

INTERNATIONAL TECHNICAL FAIR 2019

Innovation • Modernisation • History

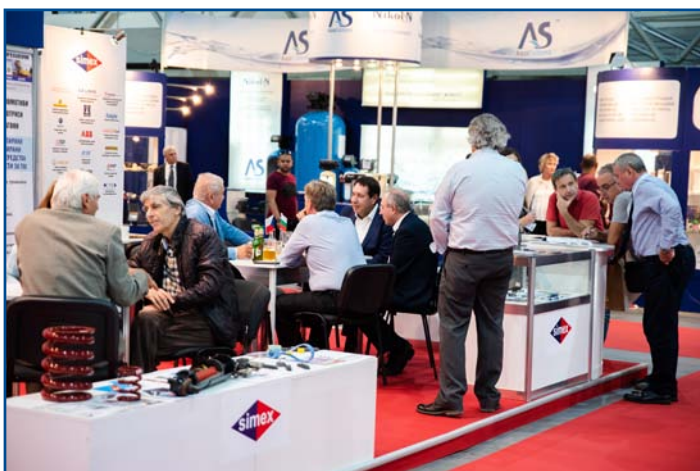
23–28 September



tech.fair.bg

The biggest industrial exhibition in Bulgaria – the International Technical Fair opened its 75th edition with lots of changes. Modern elements have been added to tradition and experience to meet the requirements of the 21st century and to create conditions for faster entry of innovations into the economy not only of Bulgaria but also of the Balkan countries. Russia was the partner country.

The most significant technology meeting on the Balkans welcomed **companies from 34 countries** and demonstrated the transformations in business that will predetermine its development. Dozens of contracts are being signed and many partnerships are being created at these exhibitions, Prime Minister Boyko Borissov said before opening the 75th International Technical Fair.



KEY DATA

- 468 exhibiting companies from 34 countries
- new participants – 39%
- over 24 000 visiting specialists from 25 countries
- over 650 publications in media

THE FOLLOWING WERE HELD AT THE 75th INTERNATIONAL TECHNICAL FAIR

◆ FOR THE FIRST TIME- WEEK OF DIGITAL TECHNOLOGIES

13 free conferences, over 200 speakers, expositions and shows, career area, workshop for children at the event, which is unique in its scale in Bulgaria

◆ SPECIAL BUSINESS EDITION OF "AUTO CITY PLOVDIV"

Automobiles for the industry, trade and services, test drive track

◆ THE BIGGEST EXHIBITION OF HEAVY CONSTRUCTION MACHINERY

7000 sq.m. of expositions and demo zone of heavy machinery

◆ DIRECT CONNECTION WITH THE INTERNATIONAL SPACE STATION

Online radio session with the crew of the ISS on the Day of Russia

◆ „RESPONSIBLE ON THE ROAD” CAMPAIGN

After the great success of the first edition, the initiative is held again and its faces have become the rally champions from the "Shterevi Rally Team" Club.

◆ INNOVATIONS THAT CHANGE CONSTRUCTION

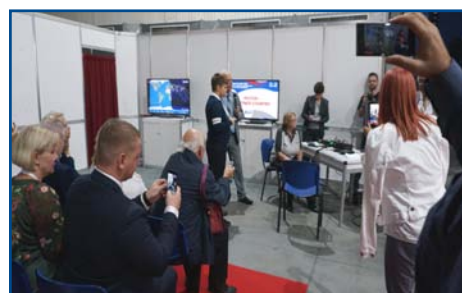
RENOVATION CONCEPT

◆ Restructuring of specialized exhibitions

The restructuring of the specialized exhibitions is one of the major changes in the International Technical Fair. They are now five: "**Machine Building**" – machines, technologies, robotics, automation; "**Stroytech**" – construction equipment, electrical engineering, materials, tools, technologies; "**Auto City Plovdiv**" – automobiles, transport and equipment; "**Infotech**" – information and digital technologies; "**Eneco**" – power engineering, ecology, chemistry, water management. The idea is to present together companies that operate in industries, which complement each other. In this way visiting specialists can find complex solutions for their projects.

