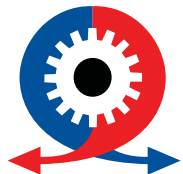
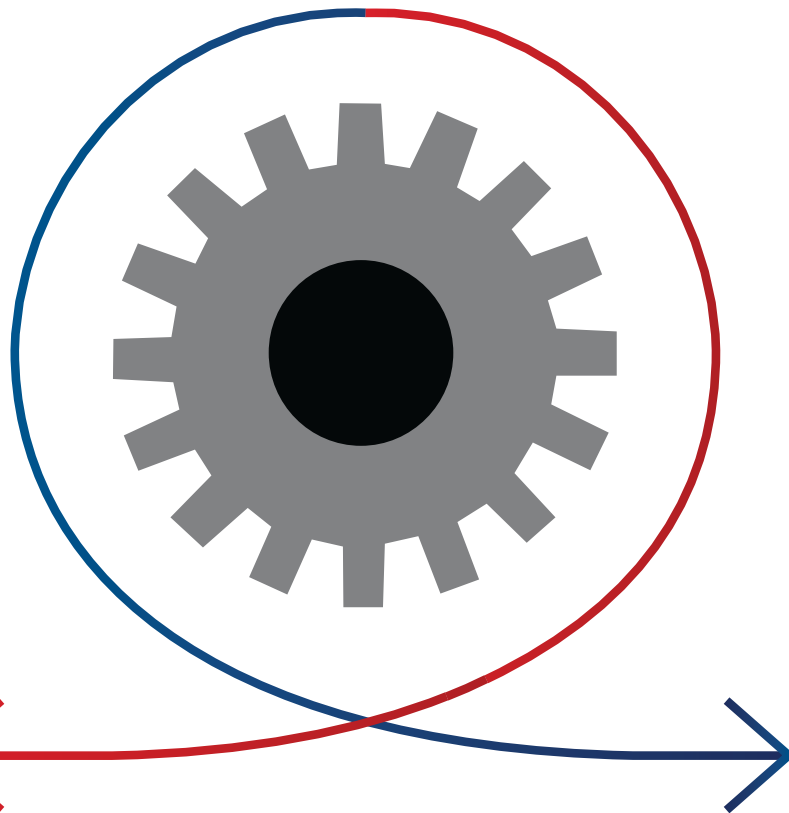


62nd MSV INTERNATIONAL ENGINEERING FAIR

8–12 November 2021
BRNO
CZECH REPUBLIC

www.bvv.cz/msv



MSV 2021

**DIGITAL
FACTORY**

Министерство международных и
внешнеэкономических связей
Транспортно-логистической области
19.08.2021
Всех партнеров
ENVIETECH



BVV
Veletřhy
Brno

I believe that the MSV International Engineering Fair after its forced discontinuation will start again on the date in November 2021. A survey conducted among exhibitors confirmed its importance as an irreplaceable part of the companies' business strategy.

The physical presentation of a company gives the opportunity to establish contacts with new customers and strengthen relationships with existing ones, either domestic or international. After a period of impersonal and technically not so perfect video conferences, we are all looking forward to a face-to-face meeting.

The next year's MSV will also be important in terms of the restarting of economy and industry disrupted by the pandemic situation, the black swan that none of us had expected.

The 62nd MSV will retain the sectoral structure of odd years with the topics of transport and logistics and ecology in industry in the TRANSPORT AND LOGISTICS and ENVITECH projects. The main topics in the field of industrial technologies will remain the digitisation and automation of industrial processes.

An important attribute of MSV is international trade, based on the high participation of foreign exhibitors and visitors. I believe that during the first half of 2021 there will be a return to cross-border travel, including global, so as to ensure standard international participation, including traditional participants from non-European countries.

If the situation so requires, we are ready to provide hygienic and safety measures that will ensure the safety of the participants of the fair, but we hope that such measures will not be essentially restrictive.

I believe that the MSV International Engineering Fair will once again show us the future of industry, and I look forward to meeting you in person.

