



**The largest branch exhibition in Ukraine and CIS-countries!**  
**Unique specialized exhibition in Ukraine!**



## **PRIMUS: ARCHITECTURAL GLASS**

*4<sup>th</sup> International Specialized Exhibition*

**23-26 January 2007**

**KievExpoPlaza (2-B, Salyutnaya St., Kiev, Ukraine)**

### **Official support:**

Ministry of Building, Architecture, and Housing and Communal Services of Ukraine  
Ukrainian Chamber of Commerce and Industry  
Canadian-Ukrainian Chamber of Commerce

**Exhibition sponsors:**



**Information exhibition sponsor:**



## Statistic Data of the 4<sup>th</sup> International Specialized Exhibition PRIMUS: ARCHITECTURAL GLASS 2007

Exhibition Area:	5900 sq. m
- foreign exhibitors:	2800 sq. m
Participants:	114
- foreign participants:	57
Participating countries:	Austria, Belarus, China, Czechia, Finland, Germany, Hungary, Iran, Italy, Lithuania, Moldova, the Netherlands, Poland, Russia, Turkey, Ukraine
Total attendance:	14680
- number of specialists visiting:	93%
Number of foreign visitors:	1250
- number of foreign specialists visiting:	1250

The European experience shows that implementation of energy-saving technologies is a key element of the development and formation of the market economy. New building in Ukraine is being conducted under the energy-saving technologies with application of present-day translucent constructions. When making facade systems, along with the building elements made of steel, aluminium and plastic, an important role is played by a transparent material – functional (with special properties) and decorative glass. This is due to the fact, that ordinary glass does not meet the up-to-date requirements as to mechanical resistance, optical-output performance, radiotransparency and biological impact.

The positive dynamics of glass production in Ukraine is evident, however, there is an obvious lack of high-quality sheet glass produced domestically. The size of the annual deficit amounts to approximately 35 mln. sq. m. As operators of the Ukrainian market of architectural and building glass admit, in spite of the abrupt price growth last year (by 50% on average), the demand for translucent products didn't subside at all. Moreover, in comparison to 2005 the majority of manufacturers and importers of glass declare a growth of sales by 60% minimum. All these speak about an exclusive potential of the architectural glass market in Ukraine.

Every year only the most well-known companies of the industry, for which quality of the products they make and services they render is a determining factor, participate in the events arranged by one of the leaders in organizing building exhibitions - the International Exhibition Corporation **Primus Exhibitions Group**. Therefore, the exhibition **PRIMUS: ARCHITECTURAL GLASS** is actively developing and becomes more and more known and prestigious from year to year.

In 2007 the 4<sup>th</sup> International specialized exhibition **PRIMUS: ARCHITECTURAL GLASS** was held from 23<sup>rd</sup> till 26<sup>th</sup> of January, having traditionally marked opening of the building season in Ukraine. During these four eventful days at the stands of the participants and in conference-halls of the second pavilion of the Exhibition Centre KievExpoPlaza active marketing work was carried out, business meeting and talks took place, scientific practical events were held.

The statistics of the exhibition and geography of the participants point out the scale of the event: the total number of participants is **114**; companies from **16** countries of the world presented their products; the number of registered visitors is **14680**. The international resonance of the exhibition is stipulated by the professionalism and authority of its organizers, relevancy of the subject, support of sponsors and official bodies of Ukraine. All the year round we have been actively preparing for the exhibition: we have been conducting a large-scale advertising campaign, sending addressed invitations, holding negotiations with exponents, designing and making exclusive stands.

For the first time within the exhibition there was presented a specialized exposition **DECORATED GLASS** (decorated and fancy glass, equipment for its manufacture, application in the architecture and interior design).