◆ Flexible exhibition solutions

An important part of the concept is the effort to **highlight the individual profile of each company** and each exhibitor to find the most suitable form of presentation to contact more potential partners and customers. Flexible exhibition solutions are offered, such as thematic areas and specialized sections for individual sectors. Demo zones are also successfully applied, where machines and equipment are shown into action. This responds to the contemporary attitudes of companies to emphasize their uniqueness.



♦ A new vision

The International Technical Fair and the individual specialized exhibitions have already got a new vision with modern design, corresponding to their innovative spirit.

♦ New marketing

Special attention is paid to **digital tools for presenting** the International Technical Fair and its participants. The aim is to **increase the online visibility of the event and the exhibitors among target groups with different profiles** – managers, entrepreneurs, professionals and non-specialized visitors.

A large-scale advertising campaign was conducted in the most popular and used channels:

- Social networking sites – Facebook, LinkedIn, online platforms of International Fair Plovdiv
- National, regional and specialized media
- Outdoor advertising – major roads and major regional centers

“The International Technical Fair development concept combines the best of past experience with current business trends and the innovative methods of communication. This brings more benefits to the participants”, said Dr. Ivan Sokolov, Director General of International Fair Plovdiv.



THE TECHNOLOGICAL FUTURE OF BUSINESS

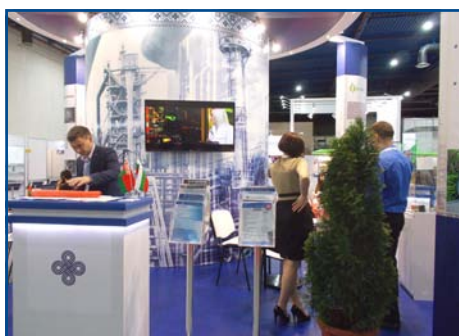
The 75th International Technical Fair presents some of the most important directions for the development of business in the coming years:

- **Digital technologies** – digital marketing, cyber crime and cyber security, blockchain, logistics, online communications, smart cities and buildings, digitization in commerce and services – at “Infotech”
- **Hybrid machines and cars** – at “Stroytech” and “Auto City Plovdiv”
- **Automation, robotics, microelectronics, nanotechnologies** – at “Machine Building” and the exposition of Russia, a partner country of AUTUMN 2019
- **Energy-saving systems and products** – at “Stroytech” and “Eneco”
- **Environmental technologies** for chemistry, the water sector and the home at “Eneco”

INTERNATIONAL SPECIALIZED EXHIBITIONS

- ♦ **AUTO CITY PLOVDIV** - automobiles, transport, service equipment
- ♦ **ENECO** – power engineering, ecology, chemistry, water management
- ♦ **INFOTECH** – information and digital technologies
- ♦ **MACHINE BUILDING** – machines, technologies, robotics, automation
- ♦ **STROYTECH** – construction equipment, electrical engineering, materials, tools, technologies

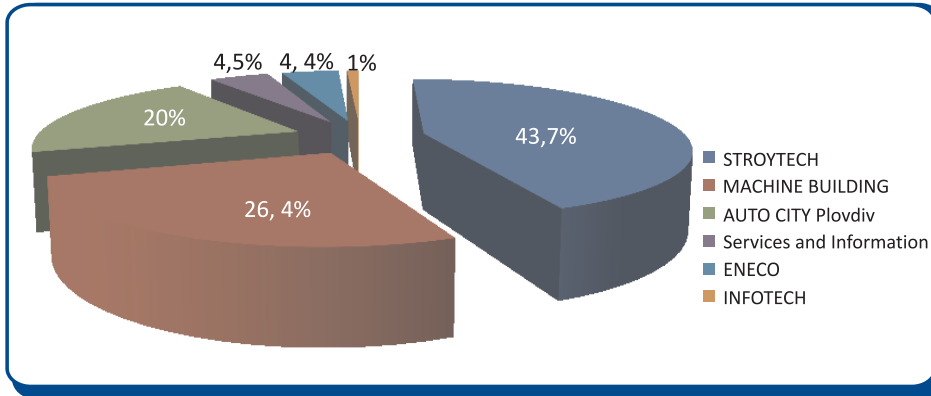
The expositions were located in **5 pavilions and the open areas** around them.



