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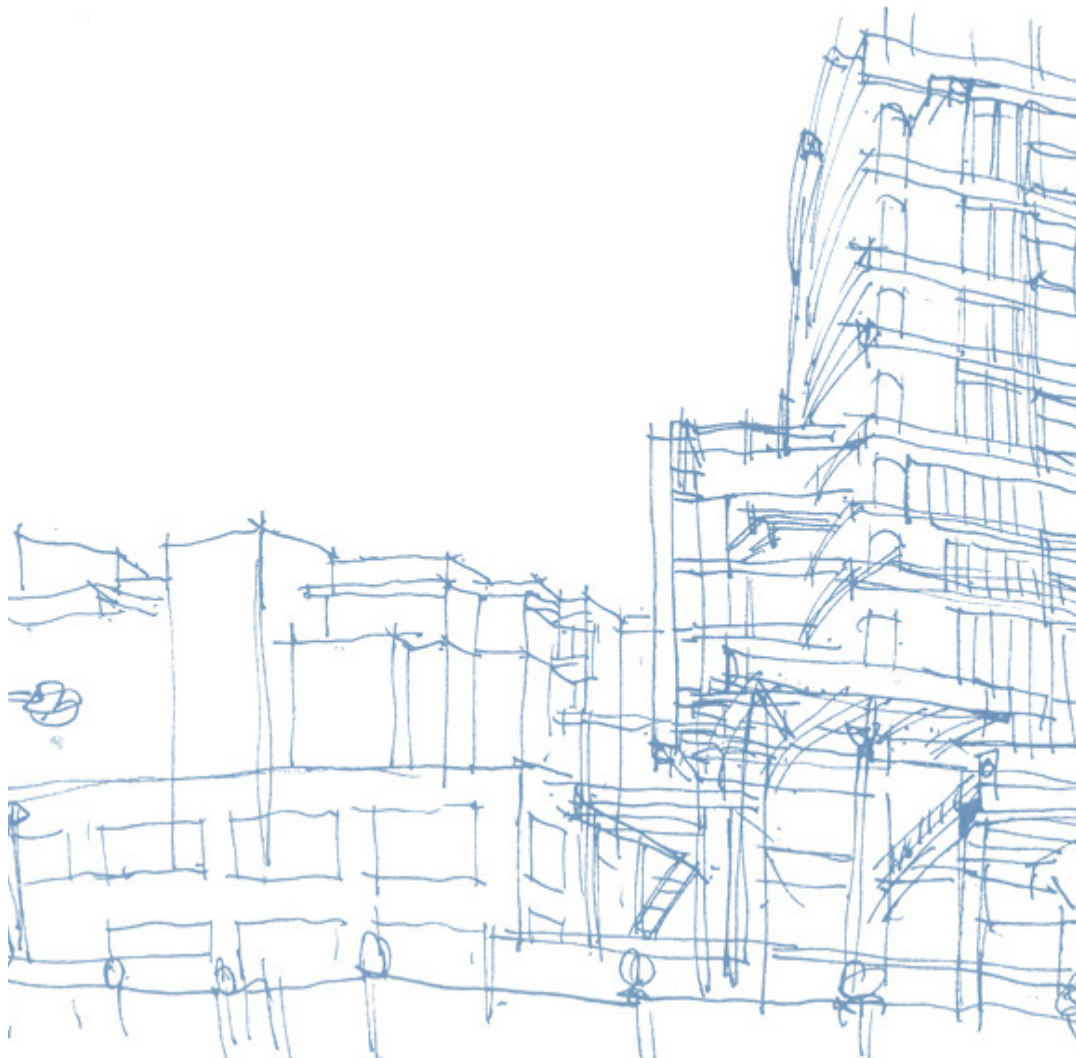


C UCASUS BUILD 2016

21st International Exhibition for Building
and Interiors

MAY 18-21, 2016

TBILISI, GEORGIA



CAUCASUS BUILD – A LEGACY OF EXCELLENCE

Caucasus Build is not only one of the oldest exhibitions of ExpoGeorgia but also one of the most successful industrial events in the country and the whole Caucasus region. After two decades of its existence the International Exhibition for Building and Interiors managed to become a well-established and recognized event with high international value and significance.

Year after year attracting thousands of high quality trade visitors, corporate and private buyers, regional and international guests and official governmental support, Caucasus Build provides participants and visitors alike with the assurance that they will benefit from an experienced, professionally planned and managed concept.