Jiří Kuliš
CEO
BVV Trade Fairs Brno



Czech Economy at a Glance

- As an EU member country, the Czech Republic participates in the European single market.
- The Guardian described the Czech Republic as “one of Europe’s most flourishing economies”.
- The Czech Republic has a highly diverse export-oriented economy, based on manufacturing, services and innovation, that ranks 10th in the 2016 Economic Complexity Index. Industrially it is the most developed country in the region of Central and Eastern Europe.
- The industry sector accounts for 37.5% of the economy. The principal industries are high tech engineering, automotive, electronics and machine-building, steel production, transportation equipment including aerospace, and advanced materials.
- Imports amount on average to 120 billion EUR while exports have sustained expansion over the last years.
- In general, the largest trading partner is Germany followed by other members of the EU.
- The Czech National Bank maintains a stable sophisticated banking system. The Czech Republic fulfils the criteria for Euro adoption on public finances and long-term interest rate but still uses the Czech crown as the national currency.
- The Czech GDP per capita at purchasing power parity (about \$37,370) is similar to that of Italy or Israel.



Brno – The Trade Fairs Capital

With its superior infrastructure and excellent services, Brno has proved to be the ideal location for MSV.

- Located between Prague and Bratislava. Brno is acknowledged as “The Trade Fairs Capital”.
- In the Czech language, the city of Brno is synonymous with exhibitions. No wonder that 90% of the Czech population relate the city to exhibitions and trade shows.
- Brno is the Czech Republic’s No. 2 business city – a city of commerce, logistics, and education. The city’s six universities make Brno a knowledge hub for IT, biotech and medical research.
- Conveniently located, Brno is within easy reach of 5 Central European capitals: Prague, Vienna, Bratislava, Budapest, Ljubljana, and southern Poland.

www.brno.cz



MSV 2021

with concurrently held TRANSPORT AND LOGISTICS
and ENVITECH fairs

The largest and most important industrial fair in Central Europe

- Comprehensive cross-sectoral industry presentation
- Target group of trade visitors with high decision-making power in companies
- Path to new markets, contacts and opportunities – participation of small, medium and large enterprises
- Exhibitors and visitors from tens of countries around the world

MSV 2021 Themes:

INDUSTRY 4.0 and DIGITAL FACTORY 2.0

– digitization of industry

Machine tools and forming machines and tools

Additive manufacturing

– progressive technology of professional 3D printing

Investment opportunities

– presentation of the start-up scene

Research, development and transfer of technologies

– participation of research institutes and universities

Circular economy

– highlighted topic within the ENVITECH trade fair
– savings in material resources

Transport and logistics

– highlighted field within the
TRANSPORT AND LOGISTICS fair
– in-house logistics

SECTORS MSV 2021

Mining, metallurgical, ceramic and glass engineering, the foundry industry

- Equipment for metallurgical plants, steel works, rolling mills and for manufacturing ferrous and non-ferrous metals
- Foundry equipment
- Melting plant equipment
- Patterns, core boxes, permanent moulds, moulds
- Casting machines and equipment
- Castings

Materials and components for mechanical engineering

Metallurgical semi-products, forgings, pressings, work pieces

- Connecting materials, fittings, products of wire
- Steel and tube structures
- Apparatuses, vessels, tanks
- Glass and technical ceramic products, carbon components
- Seals, bearings
- Gears, clutches, brakes, lubricating technology
- Rapid Prototyping

Drives, hydraulics, pneumatics, cooling technology, air-conditioning

Electric and mechanical drives, linear moving units

- Compressors, vacuum pumps, pneumatic elements, airconditioning equipment
- Cooling and freezing equipment
- Hydraulic elements and systems
- Fittings, pipelines, pumps

Plastics, rubber, composites, chemicals for engineering

Polymers

- Machines and equipment for processing plastics and rubbers
- Moulds, tools and jigs
- Composite materials
- Semi-finished and finished plastic and rubber based products
- Machines and equipment for recycling and re-using plastic and rubber waste materials
- Computer, testing and measuring technologies for plastics and rubbers
- Machines and accessories for the chemical industry
- Lubricants, oils
- Coating compositions
- Adhesives
- Adhesive tapes and films

Partners of the fair:



Association of Engineering Technology



Electrical and Electronic Association of the Czech Republic



Czech Association of Energy Sector Employers



ČM



33A+ SOLUTIONS



společnost Elektrika s.r.o.



