

MosBuild 2020: an insight into the Russian ceramics market

YAKOV SYROMYATNIKOV, MOSBUILD EVENT DIRECTOR, SHARES HIS PLANS FOR NEXT YEAR'S SHOW.

MosBuild 2020: una mirada al mercado de la cerámica rusa

YAKOV SYROMYATNIKOV, DIRECTOR DE MOSBUILD, COMPARTE SUS PLANES PARA EL PRÓXIMO AÑO.

In 2019, one of MosBuild's rising stars was its new ceramics sector, attracting 22,360 professionals (29% of show visitors). We talked to Yakov Syromyatnikov, MosBuild Event Director, about the state of the Russian ceramics industry and what's in store for MosBuild 2020.



Yakov Syromyatnikov, MosBuild Event Director

Yakov, what's the current situation on the Russian ceramics market?

The ceramics sector at MosBuild reflects the situation in the Russian ceramic industry. The more exhibitors and new names we see, the more dynamically the market is developing. We were really pleased that Russia's largest manufacturers, as well as Italian and Spanish manufacturers –design trend-setters– were represented at MosBuild 2019.

How do international and Russian manufacturers see the state of business in Russia?

According to the companies due to exhibit at MosBuild 2020, profitability is improving. Italian and Spanish companies are expanding their capacities and launching new production lines in Russia. This means they can produce products of the same quality as at home but can reduce transport costs and therefore reduce the price of the products.

How are Russian companies faring on the market?

Russian companies use imported equipment, the same technologies used by their counterparts in Western countries, and Russian ceramics are improving in quality. Several Russian companies export their products to Europe, Latin America and Asia.

What are your plans for developing the ceramics sector?

Ceramics is a self-sufficient sector, one of the most striking and promising, and one that draws in both designers and architects. We're planning to expand it by increasing the number of ceramics companies and introduce manufacturers of equipment and raw materials for ceramics production. Thanks to our big move to Crocus Expo this year, we now have more space and the area has great potential for development. By 2021, we aim to increase the Ceramics sector to four halls.

Ceramics today captures the entire build and interiors industry, as it's a versatile material open to innovation and technology. It's a very promising sector – last year we saw flexible porcelain stoneware and ultra-thin slabs that can be used for both kitchen furniture and building facades. We look forward to new products in 2020.

Companies usually prepare new products for the exhibition and its highly-targeted audience – it's the best way to launch new collections. It's also a great opportunity to understand which direction their competitors are heading, as well as assess the situation on the build and interiors industry as a whole. So, if you want to discover the latest trends and learn about market developments, MosBuild is the place to be.



What can we expect from the exhibition in 2020?

In 2020, the sector will grow significantly. In 2019, stands covered an area of 6,000 m², and we currently have around 10,000 m² already booked for next year. Over 70 ceramics companies have confirmed their participation, so the sector will grow both in terms of space and the number of exhibitors.

We're pleased that companies that exhibited in the past are returning to MosBuild after a few years. We're welcoming manufacturers from the Russian regions, as well as from the CIS. Once again, MosBuild 2020 will present major companies such as Unitle, Cersanit, Italon (Atlas Group), Laminam, FAP, Iris, Jade Ceramics, Mosplitka, Litokol, and Artisan.

Major industry associations will be represented such as the Italian trade association of Confindustria Ceramica. The Tiles of Italy group stand will present over 20 manufacturers on an area of over 85 m².

ICEX at the Spanish pavilion will present ceramic tile and bathroom equipment manufacturers operating in Russia under the collective brands Tile of Spain and Spainbath.

ACIMAC will also be represented, bringing together Italian suppliers of equipment, raw materials and services for ceramic production.

We will also welcome new exhibitors Intercerama, VOG, Keramin, Keramir, M-Kvardrat/Kirov Ceramics, Ural Granit, Alma/Ural Ceramica, Kerranova, Lasselsberger, AKW-Kaolin, Berezastroimaterialy, Volgograd Ceramic Plant, Euro-Ceramics, Torrecid, and Raimondi.

Indian companies are showing great interest in the 2020 exhibition. Over 1,000 m² will be dedicated to ceramic tiles from major manufacturers from the town of Morbi.

And of course, we're pleased that next year we'll welcome manufacturers and suppliers of not only tiles, but also raw materials for ceramic production. These include Vesco, Soka Kaolin, and AKW-Kaolin.



Marcel Wanders, founder and art director of Moooi interior design company

How can companies get involved in MosBuild's business programme?

We're increasing the presence of ceramic companies in the show's business programme this year, as it's a great way to boost their presence. Last year we launched the MosBuild TV project within the Ceramics sector, featuring a whole host of key speakers. The Perfect Home and VR Space projects, which were hugely popular, featured materials from leading exhibiting manufacturers and suppliers.

Next year, we'll continue to work in this area. The new Perfect Home Multi project is already being discussed – a multifunctional 'edutainment' space, where ceramic companies will be able to present their materials. We're open to suggestions and invite exhibitors to take an active part in our business programme.

With demand high, we have limited stand space remaining. Nevertheless, we invite manufacturers and suppliers of ceramic tiles, equipment, and raw materials to exhibit at MosBuild 2020.

Enquire today to be part of MosBuild 2020, from 31 March – 3 April, at Moscow's Crocus Expo, Moscow, Russia.

Visit mosbuild.com for booking the stand.

