



**The results of the  
5<sup>th</sup> International Specialized Exhibition  
For Garden Tools and Equipment**

**GARDENTOOL**

**March 1-4, 2011**

**Moscow, Expocentre Fairgrounds**

<http://www.gardentool.ru/en/>

<http://www.euro-expo.org/>



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## The history of the exhibition

Gardentool is taking place at the site of Expocentre Fairgrounds, Moscow, Russia since 2007

The leading manufacturers and suppliers of garden and park tools, machinery and equipment represented their stands. Among them such market leaders as: **Akai, Bosch, Big Green Egg, Briggs & Stratton, Crosser, Dimplex, Eisenkraft, Husqvarna, Irritrol, Interskol, Kärcher, Kirchler, Texas, TMK and others.**

Over the last 5 years the exhibition was visited by more than 25 000 specialists.

The organizer of Gardentool is Euroexpo company ([www.euro-expo.org](http://www.euro-expo.org) )

- Part of the exhibition industry since 1995
- Organizer of 14 international specialized exhibitions and many of them are leading fairs in Russia
- Is the full member of Russian Union of Exhibition and Fairs and UFI
- Is the member of Moscow Chamber of Commerce and Industry since 2000
- The services of Euroexpo meet the requirements of ISO 9000
- The international office is located in Vienna, Austria - Euroexpo Exhibitions & Congress Development GmbH

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## Gardentool 2011

March 1-4, 2011

Expocentre Fairgrounds, Moscow, Russia

In 2011 the total exhibition square covered over 5000 sqm

130 companies from Russia, Ukraine, Taiwan, China, Germany, Belorussia, Poland and other countries took part in the exhibition

Visitors – 6 024



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## SUBJECTS OF THE EXHIBITION

### Garden-park tools and equipment

- Lawn-mowers
- Trimmers
- Garden tractors, riders, attached equipment
- Verticutters (aerators)
- Bush-cutters and hedge shears
- Crushers
- Garden vacuum cleaners
- Tillers and motor-blocks, equipment
- Snow-removers and ice-breakers
- Petrol cutters, chainsaws
- Garden tools
- Accessories for garden equipment

### Engineering systems for gardens and parks

- Irrigating and watering systems
- Motor-sprinklers
- Pump sprinklers
- Self-moving sprinklers
- Pumping equipment
- Gutter and drain systems
- Equipment for fountains, pounds, filters, underwater illumination
- External illumination systems
- Equipment for hothouses, hotbeds and greenhouses
- Expendable materials

### Equipment for ground-maintenance of gardens and parks

- Landscape design elements
- Garden furniture, fences and gardenwalls
- Small architecture forms
- Decor elements

### Garden Living

- Garden Furniture and country furniture
- Fountains, falls, artificial reservoirs and aqua design
- Barbecue and Grills
- Art Smithery, Molding and shod furniture
- Landscape gardening sculpture and garden designs
- Landscape and garden illumination
- Arbors, hothouses and canopies
- Sports playgrounds and children's places



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## Photo report of GARDENTOOL 2011



More at <http://www.gardentool.ru/en/about/photo.php>



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## Business programm

- Mokselle Group seminar : **How to build up the effective sales system in the whole sale company**
- Mokselle Group seminar: **The secrets of new clients' attraction**
- Practical seminar of BTA Group : **Creation of an artificial reservoir: how to offer it to the potential buyer?**

Organizers:



More at <http://www.gardentool.ru/en/prog/2011/>

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## Sponsor of visitors' registration



World's largest manufacturer of internal combustion engines.

„Briggs & Stratton“ engines are installed on a variety of lawn mowers, tillers, engine blocks and small tractors, power plants and pumps, and other construction and special equipments.



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## Marketing survey of visitors of Gardentool 2011

Number of visitors - **6024**

The geography of visitors:

Russia, Armenia, Belarus, Belgium, Great Britain, Germany, Spain, Italy, Kazakhstan, China, Latvia, Moldova, Netherlands, Slovenia, Taiwan, Turkey, Ukraine, Finland, Czech Republic, Uzbekistan, Sweden

