

International Concrete Conference &amp; Exhibition

# ICCX Russia – a successful event even in difficult times

Following on from the highly successful anniversary event with record visitor and exhibitor numbers in 2014, it was not easy to predict whether the summing-up would be so positive after ICCX Russia 2015 especially in view of the current challenging economic and political situation in Russia. But yes, with the benefit of hindsight, we can confidently state that ICCX Russia 2015 turned out to be another success! The exhibitors, in particular, quite often came with very low expectations but were very favourably surprised by the number and quality of the visitors at the event. So, in the end, both sides were able to draw a positive conclusion.

“In good times and in bad times” – this was the title of the CPI editorial in the 5/2015 issue pointing to the difficult situation in Russia. On occasions such as these, great importance is attached to customer loyalty and enduring business relationships. The large number of exhibitors at the ICCX Russia 2015 showed that most of these companies maintain a positive, thorough-going business relationship with their Russian customers.

The number of visitors also lived up to expectations. Interviews were conducted on a random basis to be able gain some idea of visitor satisfaction and to enhance the added value for participants at the ICCX Russia. The following must be said in advance: the feedback was also thoroughly positive. You can find the interviews interspersed in this report.

## Favourable mood despite economically challenging times

Numerous specific enquiries and very detailed problem issues were discussed amongst the trade experts on hand and

plans for further cooperation were forged. A visitor even noticed that some suppliers (in competition with each other) sometimes cooperated in finding attractive solutions in terms of price for a production facility operator. All this is indicative of the communal effort to revitalise the Russian market.

## Well-proven but still innovative

Most people are acquainted with the basic ICCX Russia concept. A technical course on the day prior to the core event has for a long time attracted many participants. And there is good reason why. This full-day technical course is carried through each year by two internationally well-known concrete technology experts (Michael Khrapko from New Zealand and Prof Viktor Mechtcherine from Germany) Deutschland) in the Russian language. The topics dealt with each year are oriented towards requests from the visitors.

The core event, i.e. the specialised exhibition with its accompanying conference programme, reflects the unmistakable character of the ICCX Russia. Since 2014, the



Valentina Rozhdestvenskaya, Tatyana Anischuk and Anna Cherepanova, PK Kachestvo, Certified Testing Laboratory, Astana, Kazakhstan

“First off, we would like to thank the organisers and speakers who have made the ICCX Russia into a very successful and informative event. We would especially like to mention the technical course given by Prof Viktor Mechtcherine and Michael Khrapko. The quality of the teaching was at the highest level possible. As far as the conference programme with its half-hour lectures is concerned, we would like for more practical aspects to be dealt with. It is also a very great advantage when both the exhibition and the specialised conference take place under one roof. We also do not want to forget to mention that the comfort and the room prices are very attractive here in this conference hotel. In summing up, the visit has paid off handsomely, not least because we have been able to make many business contacts. Our compliments to the CPI team!”



The conference hotel, Park Inn Pulkovskaya, in St. Petersburg offers the ideal setting for ICCX Russia



Approx. 180 concrete technology experts were interested in taking part in the technical course. The speakers every year, Prof Viktor Mechtcherine and Michael Khrapko, are a well-coordinated team and deal in depth with the questions from the audience



The Welcome Reception on the evening prior to the core event is an ideal opportunity for welcoming business partners and initially striking up contacts

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Anna Rybakova from Russia held a talk about quality control in Russian precast concrete component production facilities...



...and generated a great deal of interest amongst the listeners



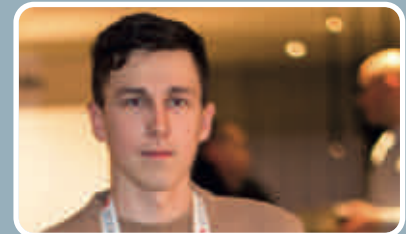
Vladimir Severyukhin, PAO GK PIK, Moscow, Russia

"This year I felt that the atmosphere in the exhibition was very positive. Something seems to be on the move and, in a remarkable way, companies in competition have sometimes joined up together to be able to offer attractive solutions in terms of price. For me, the exhibition was more informative and helpful than ever before.

In the future, there will be many challenges to overcome and for this reason I will certainly also visit ICCX 2105 as well."

stage has been set by the Welcome Reception following on from the technical course. No other event for the concrete and precast concrete component industries in Russia offers so much expert information and so many possibilities of contacts to suppliers in such a compressed form.

New this year was the offer of a seminar on the upkeep and maintenance of production boards for concrete products. This seminar was conducted by experts from this field. It is worth mentioning at this point that they were, in fact, competitors in this supply industry. In the run-up to the event, they had worked together in an extremely professional and constructive manner with the aim of imparting the greatest possible amount of practical knowledge and helpful advice to participants in the seminar. The lectures very well were received and participants took advantage of the opportunity of asking detailed questions.



