



18th International  
Exhibition  
for Machinery,  
Equipment and  
Technology  
for Logging,  
Woodworking and  
Furniture Industries

*EXPOCENTRE Fairgrounds, Moscow, Russia*

Organised by



# LES DREV MASH



19-22  
OCTOBER  
2020

# Lesdrevmash

Important part  
of your  
marketing mix

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**12,390**  
visitors

23.4%  
increase on  
previous  
edition



## Lesdrevmash is your opportunity to

- grow your business
- close deals
- cultivate your brand image
- network with professionals
- look for business partners and examine the market

**766 tons of  
high-end machinery  
shown in action\***



\* Unloading/loading and delivery of exhibition cargo to the stand, installation and de-installation of exhibition cargo are free of charge for our exhibitors only.

**30,000+ sq m of  
exhibition space**

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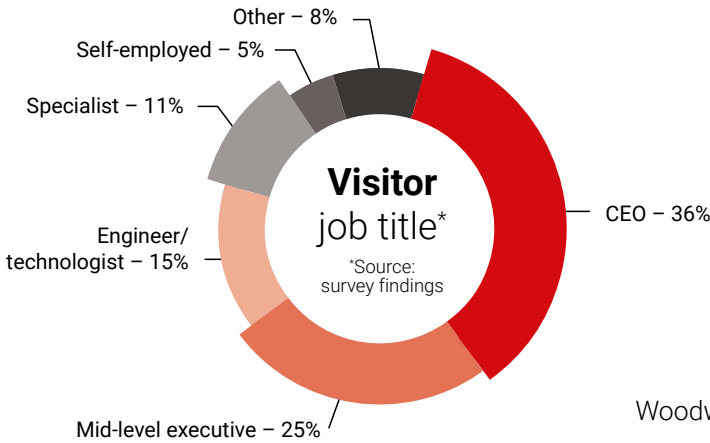
**372 companies  
from 27 countries**





# Our **visitors** are your **buyers!**

**68%** of visitors make or influence final decision



## Visitor preferences\*:

Woodworking equipment and technology	<b>54%</b>
Equipment and technology for furniture manufacturing	<b>47%</b>
Surface treatment equipment and technology	<b>38%</b>
Paints and coatings, adhesives, sealants, wood protection	<b>30%</b>
Wood recycling equipment	<b>21%</b>
Machinery and equipment for timber harvesting, logging, forest management	<b>20%</b>
Equipment for production of wood panels, construction materials	<b>19%</b>

Also: robotics and automation technology, wood energy, forestry, forest management

\* Multiple replies possible



## The Russian government's attention to the logging and woodworking industry

The logging and woodworking industry is one of the most strategically important business sectors in Russia. As of 2017 Russia possessed over 20% of the global resources.

To boost the industry's growth, the Russian government adopted a new development strategy in 2018. It is planned to significantly increase the industry's contribution to this country's economy and increase its long-term competitiveness by 2030.

The development strategy envisages attracting new investment in the industry and increasing a number of industry professionals from 500,000 to 820,000 people.

**Alexander Haag,**  
Representative of Dietrich's AG in Russia

"It's the eighth time that we take part in Lesdrevmash. As usual everything is very well managed. Our main goal here is to find as many potential clients as possible. Taking into account the current market situation, we would like this year's results to be at least as good as at the previous edition. If we get five new clients after the show, the participation will pay off! Our products are highly specialised. We present software solutions developed by Dietrich's, Germany. This software is highly automated and parametric, which makes it very flexible. The most important thing for us is to demonstrate our developments and show that we have not left the Russian market unlike many of our competitors."

**93%** of exhibitors would recommend Lesdrevmash to their partners and colleagues

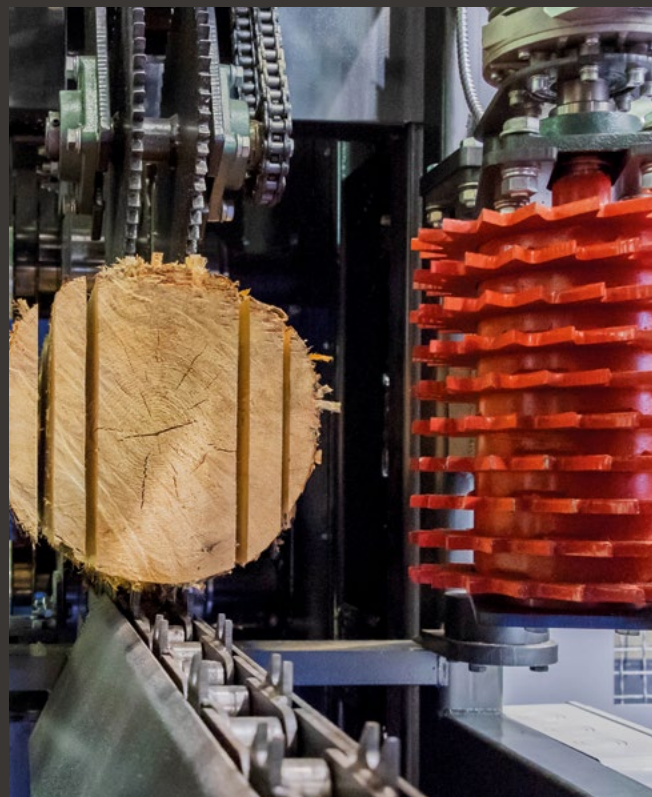
**Mikhail Erzunov,**  
Key Account Manager at Leuco

"We show cutting tools manufactured by our parent company Leuco Ledermann GmbH & Co.KG from Germany.

Our goals at Lesdrevmash are to strengthen the relations with our clients, generate sales leads, network with our partners who have also come here, as well as increase our brand awareness and promote our company at the woodworking machinery market. As usual, Lesdrevmash is very well managed. All Lesdrevmash managers have always met our needs and helped with our stand."

**94%** of exhibitors are satisfied with sales leads

**92%** of exhibitors generated new sales leads and found buyers





# Reach your audience



## Join us at Lesdrevmash

Organised by



Supported by

- Russian Ministry of Industry and Trade
- EUMABOIS – the European Federation of Woodworking Machinery Manufacturers

Under auspices of Russian Chamber of Commerce and Industry

**Any questions?**

**Feel free to contact us.**

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See all product sectors on **our website**  
**[www.lesdrevmash-expo.ru/en](http://www.lesdrevmash-expo.ru/en)**