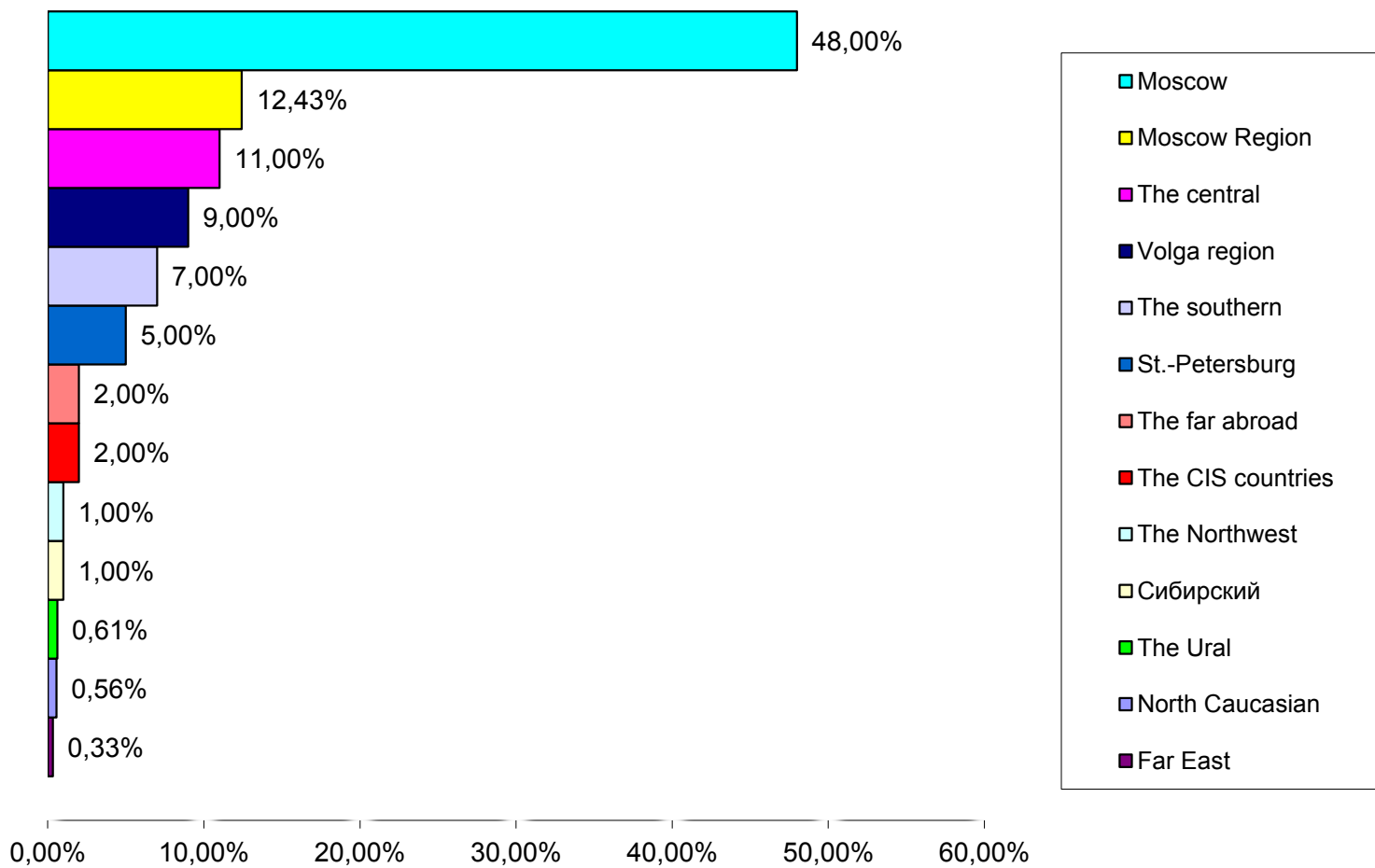
The study was conducted by independent experts of Russian Solutions Moscow



