



Consumer Electronics  
& Technologies  
International  
Exhibition

A central graphic featuring a stylized human head wearing a VR headset, with hands raised in front of a glowing, particle-based sphere. The text 'TECH DEEP DIVE' is overlaid on the sphere. The background is a dark blue gradient with bokeh light effects and glowing circular patterns.

**TECH  
DEEP DIVE**

September 25-27, St-Petersburg, Russia

# HUGE BUYING POTENTIAL

A specific situation has developed in Russia. Due to the departure of global brands, high risks and the cost of supplies for parallel imports, a free niche has become available in the Russian market of high quality consumer electronics and appliances. The brands in the Russian buyer's basket are changing, in which Western companies with huge marketing budgets no longer play a decisive role. There is a growing demand for high quality consumer electronics and appliances in the country.



Analysts believe that the changes that have occurred in the market over the past two years are comparable to the last twenty years, opening up ideal opportunities for new players to quickly catch up, enter the market and take a leading position.



# EXHIBITION VISITORS



2024  
Consumer  
Electronics  
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Wholesalers and distributors, representatives of retail trading platforms, including suppliers of the largest marketplaces in Russia and the CIS are invited as visitors.

Every year St. Petersburg becomes the epicenter of new technologies in the field of radio electronics, gathers the first persons of the industry, largest suppliers, leading specialists and buyers.

In parallel with the «CETEXPO» exhibition, the specialized exhibitions «ELECTRONICS&INSTRUMENTATION», «AUTOMATION – 2024» is being held. Such collaboration allows participants and visitors to experience the synergy of digital electronics with the digitalization of business and life, create a strong newsbreak for partners in order to increase sales, attract new audience and form a strategy.



# PRODUCT GROUPS



2024  
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- ▶ Mobile Devices and Accessories
- ▶ Home Appliances
- ▶ Wearables
- ▶ Fitness and Sports
- ▶ Digital Health
- ▶ Home Entertainment

- ▶ Gaming & eSports
- ▶ Audio
- ▶ Video
- ▶ Augmented Reality
- ▶ Virtual Reality
- ▶ Evehicles and technologies





# LOCATION



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**CEC Expoforum** is the newest convention and exhibition center in St. Petersburg and the most modern in Europe and Russia.

Three exhibition pavilions up to **50,000 m<sup>2</sup>** gross

**Congress center** with capacity of **10,000 people**

Customs and logistics complex

Business center

Free parking for 4,700 spaces

Cafes, restaurants, cozy lounges

Hotel HILTON

Free zones



# THE COMPLETE MEDIA STACK

Integrated marketing guarantees maximum coverage of target segments. We have created a team of marketing specialists who use all effective tools and have extensive experience necessary to attract tens of thousands of b2b and b2c visitors to our events. The results of participation in our events and the repeat participation of the majority of participating firms speak for themselves.

Яндекс  
директ



**OUTDOOR  
ADVERTISING**



**YouTube**



**Olga Vergizova**, exhibition director

Phone/fax: (812) 718-35-37 (ext. 631)

E-mail: [radel1@farexpo.ru](mailto:radel1@farexpo.ru)

**Ekaterina Choliy**, exhibition manager

Phone/fax: (812) 718-35-37 (ext. 628)

E-mail: [cetexpo@farexpo.ru](mailto:cetexpo@farexpo.ru)

**Svetlana Eliseeva**, exhibition manager

Phone/fax: (812) 718-35-37 (ext. 632)

E-mail: [radel@farexpo.ru](mailto:radel@farexpo.ru)

