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*Russian Week
of High Technologies*
RWHT

**26–29
April
2022**

www.hi-techweek.ru/en

EXPOCENTRE Fairgrounds
Moscow, Russia



Sviaz
34th International
Exhibition
for Information
and Communications
Technology

www.sviaz-expo.ru/en



Navitech
Salon of Navigation
Systems,
Technologies
and Services

www.navitech-expo.ru/en

- Sviaz 2022 Forum
- Russian Software Forum:
Effective Solutions

Under auspices of



CHAMBER OF COMMERCE AND INDUSTRY
OF THE RUSSIAN FEDERATION

Organised by



What is Russian Week of High Technologies?

▶ Russia's largest series of events in the IT and telecom industry

▶ A business networking platform for professionals for searching for suppliers and new sales channels, developing new solutions and identifying the latest trends in telecom and IT markets



Watch our video about Sviaz 2021

Statistics of 2021

197
participants

8
countries

7 620
visitors

32
countries

70 201
regions and cities of Russia



Technology and solutions, trends and topics

What to expect at Russian Week of High Technologies?

Wireless
Telecom cables
IP technologies
Transport telematics and navigation
Digital Government
Electronic components
Smart mobility
Satellite communications
AR & VR
Startups
Russian software
Big Data
5G
Data Centers
Smart City
Telecommunications
equipment
Smart
Device Show
Cybersecurity
SFERA

Telecom

Learn more about product sectors



www.hi-techweek.ru/en

Who are the visitors to Russian Week of High Technologies?

Industry sectors of Sviaz visitors

Mobile, landline and satellite service provider

Provider of universal telecom services

Mobile virtual network operator (MVNO)