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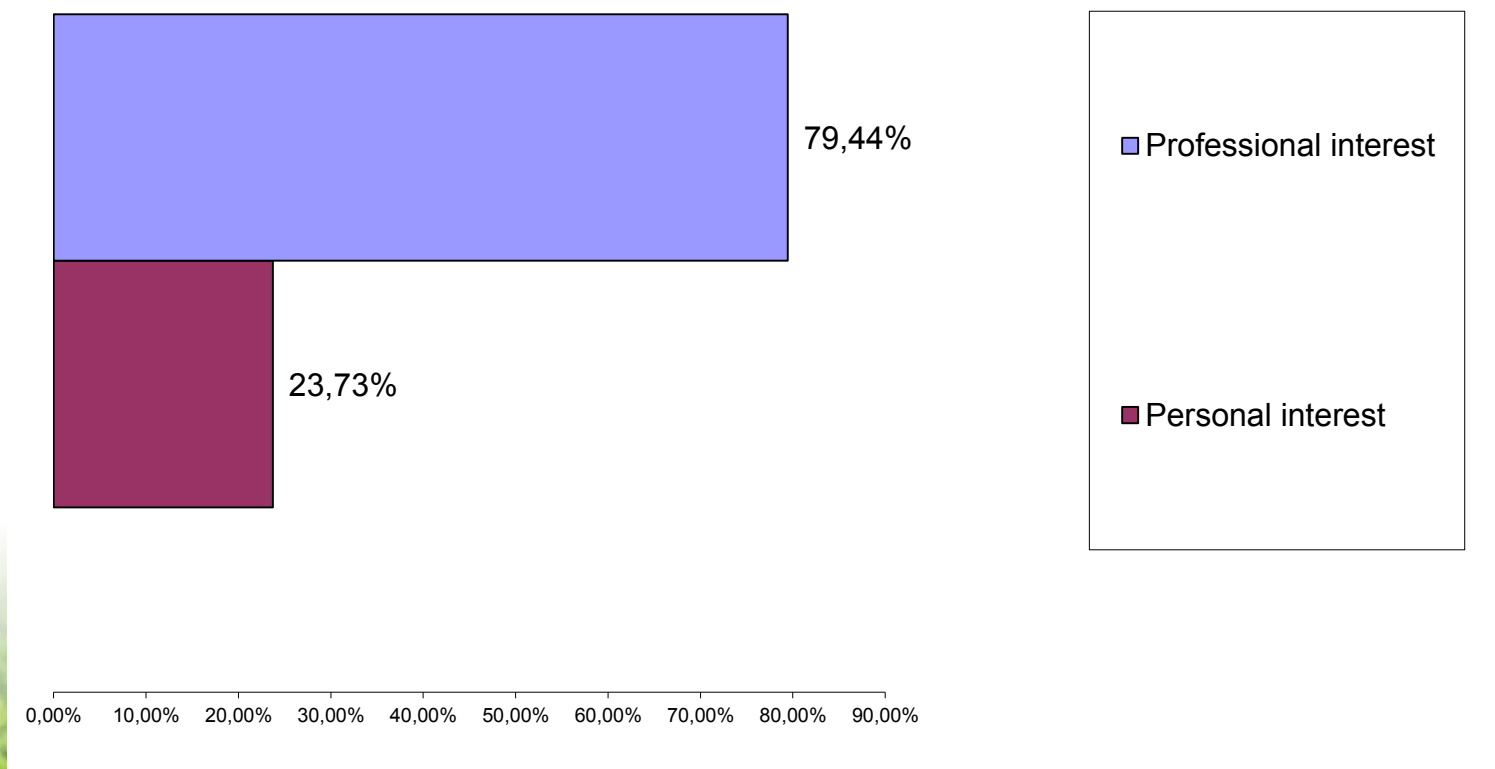