In main sections dedicated to separate topics there was reflected the whole variety of newly-designed products of the industry: industrial architectural and structural glass production technologies; architectural and structural glass manufacturing machinery, furnaces and raw materials; materials and tools for structural glass manufacturing, processing, and assembly; glass edge and facet processing equipment glass edge and surface finishing technologies and equipment; structural glass processing and recycling technologies; structural glass transporting and assembly equipment; glass cutting and packing; architectural and structural glass plating technologies and equipment; mirrors and glass furniture processing equipment; mirror coverings, toned, colored, and patterned glass. film coatings for glass; glass pane, flat, sheet, hardened, wire, polished, plate, and furniture glass; impact-resistant, structural triplex, bullet-proof, fire-proof, armored glass; toned, solar, thermo, and insulating glass; foamglass, chemical etching glass; glass-slabs, -blocks and -sheets; art glass: stained-glass windows, mosaic; glass in interior: floors, stairs, furniture, barriers; varnishes, paints, coverings for glass; translucent constructions; scientific improvements in architectural and structural glass.

## EXHIBITION SPONSORS

The well-known operators of the market of architectural glass BUSEL (Ukraine) and Glass Machinery Tuning (Ukraine) became sponsors of the 4<sup>th</sup> International specialized exhibition **PRIMUS: ARCHITECTURAL GLASS 2007**.

Information support was provided by the Internet-portal GLASS GLOBAL.

## BUSINESS PROGRAM

The business program of the exhibition consisted of a complex of events: talks, presentations of companies, their products and projects, consultations, contests, seminars and conferences.

The International scientific and practical conference **GLASS: PRODUCTION and TECHNOLOGIES** held on the 25<sup>th</sup> of January, 2007 within the exhibition, should be specially mentioned. The purpose of the Conference was to generalize the most important tendencies and prospects of development of the glass industry in Ukraine, present up-to-date technologies and materials, pool the experience of leading companies.

Seminars and presentations held by companies-participants during the work of the exhibition became traditional and popular. Every year events of this kind gather a forum of specialists in translucent constructions. The visitors have a possibility to learn about new products of the industry at first hand, and the participants of the exhibition have a chance to demonstrate their developments and present the newest technologies and products.

## CONFERENCE SHEDULE

Time	Halls	Theme	Reporter
12:00 - 14:00	#2	Decorative glass and glass with new coatings	Glaverbel Ukraine (Kiev, Ukraine), Sales Manager Vladimir Bondar
14:30 - 15:30	#2	Changing public opinion, dealing with prejudices, and increasing demand Practical methods for solving vital problems in the lack of acceptance to widespread use of glass in architecture and interiors	Paritet (Trade Mark DiVetro), (Odessa, Ukraine), Head of Marketing and Advertising Department Tulchinskaya M.E.
12:00 - 12:20	#3	Status and prospects for the development of architectural and construction glass production in the near future	Steklo Mira, magazine (Moscow-Kishinev, Russia-Moldova), Editor in Chief, Professor, Dr. Bolotin V.N.

12:20 - 12:50	#3	Basic requirements for contemporary windows: safety, energy-efficiency, and comfort	President of Energy-Effective Windows Producers Association (EEWPA), (Moscow, Russia), Senior Scientific Fellow, Dr. Spiridonov A.V.
12:50 - 13:10	#3	Energy-efficiency, safety, quality - the main requirements for contemporary transparent structures	TD Tekhnoluch, (Kiev, Ukraine), Director, Dr. Kazimirov N.N.
13:10 - 13:30	#3	Thermo-technical characteristics for constructing enclosures for buildings and structures	State Scientific-Research Building Constructions Institute (Kiev, Ukraine), Head of Building Physics and Resource Economy Department, Scientific Fellow of Building Academy of Ukraine, Dr. Farenjuk G.G.
13:30 - 13:50	#3	Energy-efficiency of transparent structures	Okonnye tekhnologii magazine, (Ukraine), Editor in Chief, Dr. Gorbatovskiy A.F.
<b>Brake</b>			
15:00 - 15:30	#3	Problems of safe glazing and their solutions in an example of Sankt-Petersburg	NIUPZ Interregional Institute of Windows, (Russia, Sankt-Petersburg), Director Kurenkova A.Y.
15:30 - 16:10	#3	1) Contemporary normative base - a solution for safe energy-efficiency glazing problems 2) Examination of safety in transparent structures	NTP Standart, (Kiev, Ukraine), Director, Dr. Meshcheryakov V.A.
16:10 - 16:30	#3	Technical regulations for building methods, buildings and structures	Ministry of Building, Architecture and Housing, and Communal Services of Ukraine, (Kiev, Ukraine), Head of Design Systems and Engineering Equipment for Buildings and Constructions Division, Dr. Necheporchuk A. A.
16:30 - 16:50	#3	Application of shielding glazing in the modern transparent constructions	NPO Praktika, (Kiev, Ukraine), Chief of Shielding Glazing Department Lastovenko S.I.