AIM OF THE EXHIBITION

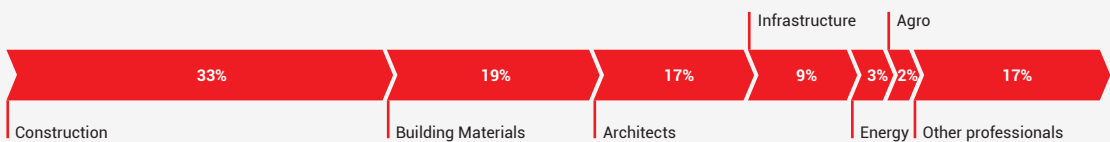
Event provides ideal opportunity for the providers of the construction materials, machinery, technologies and services to meet with Georgian and Caucasian construction companies, developers, architects, state representatives, and other key players of the industry, exchange valuable information and negotiate agreements.

Exhibition is meant to help innovation get to the local markets faster. We offer a platform to international and local companies to meet with buyers and establish fruitful partnerships to organize effective supply chain and gain mutual benefit and business growth.

KEY DATA FROM 2015

- **190** exhibiting companies from 21 countries
- **63%** of the exhibitors reached their goals
- **64%** of the exhibitors were satisfied with the quality of the visitors
- **81%** of the exhibitors will participate in the next years' event
- **2780** trade visitors
- Up to **4000** total attendance
- **71%** of the visitors were professionals of the presented industry
- **51%** of the visitors found what they were looking for
- **62%** of the visitors came to find specific products and services
- **91%** of the visitors are planning to attend the exhibition again

PROFFESIONAL VISITOR DISTRIBUTION



COUNTRIES PRESENTED IN 2015

- Austria
- Belarus
- Belgium
- Canada
- China
- Czech Republic
- Denmark
- France
- Georgia
- Germany
- Indonesia
- Iran
- Italy
- Latvia
- Poland
- Russia
- Sweden
- Switzerland
- Ukraine
- Turkey
- UAE

SINGLE EVENT FOR THE ENTIRE INDUSTRY

Participants of the exhibition will be producers, distributors, wholesalers, sellers and other service providers of the presented products and services.

PRODUCT DIRECTORY

- Building, Construction and Remodeling Services
- Building Equipment and Machinery
 - Heavy Construction Machinery
 - Earthmoving Machinery
 - Mining Machinery
 - Machinery Manufacturing
 - Industrial Machinery
 - Commercial and Service Industry Machinery
 - Metal Working Machinery
 - Other Equipment and Machinery
- Building Materials
 - Glass, Wood and Metal
 - Plastic and Composites
 - Marble and Stone
 - Brick, Block Masonry
 - Adhesives, Sealants, Gaskets
 - Architectural Metalwork
 - Boards, Sheets, Panels
 - Concrete and Admixtures
 - Insulation Products
 - Meshes, Wires
 - Mortars and Limes
 - Water Proofing Products
 - Other Building Materials
- Architecture and Engineering Services
- Design and finishes
 - Decoration and Interiors
 - Flexible Sheets and Tiles
 - Paints and Coatings – Decorative and Protective
 - Plasters, Render Rigid Tiles
 - Wallpaper
 - Wood Floor and Lining
 - Other Finishing Products
- Roof and Covering
- Façade and Cladding
- External Works
 - External Lighting
 - Fences and Gates
 - Hard Surfaces Soft Landscaping
 - Special Equipment
 - Other Products for External Works
- Partitions, Ceilings, Floors
- Structure, Substructure
- Stairs and Balustrades
- Landscape and Gardening
- Other Construction Related Products and Services
- Electricity, Electrical and Mechanical Systems
- Real Estate and Property Show

BUILD NEW RELATIONSHIPS

- Find and meet direct buyers
- Share information about the company and industry
- Develop and strengthen partnerships with local and international organizations

BUILD AND SHOWCASE COMPANY IMAGE

- Invite your partners
- Communicate brand image through stand design and communication materials
- Communicate with government representatives

WHY EXHIBIT

PROMOTE YOUR COMPANY

- Boost your retail sales
- Increase awareness of products/ company/brands
- Develop relationships with corporate buyers
- Find and utilize new partnership opportunities
- Showcase latest products and innovations to the target audience

MARKETING CAMPAIGN OF THE EVENT

- Extensive media support and coverage
- Social media campaign
- TV and Radio advertising
- Outdoor advertising
- Direct communication with target groups (invitations, e-mails and phone calls to target groups from Georgia and Caucasus)
- Print media advertising