# Geography of visitors



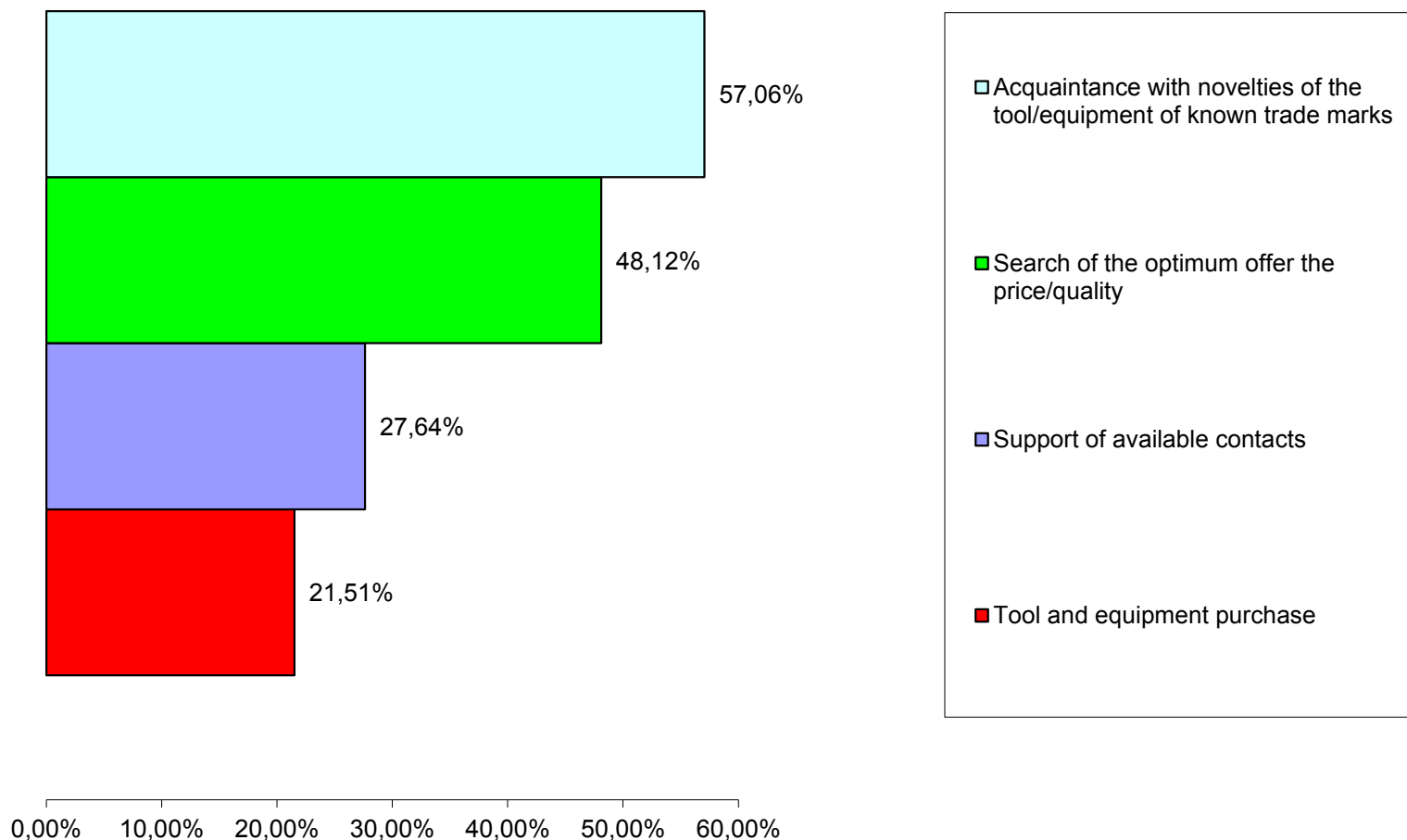


# The purposes of visiting



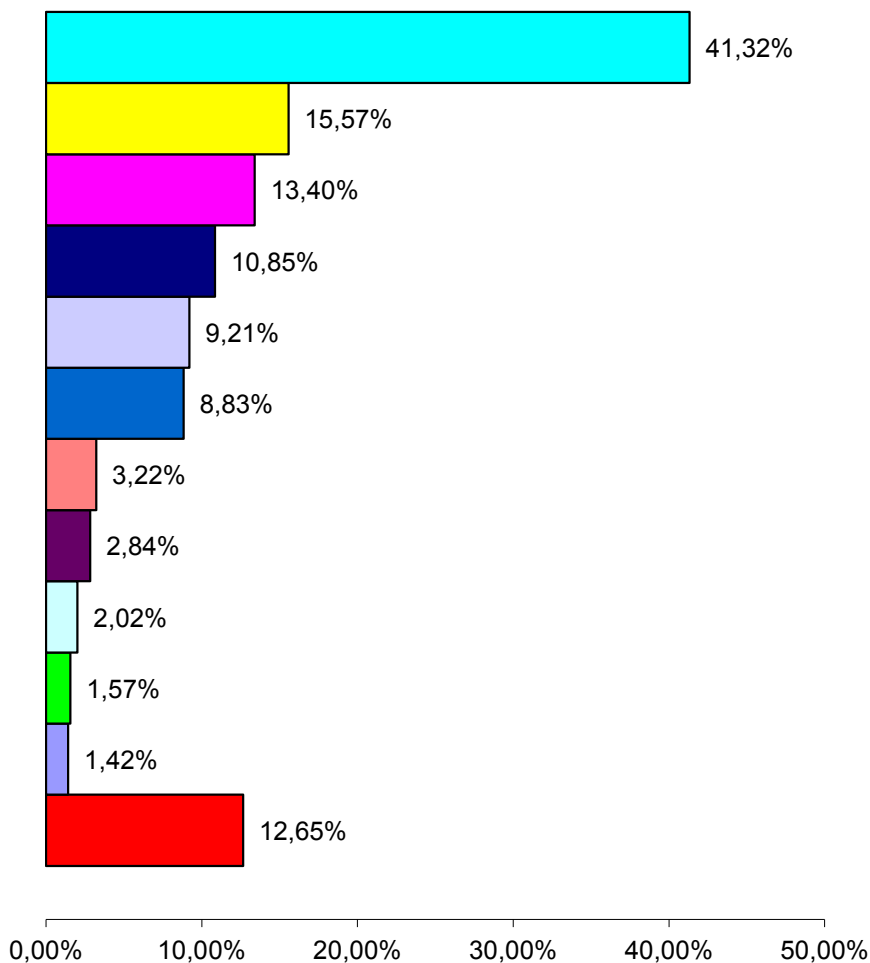


## The purposes of visiting





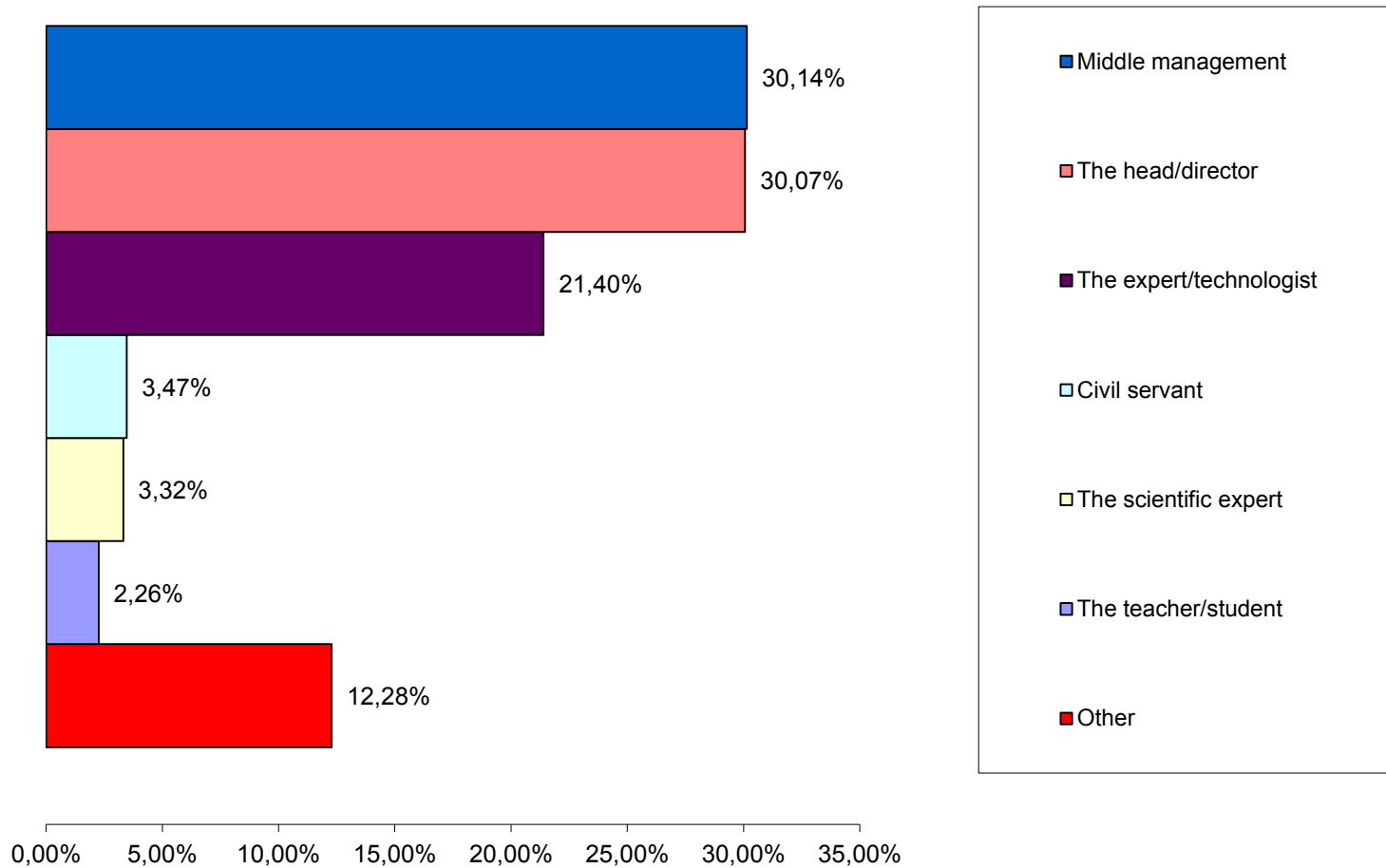
# Groups of visitors



- The wholesale buyer (the dealer, the distributor) of the garden and park tool
- Specialized shop of the garden and park tool
- The manufacturer of the garden and park tool
- Landscape design
- Landscape gardening economy
- The building organization
- The press, mass-media
- Public utilities (housing and communal services)
- The state structures
- Education, training
- Architectural bureau
- Other



# The position of visitors





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garden  
tool

SEE YOU at  
**GARDENTOOL 2012**

March 12-15, 2012

Expocentre Fairgrounds

Moscow, Russia



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