Internet provider

Development/production/supply of IT equipment, telecom equipment

System integration

Oil and gas industry, fuel and energy industry

Mineral extraction and processing

Retail

Construction

Transportation and logistics

Software developer

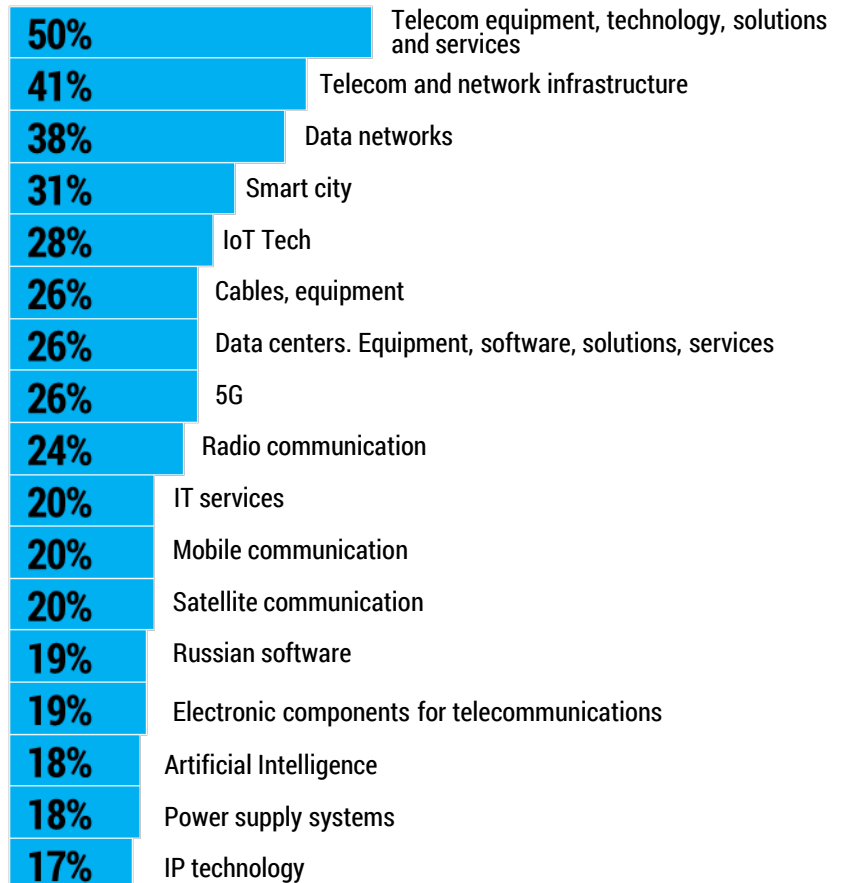
Banking and finances

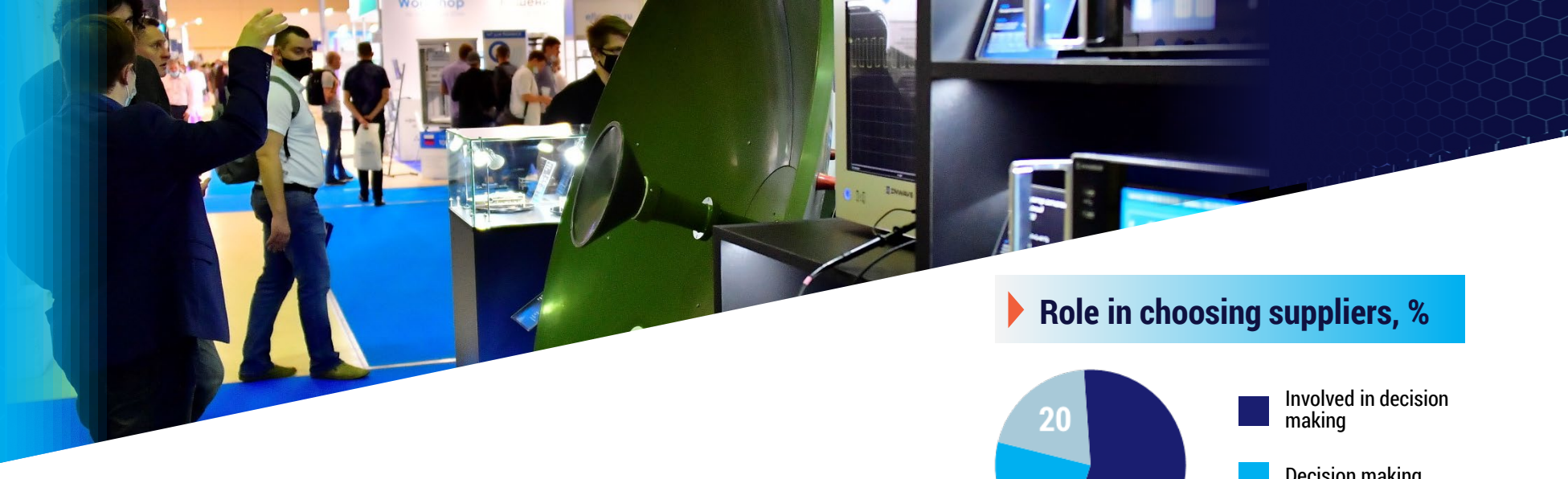
Russian federal and regional public administration

Law enforcement

Statistics of 2021

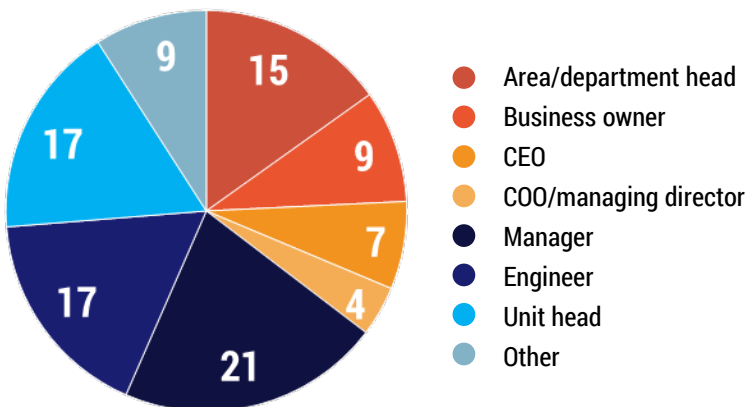
Sviaz visitors by interests



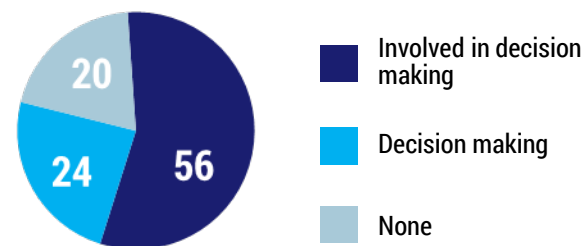


36% of the visitors are CEOs and top executives

▶ **Visitors by job title, %**



▶ **Role in choosing suppliers, %**



▶ **Visitors, %**

▶ Target	▶ Unique
63% Found products they were looking for	43% Attend only Sviaz or other ICT events no more than once a year
28% Plan to make purchases as a result of their visit	35% First-time visitors to Sviaz
▶ Open for new ideas	
67% Attended events of the conference programme	

