




mation received will help exhibitors to maximize the power of the exhibition they participate in, learn about and make use of Expocentre's additional services, and minimize exhibition costs and related tax risks.

The fair included a specifically equipped Business Center area, where participants could make appointments, carry on negotiations in a comfortable atmosphere and get information on the exhibition event programme.

Mir Stekla'2009 also held the Hungarian Business Forum, organized by the Hungarian Association for the Glass Industry; a conference entitled "High-Tech Glass Products in Glazing of Buildings: Manufacture and Use", and a round table entitled "Russia's Construction Industry: From Licensing To Self-Regulation", organized by the Russian Union of Architects and the Union of Glass Enterprises.

MIR STEKLA 2009 EDITION

 **Mir Stekla'2009**, the International Exhibition for Glass Products, Manufacturing, Processing and Finishing Technology organized by Expocentre and the Russian Union of Architects took place 8-11 June 2009 in Pavilions No. 1 and Forum, Expocentre Fairgrounds, Moscow.

2009 was the 11th edition of the Mir Stekla Exhibition, which provides a true reflection of the Russian glass market. The four days of the exhibition occupied 19,000 sq.m., and had about 290 exhibiting companies from 24 countries: Austria, Belarus, Belgium, Bulgaria, China, the Czech Republic, Egypt, Finland, France, Germany, Great Britain, Hungary, Italy, Kazakhstan, Latvia, Luxembourg, the Netherlands, Russia, Slovenia, Spain, Switzerland, Turkey, Ukraine, and the US. Supported by their national governments, glass market participants from Hungary, Italy, Germany and China demonstrate their products at collective stands.

Mir Stekla 2009 welcomed 180 foreign exhibitors, including *Bystronic*, *Intermac-Biesse*, *Busch&Spreen*, *Bohle*, *Emhart Glass*, just to name a few.

The 110 Russian participants included companies such as *Salavatsteklo*, *Steklocentr*, *Sodital*, and *Steklopak*.

To help Mir Stekla'2009 participants multiply the value of the exhibition, Expocentre also held a free seminar on Effective Exhibiting. The exhibition organizers presented new forms of work with exhibitors. The seminar provided the delegates with practical advice on how to deal with organizational issues, and opened additional possibilities for business development. The infor-

