

International Industrial Forum
«ELECTRONICS. INSTRUMENT-MAKING. AUTOMATION»



21th International Specialized Exhibition
AUTOMATION

21 – 23 September 2020

**SAINT-PETERSBURG
CEC EXPOFORUM**



The project of national program “Digital Economy” provides for the allocation of its implementation 2.16 trillion. Rubles in 2019-2024 years.

Source: RBC

Russia is a promising market for the latest automation technologies aimed at digitizing the industrial sector.

The following technologies will receive priority development in the framework of the national program “Digital Economy”:

- big data,
- quantum technologies,
- new production technologies,
- Robotics and sensor components,
- industrial internet,
- wireless technology



The exhibition “AUTOMATION” - the right way to the Russian market!

The exhibition “AUTOMATION” is the largest specialized exhibition in the field of industrial automation in Russia.

The exhibition is held in the framework of the International Forum “Electronics. Instrumentation. Automation” along with the exhibition of electronic components «RADEL: Electronics and Instrumentation”.

The solutions-focus of the show will attract prospective customers from a wide-range of industries seeking to automate for a competitive advantage, while the strong technical conference delivers educated customers to your booth.



For the first step on the Russian market, Automation exhibition was chosen in 2019 by companies from Bulgaria, Germany, Israel, Italy.

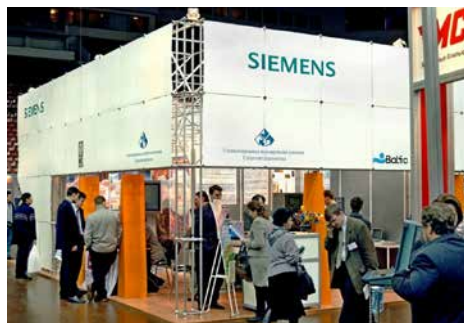


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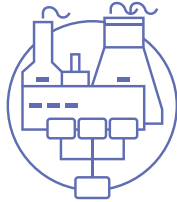
The exhibition “AUTOMATION” is an effective business platform for the meeting of specialists of the industrial sector of the economy with the leading participants of the Russian industrial automation market.

Among the exhibitors are the largest Russian and foreign manufacturers and distributors of industrial automation systems and tools.

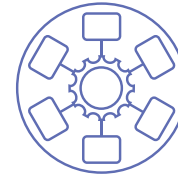




ICT in Production sector
and Power Engineering



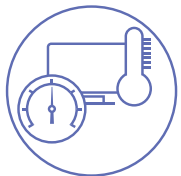
Factory automation



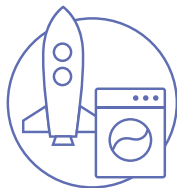
Processes Automation



Hardware and Software



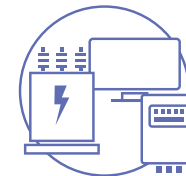
Measurement, Control,
Testing, Diagnostics



