

28TH INTERNATIONAL EXHIBITION
domestic and industrial equipment for heating,
water supply, engineering and plumbing systems,
swimming pools, saunas and spas



aqua THERM MOSCOW

6-9 February 2024
Moscow, Crocus Expo



FINAL EXHIBITION
REPORT

aquathermmoscow.ru

ABOUT THE EXHIBITION

The largest exhibition in Russia, where all types of engineering solutions for heating, water supply, sewerage and swimming pools are comprehensively presented. The exhibition is visited by representatives of wholesale and retail trade, specialists of design, installation companies and construction organisations with high buyer potential from all regions of the Russian Federation.

PARTICIPANTS

712 EXHIBITORS
273 NEW ENTRANTS

VISITORS

29,133 VISITORS
FROM **83** REGIONS OF RUSSIA
AND **33** COUNTRIES

SPACE

39,000 SQUARE METERS



PRODUCT GROUPS



Heating Equipment



Water Supply Equipment



Gas Supply Equipment



Swimming Pools, Wellness Centres,
Baths and Spas - Specialised Sector



Pipes and Fittings



Control & Measuring Appliances,
Automation Systems



Installation Services for
Engineering Systems



Tools for Assembly,
Cutting and Welding



Autonomous and Renewable
Energy Sources

EXHIBITORS

712

PARTICIPANTS

EXHIBITOR PROFILE

Manufacturing and trading companies of engineering equipment for heating, water supply, and plumbing systems, swimming pools, saunas and spas

AMONG THE EXHIBITORS, MARKET LEADERS AND ESTABLISHED COMPANIES:

Acon, Aquasector Allpools, Alterplast, Aquaphor, Aquamaster, Aquapolis, Aquario, Aquastok, Aquastorozh, Ayvaz, BWT, BWT Barrier, CNP, Craft, Daesung, E.C.A, Eurostandard, Evan, Fachmann Rus, FAF Valve, Forte, General Fittings, Geizer, Haier, HL, Hubert, Isoterm, Jetex, Kiturami, Markopool, Meteor Thermo, Mosoblgaztekhnika, NashFilter, Nova Plast, Pedrollo, Philips, PK Multplast, Pro Aqua, Radimax, Razional, Rehau, Rifar, Rols Isomarket, Rusklimat, Russian Radiator, Serapool, Terem, Unicorn, Uni-fitt, Valogin, Wilo, PearlPool, Zota and many others