INSTITUT CÍKULÁRNÍ EKONOMIKY



ČA00H



ČESKÁ LOGISTICKÁ ASOCIACE

Metalworking and forming machines, tools, welding, surface technology

Metal-working and forming machines • Machines for unconventional and special technologies • Quality control • Flexible manufacturing systems • Precision tools • Accessories for metal working and forming machines • Service and repairs • Hand-operated tools • Measuring and checking instruments for machining and forming • Welding machinery and equipment • Thermal spray machinery and equipment • Additional and auxiliary materials • Welded structures, subsupplies of welded parts • Machinery for cleaning and treatment of surfaces • Electroplating equipment • Lacquering systems, enamelling systems, plastic coating systems • Equipment for thermal spraying • Robots, manipulators and accessories for surface treatment

Power engineering, heavy-current electrical engineering

Primary sources for power engineering • Industrial boilers and their accessories, heating equipment • Motors, cogeneration units • Cables and conductors • Electric HV and VHV instruments • Electric motors, rotary current supplies

Electronics, automation, measuring technology

Electronic components, elements and assemblies • Control, automation and regulation technology • IT, system integration • Measuring and laboratory technology • Studio and broadcasting technology • Machinery and equipment for electrical engineering

Research, development, transfer of technologies, financial and other services, industrial localities, regional development

Science and research • Financial services • Standards, certificates, tests, design • Marketing, advertising and promotional services • Literature, technical information, institutions • Offer of industrial real estates and localities, regional development

Industry 4.0 and Digital Factory

Integrated processes and IT solutions • Systems for additive manufacturing • Basic software and software solutions • Cloud & industrial IT services, digital factory services • Internet systems for the industry and industrial automation • Automated production systems usable for the smart factory

Digital Factory 2.0 in 2021

The second season of a successful display presenting the latest services and products in the field of business digitization

The above-mentioned approaches should ensure a **25–30%** increase in business efficiency.

Digital Factory 2.0 in 2021 will focus on:

- deep digitization of production, where the enterprise is understood as a **cyber-physical system**
- co-operation between employees and **artificial intelligence** and mutual inter-company cooperation running digitally
- presentation of prototypes of smart autonomous machines and their integration in the company environment
- use of **blockchain**

Digitization at the fair:

- **Digital educational trail** – a spatially connected thematically structured display
- **Digital stage** – a space for discussion and presentation of the smart solutions, including online streaming
- **Conference “Czech Republic – Industrial Superpower 2024?”** – the second edition of an international con-

ference will focus on the issue of managing the digital transformation of an enterprise and the subsequent digital interconnection of enterprises leading to increased efficiency. The conference will further define the concept of “algorithmic economy” in dialogue with foreign experts.

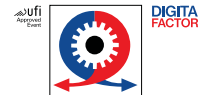
29% of all visitors attended the Digital Factory 2.0 display at MSV 2019.

88% of visitors and **74%** of exhibitors consider it beneficial.

Co-organizer:



Media partner:





10th International Fair for Transport and Logistics

Comprehensive system solutions in transport and logistics



MAIN SECTORS

Ships, rail vehicles, airplanes • Cranes, lifting equipment, lifts • Transport trucks, transport equipment • Handling equipment • Packages, industrial packaging machines • Storing technology • Telematics, communication and information systems • Assembly machines and equipment • Services by carriers and forwarding agents

TRANSPORT AND LOGISTICS 2019

120 exhibiting companies

from **12** countries, **30%** from abroad

Represented countries and regions

China, Czech Republic, France, Germany, Italy, Lithuania, Poland, Romania, Russia, Slovakia, Spain, Taiwan

Largest foreign participations

Slovakia, Poland, Germany, China





International Fair for Environmental Protection Technologies

CIRCULAR ECONOMY



Circular economy will be an innovation and a key topic of this edition of ENVITECH. Circular economy is a trend which is one of the priority areas in sustainable development and industry and trade adaptations.