Embedded systems



Building Automation



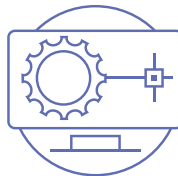
Electrical equipment
and materials



Drive systems



Industrial robots



CAD



Ready-Industry Solutions



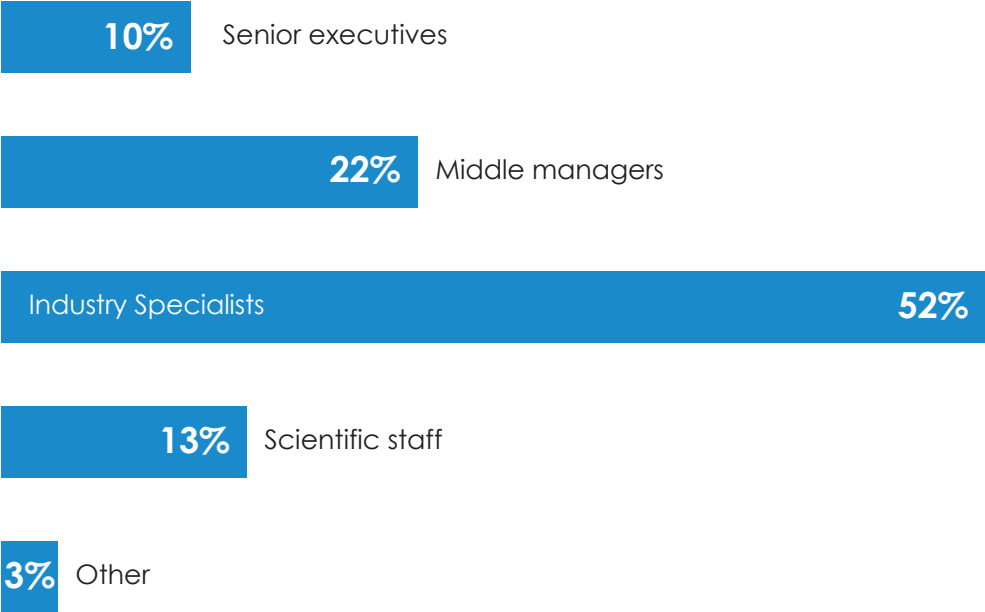
Official statistics of the forum
“Electronics. Instrumentation. Automation”

Exposure area	4000 sq. m	Participating countries: Bulgaria, Germany, Italy, China, Poland, Belarus, Korea, Russia, Slovenia, USA, Switzerland, Israel.
Number of exhibitors	124	
Including foreign	11	
Number of visitors	7500	The exhibition was visited by representatives of 168 cities of Russia and 18 foreign countries. 97% of visitors are specialists of industrial enterprises, design and engineering organizations, students of specialized educational institutions.

