

This year's Caspian Construction Week 2018 was held on 23–26 of October at Baku Expo Center. The Caspian Construction Week includes three exhibitions – the 24th Azerbaijan International Construction Exhibition Azerbaijan, the Caspian International Furniture, Interiors and Design Exhibition, the 11th International Exhibition for Heating, Ventilation, Air-Conditioning, Water Supply, Sanitary and Swimming Pool Aquatherm Baku and the 11th Caspian International Protection, Security and Rescue Exhibition Securika Caspian. This year, 301 companies from 22 countries took part in the Caspian Construction Week.



**11th International Exhibition
for Heating, Ventilation, Air-Conditioning, Water Supply,
Sanitary and Swimming Pool**

From the 23rd to the 26th of October the 11th International Exhibition for Heating, Ventilation, Air-Conditioning, Water Supply, Sanitary and Swimming Pool Aquatherm Baku 2018 was held at Baku Expo Center. Over the years, the exhibition has also become well known as a major professional event covering all the topical issues in the HVAC and pool industry, reflecting its development outlook in the region. The exhibition brings together companies offering solutions in the field of water supply, sewerage systems, heating, dispatch control, air conditioning, ventilation, and equipment for swimming pools and spas.

The exhibition was preceded by a press-conference. The press conference was attended by Mr. Edward Strachan – General Director of Iteca Caspian, Mrs. Maya Gafarli – Project Manager of BakuBuild Azerbaijan and Mr. Rashad Gadimov – Project Manager of Aquqtherm Baku. 20 media attended the press-conference from AzTv, Azertag, CBC, ITV, Interfax, Sputnik, Report, TREND, Asan Radio, WorldEconomics and other agencies.

The official opening ceremony was attended by Mr. Niyazi Safarov – Deputy Minister of Economy of the Republic of Azerbaijan, Mr. Dovletkhan Dovletkhanov – Deputy Chairman of the State Committee for Architecture and Urban Planning, Mr. Elkhan Asadov – Deputy Head of the State Agency for Safety Control in Construction under the Ministry of Emergency Situations of the Republic of Azerbaijan, Mr. Farhad Mollazade – Secretary of the Union of Architects and Mr. Edward Strachan, the General Director of Iteca Caspian. Each of the speakers noted the importance of the exhibition, which is a clear manifestation of developing the industry, while drawing interest in the construction sector.

This year's exhibition brought together 69 companies from 14 countries: Azerbaijan, Austria, China, France, Iran, Italy, Russia, the Czech Republic, Turkey, Ukraine, and other countries. The participating companies include Euroclima, Gedik Dokum ve Vana A.Ş., ATC AIR Trade Centre Havalandirma, Oz-Kan Makina Elm. San. ve Tic. AS., Yusiko, BestTechniK, Azertexnolayn, Alarko Carrier Sanayi ve Ticaret, Polymart, Newcond, Leister Baku (EVIM), Yağmur 2, Turan Makine, Sumgait Technologies Park, Aldaq and others. More than 30% of participants were the new companies. This year's debutants were Cahan Senaye Kompleksi (Azerbaijan), Chuděj, s.r.o. (Czech Republic), Hidronix SRL (Italy), SICCOM SAS (France), PG Product (Iran) and others.

At Aquatherm Baku 2018, participants demonstrated ventilation and heating systems, pipes, water filters, heating boilers, pumps, hydrants and much more. The exhibition presented a wide range of both domestic and industrial air conditioners from different manufacturers, flat water heaters, as well as IT technologies for a remote microclimate control in premises.

BUSINESS PROGRAM

Caspian Construction Week is a unique opportunity for enterprises and organisations involved in the field of construction, repair and engineering support, where they can establish new business contacts and partnerships, share experiences and the latest information with other experts, and attract many new clients. As part of the exhibition, a number of specialised workshops, professional meetings and discussions were held in addition to presentations of new technologies and construction skills.

In the framework of the Aquatherm Baku exhibition were held B2B meetings, which, thanks to the organisers and have become a regular part of the event. These meetings have proven to be an additional effective business platform for professional dialogue between Azerbaijani specialists, dealers, distributors and their foreign colleagues. In general, this year were held 70 business meetings.

In an effort to ensure that participants realise maximum benefit from their involvement in the exhibitions, the organisers, well before the opening of the event, invited participants to a business breakfast where a formula for successful participation was presented, followed by information about the exhibition's advertising campaign, and also covering more basic issues such as how to set up an effective stand. The business breakfast was led by a professional coach Fidan Azimli, who was invited by the organisers. During the business breakfast, the main issues with regard to the organisation of stands were touched upon, and a formula for successful participation at the exhibitions was presented. More than 30 representatives of local companies took part in the business breakfast.

NEW ADDITIONAL EVENTS FROM ORGANISERS

For the first time within the framework of the exhibitions, the organisers created a special zone called the "Test Room" for demonstrating materials and products presented at the exhibition. Here visitors were able to get hands-on knowledge about both the potential and the quality of products.

Another new feature from the organisers was the Innovation Zone, where participating companies presented and discussed their new products to a large number of interested visitors, while answering any questions raised by specialists and demonstrating their products in action.

The Visitors Loyalty Programme was another innovation introduced this year by the exhibition organisers; this programme allowed visitors to purchase products or services from participating companies at a special discount.

SUPPORT

The Aquatherm Baku is supported by Azerbaijan Export and Investment Promotion Foundation (AZPROMO), National Confederation of The Entrepreneurs (Employers) Organizations of Azerbaijan Republic (AEC) and for the first time by the Small and Medium Business Development Agency of the Republic of Azerbaijan. The organiser is Iteca Caspian.

The organisers awarded certificates to sponsors, partners and exhibitors who stood out with their imaginative approaches to their work:

Best debut – GROUPE ATLANTIC

Best stand design – Magna

Most creative stand – SUMGAI TECHNOLOGIES PARK (STP)

Most attendant stand – YUSI KO LLC

Most fascinating stand – ALDAG ISITMA SOGUTMA KLIMA SAN SAN. VE TIC. A.S

Thus, over the 4 days of the exhibition, 8089 visitors could familiarise themselves with the products presented, as well as establish new contacts.

In 2019, the exhibition will be held on 22–25 of October at Baku Expo Center.

#AquathermBaku #ItecaCaspian #BakuExhibitions

References

Namig Khalilov, Sales Director at Euroclima

“By participating in the exhibition, we have repeatedly witnessed the benefits of this event, which helps promote our products and search for new contacts”.

Kay Lugmayr, Sales Manager, Agru

“We are participating in Aquatherm Baku for the first time, and we hope that our products will attract interest in Azerbaijan. There are many opportunities for us, as infrastructure and industrial projects are developing well”.

Andrey Derepasov, Moscow

“The purpose of my visit to Baku is to get acquainted with the Aquatherm Baku exhibition, explore the Azerbaijani market and find necessary contacts. Today, Turkish companies were quite interesting for me; there was an ample opportunity for joint international operations. In addition, I spoke with representatives of a company that is engaged in the integrated implementation of projects; we discussed collaboration opportunities. I often visit exhibitions around the globe Thanks to them, I can always be aware of new trends and products. In addition, a specialized international event provides opportunities to promote your brand”.