MAIN SECTORS

Circular economy • Airconditioning equipment • Pumping stations • Technologies for the treatment of drinking, service and technological water • Technology for sewage water treatment plants • Sewage water treatment plants • Waste processing and utilization • Soil and landscape protection • Environmentfriendly technologies for industry • Removal of old environmental burden • Noise reduction • Instrumentation for environment control • Machines for industrial cleaning and washing • Research, services, literature, environmental organizations

ENVITECH 2019

44 exhibiting companies

from **7** countries, **50%** from abroad

Represented countries

Austria, Belgium, China, Czech Republic, France, Hungary, Slovakia



FACTS AND FIGURES MSV 2019

EXHIBITORS



1,662 exhibiting companies from **30** countries
51.3% foreign exhibitors

Largest foreign participations:

Germany **244**, Slovakia **102**, China **91**, Italy **68**, India **49**, Austria **45**,
Russia **39**, Taiwan **32**, Switzerland **27**, Hungary **26**, Poland **24**

Most exhibitors consider participation in MSV as one of the most important marketing tools.

96% established contacts with potential domestic or foreign customers.

90% have decided to attend the next season.

74% rated the visitors as the right clientele.

37% are satisfied with the number of contracts made at the fair.



FACTS AND FIGURES MSV 2019

VISITORS

81,049 visitors from **58** countries

16.1% registered visitors from abroad

– the most from Slovakia, Poland, Germany, Hungary, Austria, Italy, Russia, China

97% were satisfied with the professional level of the fair.

94% were generally satisfied with their visit to the fair.

88% consider information about new technologies, materials and machinery to be the main benefit of the fair.

88% consider networking to be the main benefit of the fair.

87% plan to visit next year.

71% were satisfied with the number of contacts established.

Complete information you can find under:

www.bvv.cz/msv – FINAL REPORT



QUOTES ABOUT THE FAIR

During the meetings at the expositions of the fair I realised that sometimes we underestimate the phenomenon of personal chemistry. Personal empathy with the thinking of another person is a crucial factor in success or failure of business negotiations.

Miloš Zeman, President of the Czech Republic

I see the MSV International Engineering Fair as the largest industrial festivity in Central Europe. Trade fairs have and will always have their place. Personal contact with people is irreplaceable. It brings emotions, the

possibility to personally feel the atmosphere and nonverbal communication, to look at everything in detail and touch whatever gets your attention. It is an unmistakable quality of interaction and experience.

Karel Havlíček, Deputy Prime Minister and Minister of Industry, Trade and Transport

As minister of finance, I realize the huge importance of the International Engineering Fair for the economy of our beautiful country.

Alena Schillerová, Deputy Prime Minister and Minister of Finance of the Czech Republic



In the Central European region, MSV is actually the largest trade show of its kind. It is truly industrial and shows that the Czech Republic is keeping pace with the times, that we are already an innovative country and that the 2030 strategy is already being implemented today.

Tomáš Petříček, Minister of Foreign Affairs of the Czech Republic

At MSV, I was most impressed by the high number of exhibitors, by the design and technical level of individual displays as well as concentration on key industry topics.

Filip Geerts, Director General, European Association for the Machine Tool Industries

MSV confirmed that companies are keeping up with the latest trends, the advent of digitization and new state-of-the-art technologies.

Jaroslav Hanák, President of the Confederation of Industry of the Czech Republic





forms of contacts contribute then to the development and improvement of the business environment.

Jan Rýdl, President of the Association of the Engineering Technology

MSV has become a milestone for the topic of circular economy this year. An incredible number of important and strategic collaborations were established, very important

topics were raised in the discussions and individual matchmaking activities took place within the supporting programs. And Czech Circular Hotspot was established here. We believe that the topic of circular economy will remain at MSV and will get significantly stronger.

Soňa Jonášová, Director of the Institute of Circular Economy

For me, MSV is a traditional example of rapid development and excellent condition of the domestic industry.

Vladimír Dlouhý, President of the Czech Chamber of Commerce

MSV continues to be the most important engineering exhibition in the region of Central Europe. It enables exhibitors to present new products of their manufacturing programme to the wide professional public and at the same time it offers an opportunity to meet the most significant leaders of the engineering industry from the whole world to those interested in the exhibition. Every year the trade fair attracts also exhibitors from other industries and this creates a unique platform for networking and cooperation or making new partnerships. All given



High media coverage and promotion

- In 2019, **262** journalists from **10** countries were accredited
- Communication is focused on exhibitors' novelties and latest industry topics
- More than **80** media partners
- High interest of professional media and daily press in the Czech Republic and abroad (especially in Central Europe)
- Press conference in Prague, Brno and Bratislava
- During the MSV 2019 campaign our monitoring recorded **2,042** articles in the press

Interesting information about exhibitors is published free of charge on the website www.msvbrno.cz.