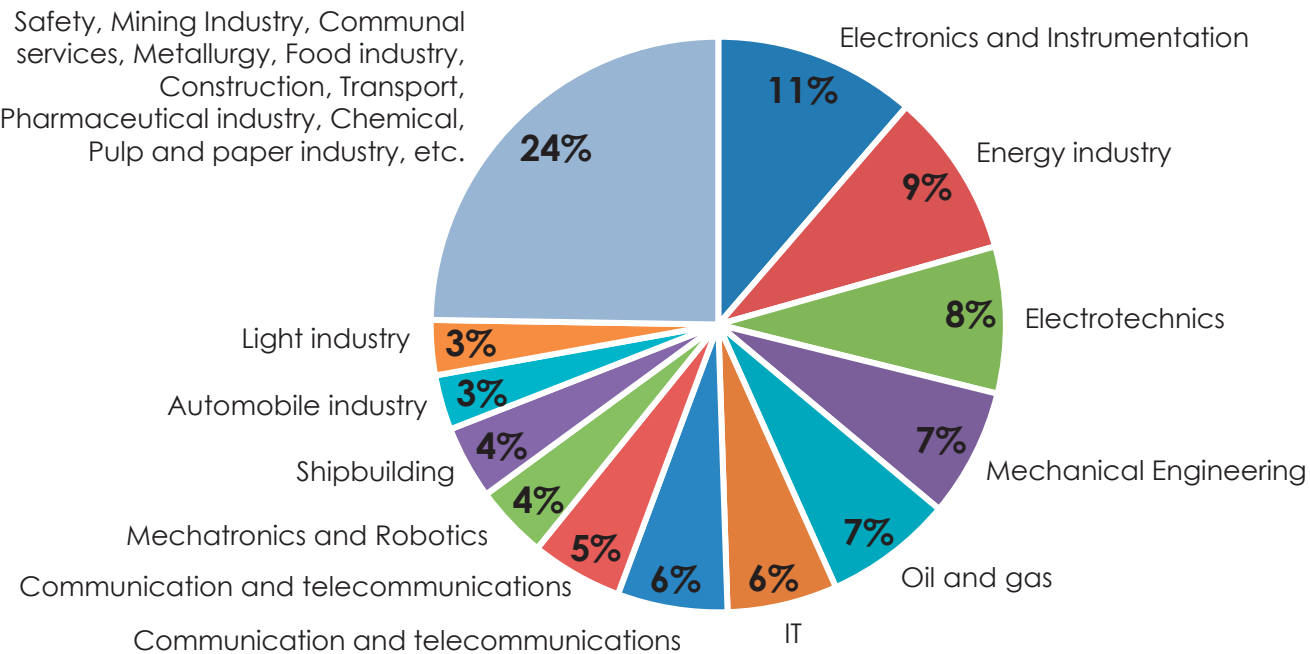


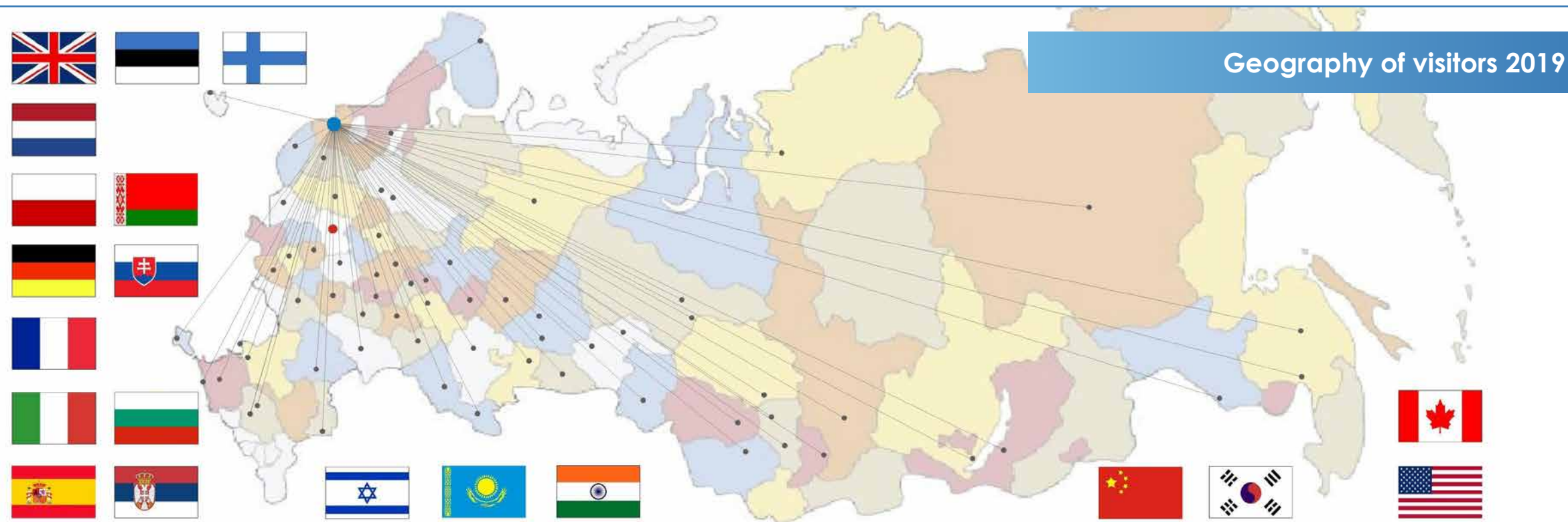
VISITORS

By positions



By industry





In 2019 the Forum was visited by specialists of the important industrial centers of Russia: St. Petersburg, Moscow, Abakan, Arzamas, Astrakhan, Barnaul, Blagoveshchensk, Volgograd, Vologda, Yekaterinburg, Ivanovo, Izhevsk, Yoshkar-Ola, Irkutsk, Kazan, Kaliningrad, Kemerovo Kirov, Komsomolsk-on-Amur, Krasnodar, Krasnoyarsk, Kurgan, Kursk, Murmansk, Nizhny Novgorod, Nizhniy Tagil, Nevinnomyssk, Nizhnevartovsk, Novokuznetsk Novorossiysk Novosibirsk, Norilsk, Omsk, Orenburg, Orsk, Penza, Perm, Petrozavodsk, Rostov -on-Don, Ryazan, Samara, Saransk, Sevasto ol, Smolensk, Stavropol, Surgut, Taganrog, Tobolsk, Tambov, Tomsk, Tyumen, Chelyabinsk, Ulyanovsk, Ufa, Ukhta, Khabarovsk, Perm, Chelyabinsk, Cherepovets, Yakutsk and others.

