

TOOL MASH

International Hardware Exhibition

08–11.10.2024

Crocus Expo, Moscow, Russia

at the same
time with

weldex
FASTENEX

Exhibition sectors

- collective and individual protective equipment
- abrasive tools and materials
- pneumatic hand tools and equipment
- tools and equipment for car service
- gardening tools and equipment
- hand power tools
- electric tools
- batteries
- metalworking tools
- storage systems



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Demand for tools on the Russian market has changed its vector over the year. **Interest has shifted towards Chinese** manufacturers, especially those producing models for the mass consumer



Consumer confidence in Chinese products is growing in the automotive industry, in the segments of household and garden equipment, electronics, and power tools



International manufacturers can use availability of **free niches** in the Russian hardware market, **demand** on the construction market, gradual **recovery** of the automotive industry and other wide prospects for rapid development

Growth Market Capacity



23,1 mln. units (+30%) power tools sold in 2023



9,0 mln. units (+25%) gardening tools and equipment sold in 2023



Why exhibit?



Find new customers and partners in Russia and other countries



Expand dealer networks and boost the share of sales



Directly showcase your new products and high-quality import-substituting solutions



Increase brand awareness on the Russian market

High quality trade visitors

- Tools specialist trade
- Hardware trade (incl. cooperatives and production connected trade)
- Security specialist trade
- Home centers
- Department stores, discount stores
- Building supplies
- Procurement manager
- Trades people
- Operations- and production manager
- Commercial users
- Engineers
- Architects

Book your stand today

Laura Nie | Sales Manager
 laura.nie@ite.group
 +86 105 142 60 08
 +86 134 262 09 511

Sergey Irtuganov | Event Director
 sergey.irtuganov@ite.group
 +7 903 534 45 55