EXHIBITOR SURVEY RESULTS

85%

satisfied with the
participation in
the exhibition

65%

met with existing
customers and
partners

74%

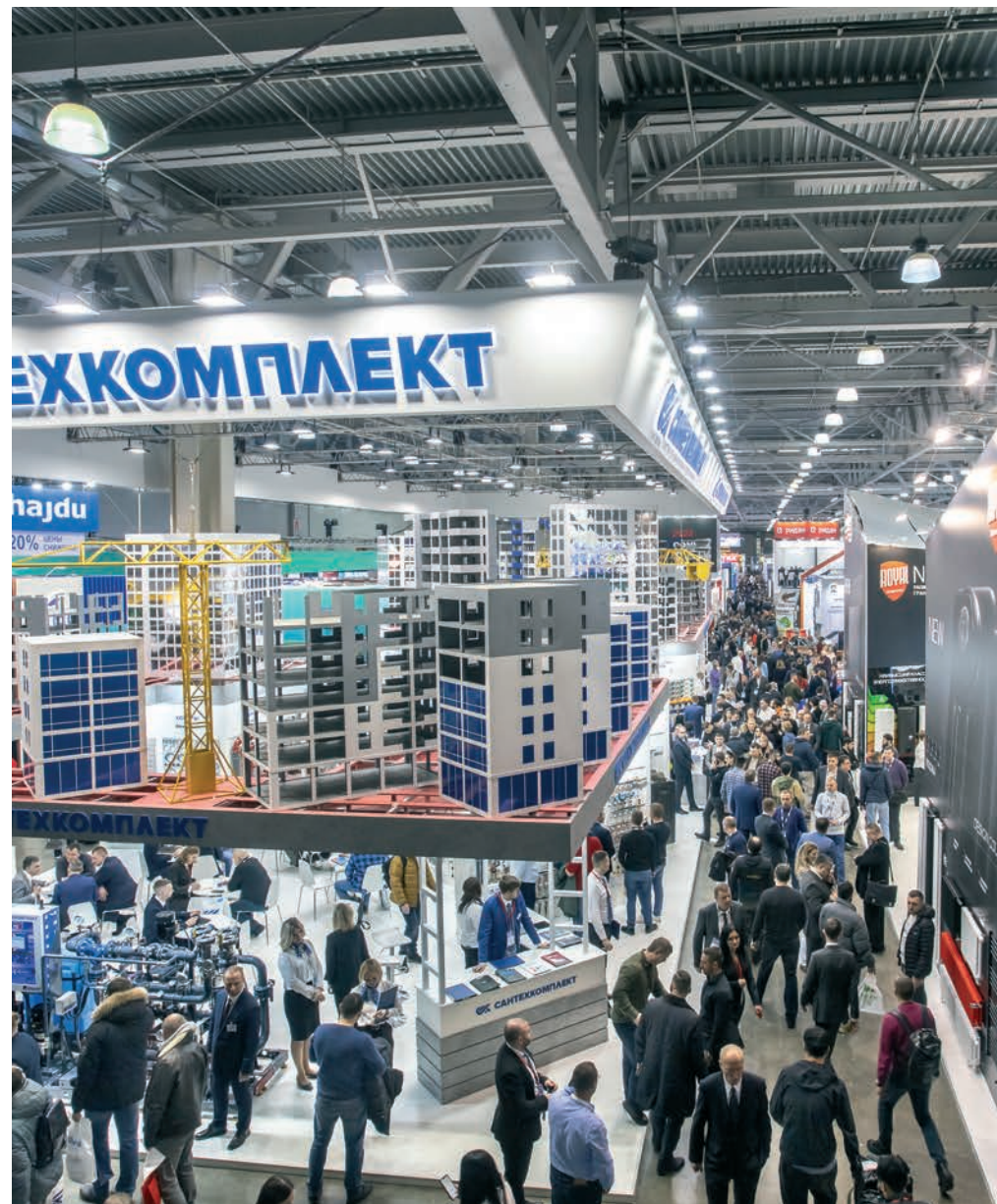
satisfied with the
number of visitors

69%

satisfied with the
quality of visitors

76%

found new customers
at the exhibition and
business partners



FEEDBACK FROM PARTICIPANTS AND INDUSTRY EXPERTS

"In post-pandemic times, for the second year in a row, the exhibition has been fully resuscitated and is showing record numbers of visitors. In terms of this year we have more than 300 quality leads, among which the most relevant audience for us: wholesalers, retailers, drilling companies. and installation organisations, engineering sanitary ware shops. It is also worth mentioning the useful experience of interacting with representatives of international factories at the exhibition. If we talk about the geography of our partners, there were significantly more clients from CIS countries, In particular, Kazakhstan, Uzbekistan, Armenia, more clients came in from the Far East, traditionally the vast majority from the Volga region and Central Russia, there are new contacts from the Urals and Siberia. The effectiveness of the exhibition for us is obvious from the experience of the last two years - maintaining the image, getting new clients, and obtaining new suppliers are definitely the goals we are achieving within the event. Let's keep participating!"

