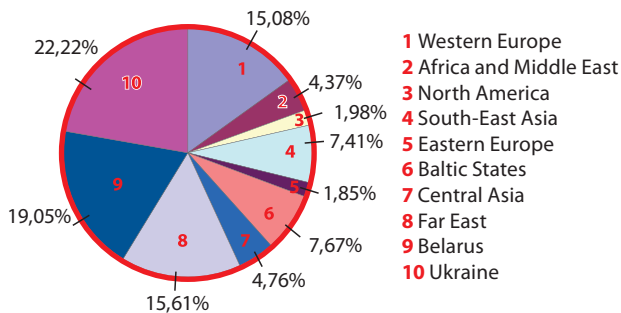


## Visitors from different federal districts (F.D.) of Russia – 83% (16496 people) from total number of visitors

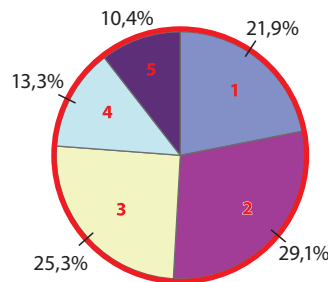
1 Central F.D.	13,3%	A Moscow	52,9%
2 Southern F.D.	2,8%	B Moscow region	12,6%
3 Northwestern F.D.	2,4%	C St-Petersburg	5,4%
4 Far Eastern F.D.	0,8%		
5 Siberian F.D.	2,3%		
6 Urals F.D.	2,1%		
7 Volga F.D.	5,4%		



## Visitors from other countries – 17% (3379 people) from total number of visitors

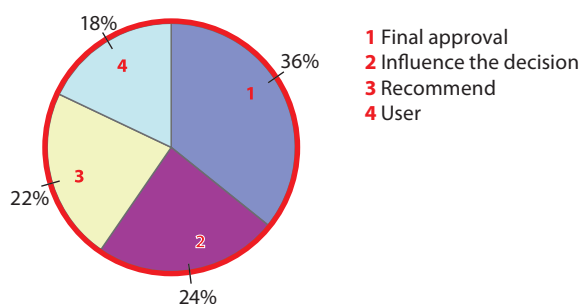


## Visitor position in organization

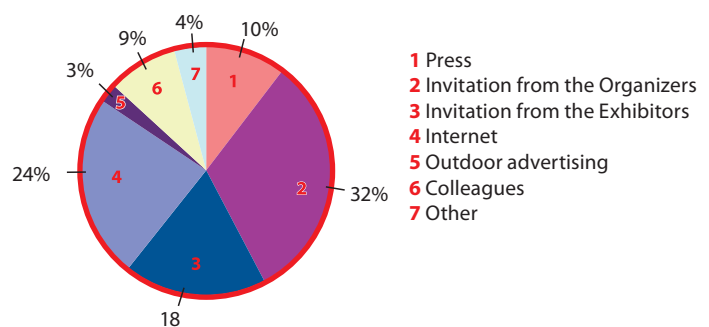


- 1 Owner, co-owner, general director
- 2 Deputy director, head of department
- 3 Engineer / technical expert
- 4 Sales/purchase manager
- 5 Not precised (marketing, advertising, press)

## Purchasing authority of visitors



## How did you learn about CSTB'2010



- 1 Press
- 2 Invitation from the Organizers
- 3 Invitation from the Exhibitors
- 4 Internet
- 5 Outdoor advertising
- 6 Colleagues
- 7 Other