TARGET VISITORS

- Architects
- Real Estate Developers
- Building Industry Traders
- Facility Managers
- Building Caretaker Companies
- Technicians Working in the Building Industry and Construction Industry
- Construction Workers
- Executives and Purchase Managers of Large Companies
- Individuals Thinking to Renovate their Private Properties
- Manufacturers of the Building Materials

„It is huge honor for us to participate in Caucasus Build, we see great prospects and opportunities for us here”

MAPEI



“Our participation has been very successful we signed several contracts right here on site. This year the exhibition is showing even more activity the prior events, we have high hopes that the exhibition will bring good results”

KRAMOS



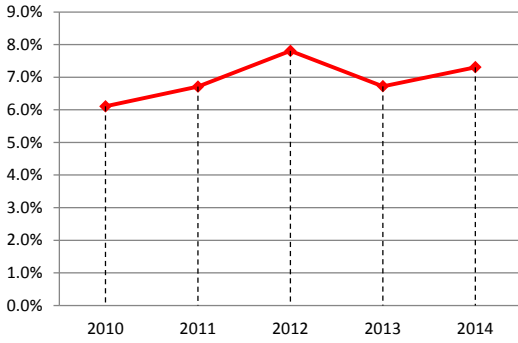
“This is our fourth year of participation and it has been quite productive. The exhibition gives us opportunity to find new costumers, we meet directors of various leading construction companies and establish contacts”

ICES

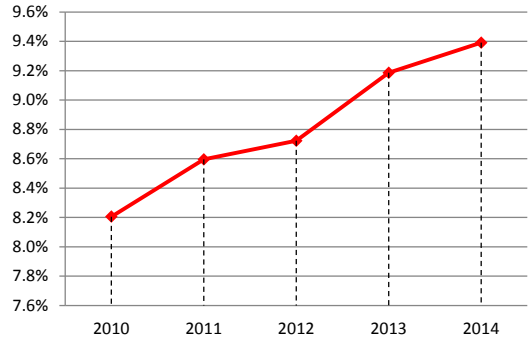
GROWTH TRENDS ARE ATTRACTIVE

GDP

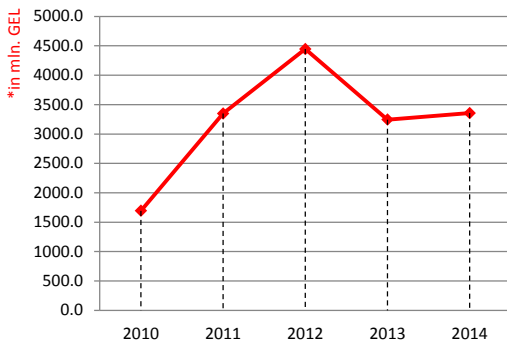
Construction, Value Added (% of GDP)



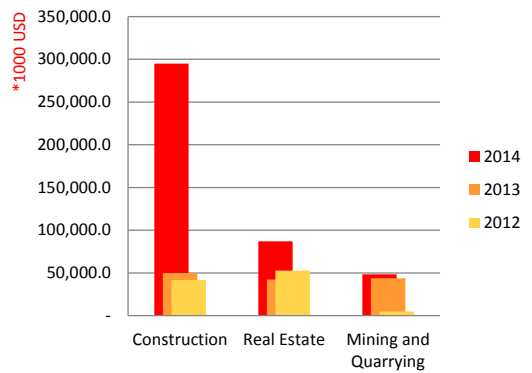
Real Estate, Value Added (% of GDP)