Foreign visitors from Belarus, Bulgaria, Canada, China, Estonia, Finland, France, Germany, Great Britain, India, Israel, Italy, Kazakhstan, Korea, the Netherlands, Poland, Serbia, Slovakia, Spain, USA.





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Natalia Petrunina,
Commercial Director,
OVEN, Moscow



... Among the exhibitions of similar subjects exhibition in St. Petersburg, probably the most relevant and most visited. Here we meet with specialists not only from St. Petersburg, but also from other cities of our country. And today, despite the time of high speeds and high technologies, nothing can replace live communication with customers, and for such an opportunity we are grateful to the Automation exhibition.

Evgeny Vasin,
General Director
LLC TD Meandr, St. Petersburg



Eighteen years of participation in the exhibition
“Automation” convince us of the correctness of our choice.
“Automation” in St. Petersburg is:

- leading participants of the Russian industrial automation market,
- professional visitors from all regions of Russia,
- every year new useful contacts (customers and suppliers),
- high quality of the organization of the exhibition,
- from 2018 it is also the most modern exhibition complex in Russia.

Alexander Krasilnikov,
Head of Marketing Department,
InSAT Company, Moscow



Autumn in recent years for our company is inextricably linked with the exhibition “Automation” in St. Petersburg. This exhibition is not without reason received great public recognition, because from year to year the organizers of “Automation” manage to gather under one roof the qualitative composition of companies representing the industrial automation market ...

Roman Bogdanovsky,
Business Development Manager,
PILZ Russia, St. Petersburg



Pilz Rus company in 2018 for the first time participated in the Automation exhibition with a stand. During the 3 days of the exhibition, we were able to communicate with a large number of visitors - professionals in the field of industrial automation and other industries - not only from the North-West region, but also from others, such as the Perm Region, the Orenburg Region, the Republic of Tatarstan, etc. and also from Kazakhstan.



The main goal of the advertising company is professional visitors at the exhibitors' booths!



Based on many years of experience in holding exhibitions, FAREXPO has developed a unique system of interaction with exhibitors and visitors, taking into account all current trends in attracting professional audiences.

The system is based on the programs “MARKETING 360 °” and “Exchange solutions”.

The program “MARKETING 360°” combines the most effective advertising mechanisms of the B2B market.

The Program guarantees the delivery of information to a specific consumer through the channels to which it is most open in a saturated information flow.

This concept has already proven its effectiveness at many events and has led thousands of visitors to them.

The range of marketing tools is constantly expanding.



Program «Exchange solutions» opens great opportunities for the preparation of contacts between exhibitors and interested visitors. The program is aimed at attracting to the exhibition an audience ready to purchase solutions, products and services provided by your company.

The exhibition is over but the project continues to work!

The solutions presented can be found on the exhibition website during the year:

<http://automation-expo.ru/visitor/birzha/>

We will invite to the exhibition those who needs YOU!

The Program provides:

- regular mailing of information about the developments of exhibitors on the visitors database (more than 36 thousand addresses);
- receiving feedbacks from the visitors;
- transfer of contacts of interested visitors to exhibitors.



BOOTH + WORKSHOP + REPORT > BOOTH ONLY

As part of the business program of the exhibition, a scientific-practical conference “Industrial automation and information technologies on the way to Industry 4.0” is traditionally held.

In 2019 presentations at the conference were representatives of companies: OMRON, PILZ RUS, Solver, CROC incorporated, AKOM, Kaliningrad enterprise «ERA». At the end of the conference the round table was held, the topic was - “Industry 4.0 - myths and reality. What industrial enterprises need to know.”

For exhibitors there is the possibility of holding workshops, which abidingly attract a large number of interested listeners.

We invite developers and manufacturers of industrial automation systems to take part in the events of the business program of the exhibition.





Since 2018, the exhibition “AUTOMATION” takes place in the EXPOFORUM Congress and Convention Center, which opened in 2014!

CEC EXPOFORUM is the largest specialized exhibition complex in St. Petersburg, built in full compliance with the standards of the Global Association of the Exhibition Industry (UFI).

Address CEC “EXPOFORUM”:
Saint Petersburg, Petersburg Highway 64/1

WELCOME TO ST.PETERSBURG!

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