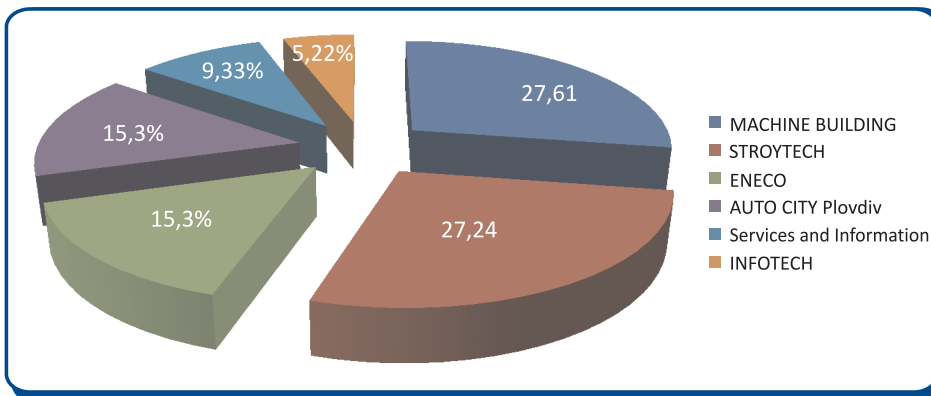
RATING

- ⇒ *The largest: "Stroytech"* – by area, "Machine Building" – by number of participating companies
- ⇒ *The biggest growth of participants: "Infotech"* – three times more than last year
- ⇒ *The biggest change: "Infotech"* – it already includes the significant event Digital Technology Week "DiTech"

EXHIBITION SHARE BY AREA

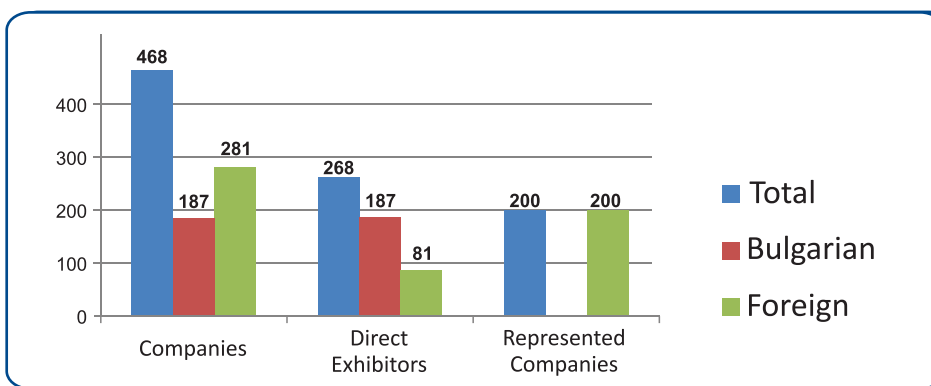


EXHIBITION SHARE BY NUMBER OF COMPANIES



PARTICIPANTS

A total of 468 companies participated in the 75th International Technical Fair – 268 direct exhibitors and 200 represented companies from 34 countries: Austria, Belarus, Belgium, Bulgaria, Canada, China, Chinese Taipei, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Great Britain, Greece, Ireland, Italy, Japan, Liechtenstein, Luxembourg, Netherlands, Republic of Korea, Romania, Russian Federation, Slovakia, Slovenia, Spain, Sweden, Switzerland, Syria, Turkey, Ukraine, USA.



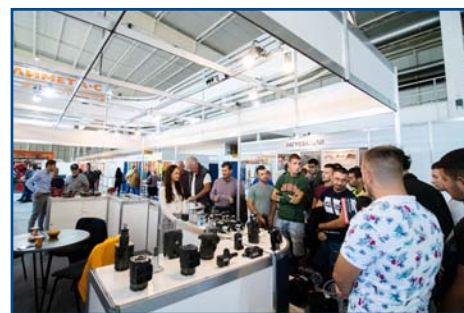
EXHIBITORS' PROFILE

Traditionally, most of the exhibitors are engaged in trade. Manufacturing companies come second, followed by those working in the field of services, research and development, engineering.

There is a tendency to increase the number of high-tech companies.