## CONTESTS

Within the 4<sup>th</sup> International specialized exhibition **PRIMUS: ARCHITECTURAL GLASS** there were held All-Ukrainian contests, in which 15 contestants took part.

Based on the results of the work of the competent jury consisted of leading specialists of the industry, there were named the best companies-participants in various nominations.

### **3<sup>rd</sup> All-Ukrainian Contest BEST GLASS APPLICATIONS IN ARCHITECTURAL DESICIONS**

<b>PAULA</b>	<b>SKLOPLAST Ltd</b>
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### **3<sup>rd</sup> All-Ukrainian Contest BEST GLASS DECORATION**

<b>BUDIMPEX</b>	<b>DiVetro (PARITET)</b>	<b>PIVNICH-SKLO</b>
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**2<sup>nd</sup> All-Ukrainian Contest  
VIRTUOSO of GLASS**

<b>1<sup>st</sup> degree diploma</b>	<b>2<sup>nd</sup> degree diploma</b>	<b>3<sup>rd</sup> degree diploma</b>
<b>DiVetro (PARITET)</b>	<b>KIEV PLAN of GLASS PRODUCTS</b>	<b>MIRROR TRADE</b>

**PRIMUS EXHIBITIONS GROUP CONGRATULATES THE WINNERS!**

## EXHIBITORS

Interviews with exhibition participants were an integral part of the whole event. Comments from participants enable the Organizers to analyse activity with the aim of improving its work and providing a wider spectrum of services.

Here are comments of participants made during the last day of the exhibition:

### ***BUSEL (Ukraine)***

#### ***Andrey Moroz, Executive Director:***

This exhibition has exceeded all our expectations in terms of attendance, the number of interested people wishing to enter this business and develop it.

Next year there surely will be a problem with space as there are more and more those wishing to participate in this exhibition. We all have enjoyed it. The work of the organizers does not give rise to any unfavourable criticism.

Such an exhibition is necessary and very useful for our company. The number of visitors, as I have already mentioned, exceeded all expectations, We have never had such an inflow of specialists at our stand.

We hope that the expenses connected with this exhibition will pay off over and above. Everything will depend upon our national economy.

We are obligatory planning to participate in 2008 and expand the area of our stand. I wish all the luck to the organizers and also with them to understand the specifics of needs of the people working in this sphere and improve the conditions of their stay at the exhibition.

### ***Glass Machinery Tuning (Ukraine)***

#### ***Andrey Minenkov, Official Representative of BOTTERO company in Ukraine:***

In comparison to the last year, the scale of the exhibition PRIMUS: ARCHITECTURAL GLASS just amazes. I regularly attend exhibitions in Dusseldorf, Milan and Moscow. In terms of the scale, arrangement, participants of the exhibition, presentation of programs, advertising activity of the stands you managed to overpass Moscow. This year your exhibition is a mini-Dusseldorf. Of course, the size of the Dusseldorf exhibition is huge but in terms of efficiency PRIMUS: ARCHITECTURAL GLASS is highly competitive with it. As far as our stand is concerned, in comparison to the last year we had two times as many visitors. The number of customers is much higher. A representative of Bottero company is staying with us. He points out a significant progress of our companies and a great interest in our products.

The task our company has today is not only to promote a high-quality equipment, but orient people to high-grade production. We carry out full service of all equipment of firm Bottero.

You appreciate very much the needs of the exponents and timely suggest how and what should be done. Due to that the exhibition comes out to be better and better year after year. We liked everything. Thank you so much!

We will be obligatory participating next year. We increase the area of our stand from 80 to 90 sq.m. Our stand will be dedicated to the 50-th year anniversary of Bottero company. I will not disclose any secrets. You will see everything by yourself at the next exhibition!