Web statistics at the time of the MSV 2019 campaign according to Google Analytics:

Number of unique visitors: **148,033**

Page views: **749,312**

High impact on social networks

- More than **7,300** fans on the MSV Facebook page
- Facebook page impact during the MSV 2019 campaign: **169,494** users

Online Catalogue

Get the attention of the fair visitors even before they enter the premises. Create an attractive entry in the iCatalogue on the new website **www.ibvv.cz**. In addition to your basic info, you can expand the entry with a brief introduction of your company, so that customers will not miss you.

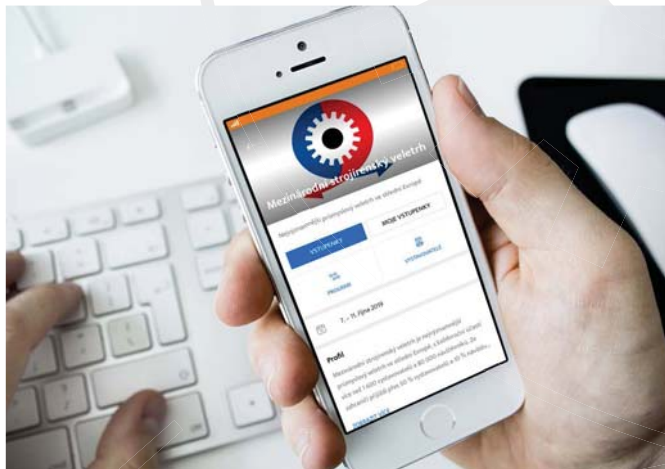


Mobile App

The BVV Trade Fairs mobile app is popular mainly due to a clear overview of the supporting programme and an interactive map, which makes it easier for people to find their way around the fair.

In addition to the basic entry, you also get the opportunity to use "matchmaking" for free. All you have to do is register in the application, log in to your company and then people can contact you with meeting requests.

Thanks to the mobile app, you can perfectly schedule your meetings during the entire fair. Visitors will then easily find you thanks to navigation around the expo on their mobile phones.



BVV Trade Fairs Brno is a leading organizer of trade shows in Central Europe



- Hosts about 50 exhibition events a year
- Occupies a site on 630,823 sq m (6,790,122 sq ft).
- Provides a total gross exhibition area of 192,429 sq m (2,071,289 sq ft).
- Provides world class exhibition halls with net exhibition area of 66,122 sq m (711,731 sq ft).
- 13 multi-functional exhibition halls.
- The latest multi-functional hall P with 10,407 sqm (112,020 sq ft) of net exhibition space, added in June 2009, is the largest exhibition facility of its kind in Central Europe.
- Exhibition halls are equipped with A/C and WiFi internet.
- Accommodates 25,000–30,000 visitors a day; maximum up to 60,000.

BVV Trade Fairs Brno worldwide foreign representatives

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Situation as of 30th November 2020

Electronic application form

www.bvv.cz/en/exhibitors/application-to-participation/

MSV 2015–2019 exhibitors

will receive an individual link to their electronic application form with pre-filled basic data by e-mail.

PRICE TERMS*

Exhibition area:

indoor area – ground floor	4,950 CZK/sqm
indoor area – gallery	3,700 CZK/sqm
outdoor area	2,200 CZK/sqm

Registration fee:

exhibitor	11,000 CZK
co-exhibitor	11,000 CZK

* Approximate exchange rate: 1 EUR = 26.5 CZK • 1 USD = 22.6 CZK

Surcharges for the shape of the exhibition area:

corner stand 30%, U-stand 40%, island stand 60%
Surcharges for the shape of the exhibition area apply for indoor and outdoor areas up to 100 sqm. No surcharges apply for additional sqm.

Time discount

An exhibitor who submits a binding application for participation by **June 30, 2021** and pays the first advance invoice by its due date will be granted a discount on the final payment. The discount does not apply to Hall P.

Price of exhibition area valid until 30 June 2021:

indoor area – ground floor	4,600 CZK/sqm
indoor area – gallery	3,450 CZK/sqm
outdoor area	2,050 CZK/sqm



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