Natalia Nesterova
Head of Advertising and PR,
UNIPUMP

"Aquatherm Moscow is a top exhibition for the heat and power industry. It is undoubtedly the factor that allows companies to unite and make the right contacts to achieve their goals and promote their products. The exhibition presents the target audience - these are installation, design organisations, contractors who are interested in purchasing products. And here they will learn a lot of new things"

Alexey Polovinkin
Deputy General Director for
Sales, Razional

"We participate for the second time in Aquatherm Moscow exhibition and will participate for the third, and for the fourth, and for the fifth due to the fact that - it is an expansion of geography. This is a story about our brand for of a sufficient number of people and countries. And we encourage everyone to participate in Aquaflame by Aquatherm Moscow. There are no outsiders at the exhibition: there is an industry customer, an industry exhibitor and an industry visitor. The Aquatherm Moscow exhibition brings us new contacts, new customers, new projects. This is the maximum target audience. And we are happy to be here and invite everyone to participate"

Ruslan Zhirov
CEO, Malahit

"Aquatherm Moscow is a great platform for demonstrating new products, because it gathers a large number of visitors from all over the country. They can familiarise themselves, see the equipment, look inside, feel and get advice from our employees. Aquatherm Moscow exhibition is a great platform where you can meet old friends, learn all the new trends, technologies that are coming to the market not only in the boiler industry, but also in all related fields. This is a perfect platform for exchanging opinions and finding new solutions and new partners. Next year we also plan to take part in the Aquaflame by Aquatherm Moscow exhibition"

Alexey Petrenko
Sales Director, Meteor Thermo

EXHIBITION VISITORS

29,133 VISITORS FROM **83** REGIONS OF RUSSIA AND **33** COUNTRIES

VISITOR PROFILE

- Representatives of wholesale and retail trade enterprises
- Managers and specialists of design, installation and construction organisations

VISITOR GEOGRAPHY

83
RUSSIAN REGIONS

16,003
Moscow region

11,632
from other regions of Russia

33
COUNTRIES

1,498
Belarus, Kazakhstan,
Uzbekistan, China,
Turkey, Kyrgyzstan,
Armenia and many others



PRODUCT INTEREST OF SPECIALIST VISITORS*

74%
domestic
equipment

57%
industrial
equipment

64%	Heating Equipment
57%	Water Supply Equipment
48%	Pipes and Fittings
29%	Control & Measuring Appliances, Automation systems
25%	Tools for Assembly, Cutting and Welding
23%	Gas Supply Equipment
20%	Installation Services for Engineering Systems
16%	Swimming Pools, Wellness Centres, Baths and Spas
12%	Autonomous and Renewable Energy Sources

*multiple choice question



VISITOR BREAKDOWN

PROFESSIONAL VISITOR DISTRIBUTION

38%	Founder/Business Owner
12%	Deputy CEO
22%	Managers/ department heads
28%	Manager / Specialist

BUSINESS ACTIVITIES

48%	Wholesale and retail companies
21%	Installation Companies
15%	Designs and construction organisations
10%	Equipment manufacturers



VISITOR SURVEY RESULTS

93%

influence the adoption of
decisions on purchasing products
presented at the exhibition

75%

plan to purchase products
based on their visit to
the exhibition

74%

found new suppliers
and business partners



CONFERENCE PROGRAMME

4 DAYS
19 SESSIONS
130+ SPEAKERS
AND INDUSTRY
EXPERTS
1,910 DELEGATES
ATTENDED
EVENTS

CONFERENCE PROGRAMME TAKEAWAYS

- **Technological innovations:** the conference programme presented advanced solutions for heating, water supply and swimming pools, reflecting the latest trends in the industry.
- **Engineering systems design:** methods and concepts of engineering systems design were investigated, including aspects of compliance with government standards and regulatory requirements..
- **Market analytics:** the tendencies of the tender market in the field of engineering solutions and forecasts for Russia's investment policy in 2024-2030 were voiced.
- **Engineering systems and standards:** methods for designing engineering systems according to with government standards, and the importance of standards for the efficient operation of instruments.
- **Internet commerce** and the interaction of market participants: the peculiarities of online commerce on marketplaces, as well as the interaction between producers, sellers and buyers were considered.
- **Legislative updates:** changes were highlighted in legislation regarding the maintenance of water supply and sewerage systems, VDBG and VDCO, as well as the organisation of technical supervision.