Conference programme

Events with representatives of key telecom and IT companies and organisations

- ▶ Sviaz 2022 Forum
- ▶ Russian Software Forum
- ▶ International Navigation Forum
- ▶ International Forum of the International Telecommunication Academy

[Learn more about the conference programme](#)



Statistics of 2021

20+
events

200+
speakers

3,000+
delegates



67% of the visitors
took part in
events of the
conference
programme



Business Guide

Business Guide is the only meeting format in Russia that allows buyers to see and assess the full range of your products and solutions as if they have come to your company's office or production facility.

► If you have any questions or want to participate, please contact the Sviaz Team

Before the show

- We will select buyers according to your products and send you the information about them.
- We will make an individual schedule of meetings with buyers at your stand.



After the show

- We will make and send you a digest and individual report on your talks with buyers.
- We will send you contacts of required participants and photos and video footage of your participation in the event.

During the show

- Special assistants will take buyers to your stand according to a pre-agreed schedule.
- You hold talks with them right at your stand.



Feedback about Russian Week of High Technologies



Sergey Shevelev, Regional Sales Engineer for Russia, Belarus, Baltic countries at Quectel

– Today we are presenting cellular communication modules of our company. 5GM modules are new. They are working samples, which can be used in a real network. New products also include dual-band navigation modules, which provide increased accuracy without the use of corrections. Next year we will present something new.

We are very satisfied with our participation in Sviaz. We have been regulars here for a number of years. We are always ready to demonstrate our products in the cellular networks available at the exhibition.



Konstantin Lukin, Director General at SUPERTEL OAO

– For us, participation in this exhibition is, on the one hand, a good tradition. On the other hand, we see it as a very good prospect. This is an industry exhibition. It is the intellectual community, which is comprised of like-minded people, even if we are competitors, but like-minded people all the same, that allows us to create something new and interesting.

The exhibition also has a great and extensive conference programme. The things that change society happen at the Sviaz exhibition, because without good communications, without progressive developments in this very field, we have no reasonable future, not only a digital one but a universal one as well.



Nikita Fomichev, Regional Representative of KIRISUN's International Sales Department

– This is the first time that our company is taking part in the Sviaz exhibition. Today, we are showcasing to our customers professional mobile radio systems and microsystems, as well as video recorders operating via cellular networks. This equipment is used in the oil and gas industry as well as in transport.

We did not expect such an influx of visitors, despite the difficult time. Our equipment is attracting interest and is in demand. There are a lot of target customers here. We have received a lot of contacts and hope for long-term partnerships.

[Click here to see more feedback about RWHT 2021](#)



What we do to attract target audience



Mass media

(publications in mass media)
**250+ publications in print
and electronic mass media
outlets about Sviaz 2021**



Internet

(ads of Sviaz in search engines,
relevant web portals, social media)
**Attracting more than 530,000 people
to the event's website annually**



Direct marketing

(electronic and postal mailouts,
telemarketing campaigns)
More than 100,000 people



Promotional activities

(distribution of information
at industry related events)
More than 20 events a year



Interesting and relevant conference programme

(we organise panels, workshops, master
classes, conferences and forums)
**67% of the visitors took part
in the conference programme**

Draw more visitors to your stand

▶ **Make the most of promo opportunities!**



PARTICIPATE WITH A STAND

* Included in the participation cost

- Post your news on the show's website, social media and in email mailouts
- Take part in the conference programme
- Hold an event at your stand



TAKE ADVANTAGE OF PAID SERVICES

- Place your ad on tickets and in the catalogue, and your ad banner on the show's website and outdoor advertising at EXPOCENTRE Fairgrounds

Other services



BECOME A SPONSOR

- Use a standard sponsorship package
- Create a personalized sponsorship package tailored for your needs

Become a sponsor



Join us at Russian Week of High Technologies!

www.hi-techweek.ru/en



Book a stand now!

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EXPOCENTRE

26 –29 April 2022

Venue

Expocentre Fairgrounds,
Moscow, Russia, 123100
Krasnopresnenskaya nab., 14,

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