New participants are 39%. This is indicative not only of the growing interest in the business forum but also of the emergence of new segments in the industry, commented Dr. Ivan Sokolov, Director General of International Fair Plovdiv.

Returnee exhibitors are 13%. The increase is almost the same as last year, indicating an increase of confidence in the event.



VISITORS' PROFILE

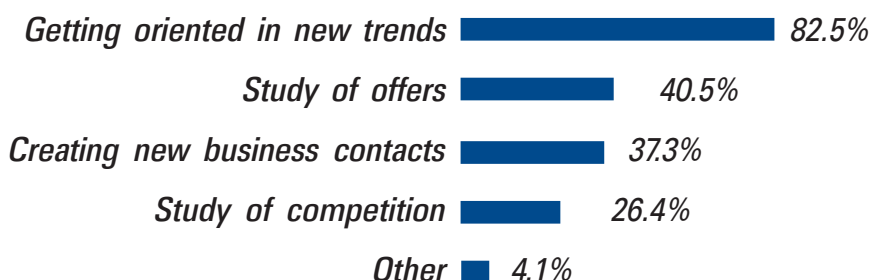
AUTUMN 2019 welcomed visitors from 25 countries: Belgium, Bulgaria, Great Britain, Vietnam, Germany, Israel, India, Spain, Italy, Kazakhstan, China, Nepal, Nigeria, Poland, Republic of Korea, Romania, the Russian Federation, North Macedonia, Slovenia, Serbia, Turkey, Hungary, France, Sweden, Japan. Business delegations and organized groups of visitors from North Macedonia, Romania, the Russian Federation, Belarus, Iraqi Kurdistan and other countries attended the events.

The majority of visitors – over 84%, are specialists with clear business motives and goals for their visit. Those are mostly entrepreneurs and high-level managers.

The tendency for a stronger presence of visitors under the age of 30, mainly high-school and university students, is kept. Thus an audience is formed for the next editions of the International Technical Fair.



GOALS OF THE VISIT



MEDIA COVERAGE

Over 650 publications were dedicated to the 75th International Technical Fair in the period from June to September 2019.

The work of the business forum was reflected in more than 50 media – national, regional and specialized.



AWARDS

INNOVATIVE PRODUCTS COMPETITION

39 exhibits were awarded a gold medal and diploma - the highest market award for innovative high-quality products in the prestigious competition this year. Most of the awarded companies were in the category "Electronics, Electrical Engineering, Robotics, Information Technology and Telecommunications" as these are the sectors where the use of cutting-edge technology is most intensive.

DESIGN COMPETITION

organized jointly with the National Association of Design and Advertising
The Grand "Crystal Tetrahedron" was awarded to the exposition ensemble of the Russian Federation. The vision has been created by ETL International.

Diplomas were awarded to "Rittal" (designer Kostadin Demirev), "BG Robots" (designer Velichko Velikov) and "Eltrak" (designer Lidia Taseva).



INTERNATIONAL FAIR POSTER COMPETITION

50 posters from exhibition centers in 14 countries competed in the International Fair Poster Competition, which is unique in the world. It is organized on the initiative of International Fair Plovdiv in partnership with the Global Association of the Exhibition Industry (UFI). Its 23rd edition demonstrated again the development of graphic design and unique visual solutions to promote exhibition events.

The winners for 2019 are:

Finalists:



1st place
 "Food and Hotel India"
 UBM - India



2nd place
 „Poznan game Arena”,
 Poznan International Fair
 Poland



3rd place
 „Moto Days in Rome”,
 International Fair Rome
 Italy



„Wine Salon”
 International Exhibition
 Center Sofia
 Bulgaria



„Arrest Crime on Time”,
 UBM – India



„Renewable Energy”
 UBM – India

ACCOMPANYING PROGRAM

The business program included 35 events dedicated to:

- o The advent of digital technology in various areas of business
- o New technologies and products for industry and everyday life
- o Top scientific achievements and developments of leading Russian universities and innovative companies



**WE ARE LOOKING FORWARD
 TO WELCOMING YOU AGAIN
 IN PLOVDIV
 AT THE 76th INTERNATIONAL TECHNICAL FAIR
 FROM 21 TO 26 SEPTEMBER 2020!**