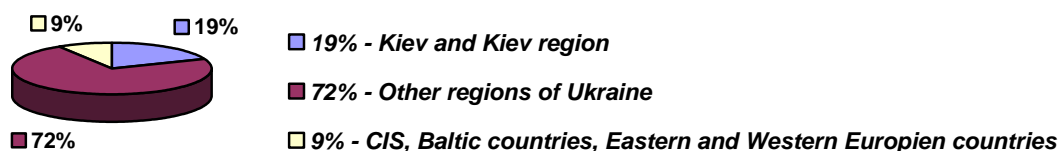
## EXHIBITION VISITORS

The specialized exhibition **PRIMUS: ARCHITECTURAL GLASS** already traditionally opens the building season in Ukraine gathering all interested specialists of the industry under one roof: heads of the companies and technical specialists, manufacturers of architectural, decorative glass and insulated glass units, architects and designers.

The number of the registered visitors this year was 14680.

The geography of the visitors is various: regions of Ukraine, CIS-countries, Baltic States, countries of Eastern and Western Europe.

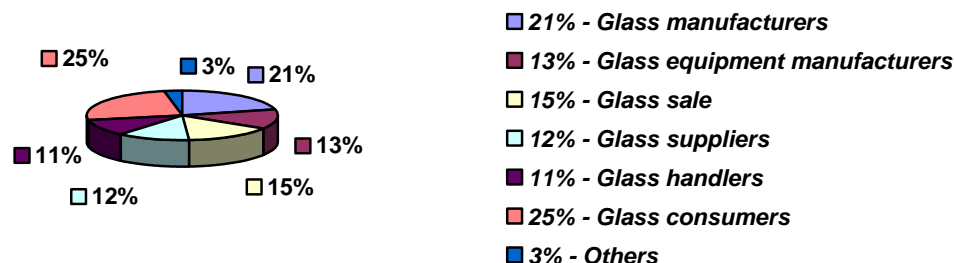
### Visitors by geography:



### Status of visitors:

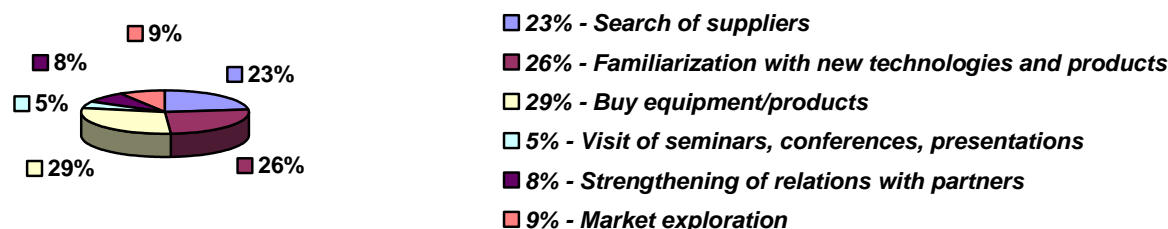


### Visitors' activity:



For the majority of the interviewed visitors of the exhibition the main purposes of their visit was the research of the industry market, looking for new suppliers as well as getting acquainted with new technologies and new products.

### Aim of visiting of exhibition:



The exhibition **PRIMUS: ARCHITECTURAL GLASS**, opening the building season in Ukraine every year, efficiently facilitates promotion of new ideas, technologies, materials, and equipment in the sphere of production of architectural glass and translucent constructions, development of the building complex in Ukraine, activation of international business cooperation and expansion of the spheres for cooperation in the building industry in Ukraine.

Management of the companies, which represent the market of translucent constructions in Ukraine, consider participation in the International specialized exhibition **PRIMUS: ARCHITECTURAL GLASS** every year not merely as a matter of prestige of their company and the most efficient way of marketing their products, but also as a guarantee of a successful work during the whole year.

International Exhibition Corporation **PRIMUS EXHIBITIONS GROUP**  
invites you to participate in the 5<sup>th</sup> International Specialized Exhibition  
**PRIMUS: ARCHITECTURAL GLASS 2008,**

to be held on **January, 22-25, 2008**  
in the Exhibition Center KievExpoPlaza  
(2-B, Salyutnaya St., Kiev, Ukraine).