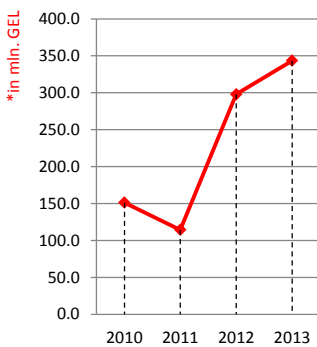
TOTAL CONSTRUCTION TURNOVER



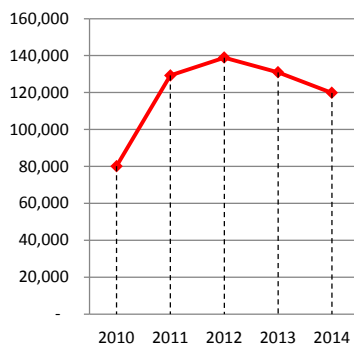
FDI FLOWS BY INDUSTRY



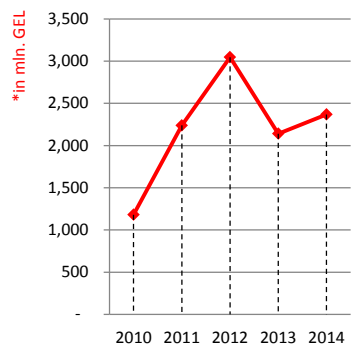
TOTAL INVESTMENTS IN FIXED ASSETS IN CONSTRUCTION



TOTAL QUANTITY OF EMPLOYED PEOPLE IN CONSTRUCTION



TOTAL BUYING OF PRODUCTS AND SERVICES IN CONSTRUCTION



GEORGIA'S CONSTRUCTION SECTOR – BACKBONE OF THE ECONOMY

Construction sector in Georgia is one of the most diverse and vastly developed industries. In 2014 accounting for 23% of total FDI, 7% of total turnover and 7.3% of GDP, last year it gained 28.5% increase in activity, becoming the most important industries for Georgian economy.

Construction and real estate sectors have been the backbone of Georgian economy for a long time starting its fast growth in 2003 during the boom of building projects and has remained steady ever since taking a short drop during 2008. However

even after the crisis the industry quickly returned to its growth state due to deficit of residential and commercial space, planned infrastructural development and growth in agricultural sector which means industrial construction.

Statistics from 2014, new trends and planned projects for 2015 and upcoming years as well as the success of Caucasus Build 2015 prove that Construction Sector in Georgia is rapidly returning to its former glory thus increasing the importance and significance of the exhibition for 2016.

INDUSTRY RESEARCH

GDP					
	in mln GEL				
	2010	2011	2012	2013	2014
Mining and Quarrying	181.0	208.8	230.8	210.3	204.5
Construction	1,100.0	1,407.9	1,756.9	1,568.2	1,836.2
Transport	1,415.1	1,573.4	1,703.9	1,789.2	1,929.4
Real Estate	1,478.1	1,803.0	1,963.0	2,143.6	2,360.2
GDP, Total	18,014.4	20,975.4	22,505.3	23,335.0	25,132.2
Construction, Value Added (% of GDP)	6.1%	6.7%	7.8%	6.7%	7.3%
Real Estate, Value Added (% of GDP)	8.2%	8.6%	8.7%	9.2%	9.4%

CONSTRUCTION TURNOVER BY TYPES OF ECONOMIC ACTIVITY

in mln. GEL

Year	Total	Including:				
		Site Preparation	Buildings Construction Work	Installation of Construction and other Engineering Equipment	Coverings and Finishing Work	Equipment Rental
2010	1694.5	15.4	1540.5	132.5	3.7	2.4
2011	3348.0	52.1	2929.3	290.0	26.9	49.7
2012	4444.7	25.6	3981.7	328.0	45.0	64.4
2013	3244.7	57.9	2879.5	210.7	18.5	78.1
2014	3356.2	39.1	3018.5	209.0	35.3	54.3

FDI FLOWS BY INDUSTRY

*1000 USD

	2012	2013	2014
Total	911,564.3	941,902.6	1,272,452.0
Including:	181,0	208,8	230,8
Agriculture	16,119.3	11,857.4	19,090.6
Mining and Quarrying	4,862.2	43,704.9	48,416.5
Manufacturing	167,906.5	99,765.1	174,046.0
Energy	179,402.6	244,745.1	98,740.2
Construction	41,839.2	49,847.5	294,966.1
Hotels and Restaurants	17,652.3	-13,360.1	39,678.2
Transport and Telecommunication	72,828.9	140,104.4	343,438.2
Healthcare and Social Work	17,550.8	720.0	667.9
Real Estate	52,805.6	42,294.6	87,035.4
Financial Sector	162,552.2	166,386.3	78,056.9
Other Sectors	178,044.8	155,837.4	88,316.2
Construction, Value Added (% of FDI)	5%	5%	23%
Real Estate, Value Added (% of FDI)	6%	4%	7%
Mining and Quarrying, Value Added (% of FDI)	1%	5%	4%