Vladimir Ptichnikov, St. Petersburg Polytechnic University, St. Petersburg, Russia

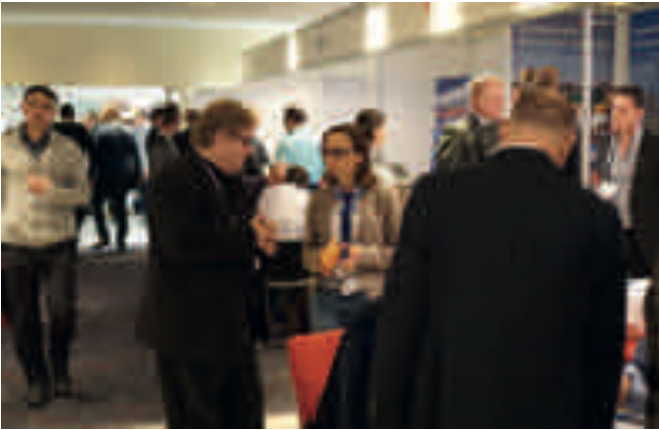
"The exhibition at the ICCX Russia is mainly concentrated on production equipment, which is not primarily of interest for me. I have, nonetheless, been able to learn much about it in the exhibition, which is something that will certainly help me further in my daily work at the university. It's a great idea to include seminars in the conference programme. Differing specific subject matters would make sense here, so that experts from a sector can get together and exchange information with each other."



Marc Lebrun (Cerib) from France introduced innovative concrete technologies, amongst others a new type of system for compacting concrete blocks



For the first time in the history of the ICCX Russia, a seminar was offered dealing with the upkeep and maintenance of production boards for concrete products. Alfred Rochlus (Assyx) and Sönke Tunn (Wasa) shared their profound knowledge from years of practical experience



The ICCX exhibition was well-attended. Many visitors with precise ideas about machines and systems come to St. Petersburg year after year. Quite often, the owner comes together with the technical management staff so that hard and fast decisions can be made on the spot.

International Concrete Conference & Exhibition

# ICCX CENTRAL EUROPE 2017

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Large crowds at the ICCX Dinner Party. Approx. 600 guests did not want to miss the evening event. The guests could celebrate into the early morning hours in a sociable atmosphere against a background of typical live Russian music



Igor Bykov, KraftBeton, Lipetsk, Russia

“Even if I personally would have wished for more practical relevance in the technical course, the teaching was excellent. The Russian concrete industry unfortunately does not have the latest, state-of-the art technology. It is not easy to implement modern technologies in particular due to the economic situation at the current time. However, I was still able to gather much useful knowledge from the lectures especially about the topic of crack formation in structural concrete construction components. The examples were presented very clearly. It is also worth mentioning that the CPI team has maintained their objective of presenting such a top-class event even at this difficult time.”

### Trade exhibition

Displays by exhibitors for the trade visitors could be viewed at about 120 stands. Each visitor could gain a wealth of information from the supply sector about trends and current products for the concrete and precast concrete component industries. Both Russian and international exhibitors from well on 20 different nations from all over the world provided an extensive range of information. There were representations of well-known companies from the areas: mixing, formwork, system and processing technologies, conveying systems, concrete chemistry, fastening systems, reinforcing steel plants, installation systems and IT products. Indeed, it is this diversity that makes the ICCX so unique worldwide and so interesting for the concrete industry.

### Conference programme

The trade visitors certainly got full value for money as far as the ICCX Russia 2015 lecture programme is concerned. Notable speakers from all over the world gave reports on current developments in the concrete industry. They revealed not only how trends are developing in the concrete industry as a whole but also specifically in the precast component and ready-mix concrete industries as well. The lecture programme included the subject areas:

- Advantage Precast
- Concrete Products for Road Construction & Civil Engineering (Infrastructure)
- Concrete Technology
- Precast Technology



Prof Jaime Fernández Gómez from Spain held a talk about quality management with precast concrete components during their manufacture and later installation at a construction site

Full-length videos of the talks will be available in a few weeks on the ICCX homepage or at [www.iccx.org](http://www.iccx.org)

**ICCX dinner party**

The ICCX Russia evening event, or the ICCX Dinner Party, at the Paulaner Brauhaus Restaurant in the conference hotel, Park Inn Pulkovskaya, has been a particular highlight for some years now. The Brauhaus provides excellent seating arrangements and has proved to be a popular finale to the conference's first day. The evening event was again fully booked with approximately 600 guests. The evening offered plenty of opportunity for intensifying contacts struck up during day in a pleasant atmosphere against a background of typical live Russian music.



Thomas Friedrich (Innograti) from Germany gave a lecture about multifunctional floor systems and their implementation in practice



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Plant tour at Murinsky OOO – this concrete production facility manufactures diverse precast concrete components and concrete products for residential construction

### Plant tours at the conclusion

ICCX participants actively avail themselves of one other benefit year after year. This refers to the plant tours, which have traditionally made up the conclusion of the ICCX. This time, participants could choose

between four different plant tours in the vicinity of St. Petersburg. A total of approximately 140 participants were divided up between four concrete production facilities: Metrobeton JSC, Beaton JSC, Liderprom JSC and Murinsky OOO.



Stanislav Yankovsky, Adamant SPb Ltd., St. Petersburg, Russia

"I am mainly interested in the specialised lectures, which were once again very good this year. It is possible to contact the exhibitors directly here and immediately receive information from that source about modern production methods. I have been really surprised at the quality of the organisation and the information on offer. I could venture to say that the ICCX Russia was not just satisfactory but has far exceeded my expectations. I shall certainly come again next year."

View a video about the ICCX 2015:



Simply scan the QR Code with your Smartphone and watch the video!

### FURTHER INFORMATION

ICCX Russia 2015 Sponsor



[www.iccx.org](http://www.iccx.org)

The date for the next ICCX Russia has already been fixed. From 6-9<sup>th</sup> December 2016, the entire Russian concrete industry along with its international counterpart will once again meet up for another outstanding event. Planning for the ICCX Russia 2016 is already well underway. ■