AWARD CEREMONY



AQUATHERM MOSCOW
AWARDS 2024

AQUATHERM MOSCOW 2024 AWARD WINNERS IN THE CATEGORIES:

"Enterprise of the Year" - WORLD OF HOMOUTS Company

"Best Industry Online Store" - TH THERMEX

"Made in Russia" - RIFAR Company

"Project of the Year" - BWT Group of Companies

"Energy Efficiency and Energy Saving" - ROYAL
THERMO Brand

"Innovation" - BALLU Brand

"Best Marketing Concept" - ELSSEN SYSTEMS Ltd.

"Aquatherm Connect Expert" - Company "DVEEN", GC
"ORIO", Group of Companies "TERMOROS"

"For the introduction of advanced technology in the field
of energy saving" - THERMEX ENERGY Company

"For taking care of user safety" - CJSC BASTION

"For a comprehensive approach to business
organisation" - TH THERMEX



BUSINESS COMMUNITY

Aquatherm CONNECT

The "Leadscan" service was launched in the Aquatherm Connect business community app. Visitors and exhibitors exchanged contacts by scanning barcodes on each other's badges. It was also possible to scan QR codes of the companies placed at their stands and view the presented products. All information scans are stored in the Aquatherm Connect community account for one year, with the ability to export contacts. During the four days of the event, a total of **more than 34,000** scans were carried out.



AQUATHERM CONNECT IS

- A community of industry professionals for business networking;
- A platform for news, industry analysis and the exchange of expert opinions;
- Industry online events and personalised video meetings;
- New "Leadscan" feature for quick and easy exchange of contacts with visitors and exhibitors



THANK OUR PARTNERS FOR THEIR SUPPORT IN ORGANISING THE EXHIBITION

OFFICIAL SUPPORT

Sponsors of the exhibition



*По суммарным количественным продажам приборов водяного отопления согласно ООО «Литвинчук Маркетинг» от 11.10.2023 г. иск. 16
*Based on the total quantitative sales of water heating devices according to Litvinchuk Marketing LLC report dated 10/11/2023 ref.



РУСКЛИМАТ



РЕХАУ



**Минпромторг
России**



Moscow City
Government



Журнал для
профессионалов
климатического
рынка

General Information
Partner



Leading information
and industry expert

CONFERENCE PARTNERS AND CO-ORGANISERS



МИНИСТРОЙ
РОССИИ



ЦЕНТР
КОМПЕТЕНЦИЙ
УМНЫЙ
ГОРОД



РУСКЛИМАТ



Международная Академия
ОВКЭС



MEDIA PARTNERS



Журнал для
профессионалов
климатического
рынка



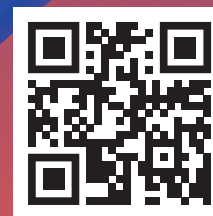
aquaflame

by Aquatherm Moscow



"From February 2024, the exhibition will take on a new name - Aquaflame. We are rebranding the exhibition with the slogan "The name changes - the value remains". Aquatherm is a strong brand with a long history, a significant event for the entire industry, and the 2024 exhibition was another confirmation of this. Aquaflame will carefully inherit the traditions of Aquatherm Moscow: the unchanged quality of organisation and high buyer potential will be enhanced by new formats and services. We will continue to work for your success. Our main goal is to further consolidate the industry and form longterm relationships within it. Aquaflame will become not just a reflection of the market, but will set the vector of its development. Thank you all for your contribution and see you in 2025 at Aquaflame by Aquatherm Moscow."

Olga Egorova
Exhibition Director
Aquaflame by Aquatherm Moscow



BOOK A STAND

AQUAFLAME-EXPO.RU



ОРГАНИЗАТОР
ORGANISER



29TH INTERNATIONAL EXHIBITION OF
HOUSEHOLD AND INDUSTRIAL EQUIPMENT FOR
HEATING, WATER SUPPLY, PLUMBING SYSTEMS,
SWIMMING POOLS, SAUNAS AND SPAS

THE NAME CHANGES, THE VALUE REMAINS

11-14 FEBRUARY 2025

MOSCOW, CROCUS EXPO, PAVILION 3

AQUAFLAME-EXPO.RU



ОРГАНИЗАТОР
ORGANISER