INVESTMENTS IN FIXED ASSETS IN CONSTRUCTION BY ECONOMIC ACTIVITY

in mln. GEL

Year	Total:	Construction, Value Added (% of Total Investments in Fixed Assets)	Including:				
			Site Preparation	Buildings Construction Work	Installation of Construction and other Engineering Equipment	Coverings and Finishing Work	Equipment Rental
2010	151.3	4.7%	2.3	144.9	4.1
2011	114.4	4.4%	4.1	95.6	7.4	0.5	6.8
2012	298.0	9.2%	2.6	282.0	1.9	0.5	11.0
2013	343.5	8.7%	1.4	324.0	11.0	0.3	6.8

QUANTITY OF EMPLOYED PEOPLE IN CONSTRUCTION BY ECONOMIC ACTIVITY

in mln. GEL

Year	Total:	Including:				
		Site Preparation	Buildings Construction Work	Installation of Construction and other Engineering Equipment	Coverings and Finishing Work	Equipment Rental
	Person					
2010	80,112	986	71,394	7,388	58	286
2011	129,246	2,051	112,646	11,507	1,871	1,171
2012	138,886	1,268	124,331	10,818	1,032	1,437
2013	130,968	1,631	112,626	14,458	825	1,428
2014	119,826	2,007	106,682	9,634	643	860

BUYING OF PRODUCTS AND SERVICES IN CONSTRUCTION BY ECONOMIC ACTIVITY

in mln. GEL

Year	Total:	Including:				
		Site Preparation	Buildings Construction Work	Installation of Construction and other Engineering Equipment	Coverings and Finishing Work	Equipment Rental
2010	1180.3	6.7	1081.5	88.8	2.6	0.7
2011	2238.4	26.4	1982.2	180.7	18.0	31.1
2012	3045.9	14.1	2768.3	202.3	28.4	32.8
2013	2140.3	40.5	1925.6	118.8	10.0	45.4
2014	2368.4	15.9	2170.5	141.1	20.6	20.3

ABOUT US

Caucasus Build is organized and hosted by ExpoGeorgia – one of the most experienced and quality oriented, leading exhibition center in Caucasus region, as a multi-functional business center we combine trade fairs with conferences and various other events.

With 56 years of experience ExpoGeorgia is your reliable partner in the Caucasus market constantly working to develop new concepts and programs. With several well-established trade fairs and exhibitions we are always in tune with the market in Georgia and entire Caucasus Region.



ABOUT GEORGIA

Georgia is situated at the dividing line of Asia and Europe and is a member of the UN, COE, WTO, BSEC, OSCE, CDC, GUAM and ADB.

Georgia achieved robust economic growth between 2003-2012 following structural reforms that stimulated capital inflows and investment. The reforms helped improve the business environment, strengthened public finances, upgraded infrastructure facilities and liberalized trade. Growth was also supported by increased foreign direct investments (FDI).

Location on the shortest route between Europe and Asia, rapid economic development and

good relationships with its Caucasian neighbors (Turkey, Azerbaijan and Armenia) gives our country the best opportunity to become International hub for the industry and business development in the whole region of Caucasus with the population of more than 20 million people.

In 2014, Georgia initiated the Association Agreement including DCFTA (Deep and Comprehensive Free Trade Agreement) with the European Union at the Vilnius summit, further cementing the business environment and establishing ground for further development.

PUT THE DATES IN YOUR DIARY

With extensive growth and numerous projects in development it is the best time to enter Georgian market and begin fruitful business activity for your own benefit and development of the field in our country and the whole Caucasus market.

21st International Exhibition for Building and Interiors will be held on 18-21 May, 2016 at Exhibition Center ExpoGeorgia fairground in Tbilisi Georgia.

PARTICIPATION FEES AND RATES

Registration Fee – 416 Euro

Equipped Space – 220 Euro / 1 sq.m.

Unequipped Space – 174 Euro / 1 sq.m.

Space Only – 111 Euro / 1 sq.m.

Outdoor Space – 43 Euro / 1 sq.m.

Deadline for the application is March 20, 2016

Do not miss your chance, contact us now:

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**CAUCASUS BUILD 2016
IS LOOKING FORWARD TO SEEING YOU!**

**LET'S MAKE HISTORY TOGETHER
JOIN US INTO THE THIRD DECADE OF THE
EXHIBITION**

GET NOTICED!

Show Dates: May 18-21, 2016

Venue: Exhibition Center ExpoGeorgia

For Additional Inquiry Please Contact:

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Exhibition Center ExpoGeorgia

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