



SUBCONTRACTING 2011

Industrial subcontracting trade fair

13–15/9/2011

Tampere Exhibition and Sports Centre

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PRESS RELEASE 21st September 2010

Tampere Trade Fairs Ltd. is offering a new service to its client companies

THE PROJECT “SUBCONTRACTING ON THE ROAD” SUPPORTS THE GLOBALISATION OF COMPANIES

The project “Subcontracting on the Road” is a new service for the client companies of Tampere Trade Fairs Ltd. The idea is to help companies to globalise and reinforce their existing contacts by bringing clients abroad and foreign clients to Finland. Finnish companies FennoSteel Oy, Movetec Oy, Virtain Muovityö Oy, Tredea Oy, and Tampere Trade Fairs Ltd will exhibit on the Russian Industrialist trade fair from 28th September to 1st October 2010 in Saint Petersburg.

– Our aim is to generate more foreign trade fair guests for the Subcontracting fair in Tampere. By having new visitors, we will help all the exhibitors of the Subcontracting fair to build new international contact networks. In future, in addition to Russia, it will also be possible to explore the European markets depending on the goals of the exhibitors of the Subcontracting fair, says **Ville Keskinen**, the Sales Manager of Tampere Trade Fairs Ltd.

The collaboration partner of the project “Subcontracting on the Road” of Tampere Trade Fairs Ltd is Exigo, which offers internationalisation services to small and medium-sized Finnish enterprises. According to the Managing Director of Exigo, **Nina Eriksson**, it is profitable for small countries, such as Finland, to participate in international events with collective stands.

– It is great that Tampere Trade Fairs Ltd is the first in Finland to offer such services to its clients. Collective participation is also an effective way for Tampere Trade Fairs Ltd. to market its services and support internationalisation. According to the feedback I have received, the client companies of Tampere Trade Fairs Ltd. are extremely interested in participation with collective stands as such a service organised by professionals is simple for the companies and also saves time and money. Small and medium-sized companies can also gain remarkably better exposure through collective participation. In my opinion, the concept should be developed even further, says the Managing Director of Exigo, Nina Eriksson.

A collective stand of Finnish companies in the trade fair of Saint Petersburg will grant additional exposure.

The role of the Project Manager of Tampere Business Region, **Markku Teittinen**, and the Project Manager of Tredea Oy, **Jouni Myllymäki**, in the Saint Petersburg trade fair is to find foreign collaboration partners for Tampere companies.

– We will try to search for potential contacts for Tampere companies and map the interest among Russian companies, for example, in gaining subcontracting collaboration partners from the Tampere area. The advantage of the project “Subcontracting on the Road” is the fact that in this case the contact area between companies participating with a collective stand and eventual client companies is wider. When a client arrives to the stand attracted by a certain company, the client could also become interested in the supply of the other firms, says the project manager of Tampere Business Region, Markku Teittinen.

The Managing Director of Virtain Muovityö Oy, **Olavi Mäkinen**, will primarily go to the Saint Petersburg trade fair to explore the Russian market scene.

– Surely the expectations are high but at the moment the principle is to look at the possibility of gaining business contacts from Russia. I see Russia as an extremely large market area that could certainly have some demand for our products. At present, our company does not export large volumes, but I see international trade as a major opportunity for growth, says the Managing Director of Virtain Muovityö Oy, Olavi Mäkinen.

The Saint Petersburg trade fair will offer a great opportunity to map the international market.

This is the first time that Movetec Oy will participate in a trade fair in Russia with its own stand, so to say. According to the vision of **Markku Suominen**, a collective stand is also a particularly good opportunity to reflect on the company's own further participation in trade fairs, in addition to market mapping.

- Movetec Oy has already been exporting to Russia for some years. We have been conducting sales directly with Russian machine builders, end users, and retailers. We believe that a trade fair will increase contacts both in Saint Petersburg and in the neighbouring area. We will be acutely monitoring the results of this trade fair. Internationality is important for us in the area of technical wholesale and in this case we are extremely interested in investing in the Russian market, says the Managing Director of Movetec Oy, Markku Suominen.

According to the chief buyer and Sales Manager of Fennosteel Oy, **Juha Leppänen**, participation in the Saint Petersburg trade fair will be a fine opportunity to observe the international market.

- Our intention is to look into the possibility of for exporting our steel tubes on the foreign market. Currently the largest part of our exhaust production goes into export, as the domestic market is not sufficient. We have been doing product development work and have invested in tubular steel production, which means a larger product selection. At present, there is capacity for even larger production; therefore, it is opportune to map new international potentials, says the chief buyer and Sales Manager of Fennosteel Oy, Juha Leppänen.

The Tampere Subcontracting Trade Fair will run in September 2011 for the 21st time

The international Industrial Subcontracting Trade Fair is annually held in the Tampere Exhibition and Sports Centre. The subcontracting fair is the largest in the Nordic Countries considering the number of visitors and the second largest in Europe. It will take place from 13th to 15th September 2011 for the 21st time. The trade fair will include comprehensive exhibitions from the central areas of subcontracting: metal, electronics, plastics, and rubber industries as well as industry's ICT solutions. For many exhibitors, the international Subcontracting Trade Fair is the most important event of the year as well as the best place for international networking.

Additional information:

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