



19-20 SEPTEMBER, 2019, EXHIBITION CENTER "NIZHEGORODSKAYA YARMARKA", MARINS PARK HOTEL, NIZHNY NOVGOROD

III INTERNATIONAL RENTAL AND CONSTRUCTION FORUM

PROGRAMME



OFFICIAL SUPPORT



EUROPEAN
RENTAL
ASSOCIATION

ORGANIZED BY



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THURSDAY, 19 SEPTEMBER

BUSINESS PROGRAM OF THE FORUM EXHIBITION OF CONSTRUCTION MACHINERY AND EQUIPMENT

09:00 - 17:30

Armorial hall

Exhibition center

«Nizhegorodskaya yarmarka»

Sovnarkomovskaya str. 13

Nizhny Novgorod

LUNCH

13:30 - 14:30

Restaurant «Mercury»

Exhibition center

«Nizhegorodskaya yarmarka»

Sovnarkomovskaya str. 13

Nizhny Novgorod

PRE-PARTY, NETWORKING

18:30 - 19:30

Marins Park Hotel, the lobby of the
restaurant «Cinema»

Sovetskaya str. 12

Nizhny Novgorod

WELCOME DINNER

AWARDING OF THE WINNERS «RUSSIAN RENTAL AWARDS»

Beginning at 19:30

Marins Park Hotel, restaurant «Cinema»

Sovetskaya str. 12

Nizhny Novgorod

FRIDAY, 20 SEPTEMBER

NETWORKING CULTURAL PROGRAM/ LUNCH

10:00 - 15:00

Nizhny Novgorod



19 SEPTEMBER, 2019, EXHIBITION CENTER "NIZHEGORODSKAYA YARMARKA", MARINS PARK HOTEL, NIZHNY NOVGOROD

III INTERNATIONAL RENTAL AND CONSTRUCTION FORUM

SPEAKERS OF THE FORUM

- | | | |
|----------------------|------------------------|-------------------------------|
| 1. Aksoy Faruk | 8. Kämpe Mikael | 15. Petitjean Michel |
| 2. Bachmann Carole | 9. Klimenko Valeriy | 16. Sautilis Toms |
| 3. Bisnieks Andris | 10. Klyuev Sergey | 17. Trishin Vasily |
| 4. Bocharnikov Pavel | 11. Kryukov Aleksandr | 18. Philippov Igor |
| 5. Wim de Jong | 12. Menjailov Aleksei | 19. Hilderink Willem |
| 6. Gomez Gloria | 13. Mihailov Aleksandr | 20. Shinkevich Pavel |
| 7. Grizenko Maxim | 14. Opolev Aleksandr | 21. Yarushevichiusi Aleksandr |



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PROGRAMME



19.09.2019
EXHIBITION CENTER
"NIZHEGORODSKAYA YARMARKA"
ARMORIAL HALL

III INTERNATIONAL RENTAL AND CONSTRUCTION FORUM

FORUM APPLICATION



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08:30- 09:30	Registration, Coffee & the Opportunity to Browse Participants' Tables, networking
09:30- 09:40	OPENING OF THE FORUM - Valeriy Klimenko , President of the National Rental Association - Igor Philippov , Regional Sales Manager - Russia & CIS, Genie
Panel: Development of the rental market in Russia and Europe. Challenges and opportunities	
09:40-10:30	Construction equipment rental trends in Europe Future development of rental activities in European countries - Michel Petitjean , Secretary General, ERA
	Role of the Spanish Rental Association Spanish Rental Association: its role, the essence of the work and the benefits of membership for rental companies - Gloria Gomez , Chief Executive Officer of GO Rentals Spain (Gomez Oviedo)
	Turkish Rental Equipment Market - Faruk Aksoy , Executive Management Partner & CEO, SFS GLOBAL TRADE & INVESTMENT CONSULTANCY
	Features of the rental business in Russia - Valeriy Klimenko , President of the National Rental Association
	Rental Returns on Investment – The Key to Building a Profitable Rental Fleet in the Long-Term - Igor Philippov , Regional Sales Manager - Russia & CIS, Genie
10:30-10:50	European AWP rental market and Manitou Group development on it. The condition of the rental market in Europe - Toms Saulitis , Global Fleet Sales Manager Manitou Group, Northern Europe
10:50-11:00	
11:00- 11:35	Coffee & the Opportunity to Browse Participants' Tables, networking
Panel: State regulation equipment rental	
11:35-12:15	State regulation equipment rental - Sergey Klyuev , commercial director of the rental company Vertex
	The influence on the development of the construction equipment rental in Russia Activities taken to support the rental business - Valeriy Klimenko , President of the National Rental Association
	The influence of the state regulation on the manufacturers of the construction equipment Conditions, demand and situation after the introduction of the recycling fee. Potential risks of manufacturers and consumers of equipment because of the innovations of the Government. - Aleksandr Yarushevichius , General manager of Haulotte Vostok
Panel: Practice of the rental business	
12:15-13:30	Rental business is more than rent of equipment's The trend in Nordic is that rental companies are doing more service than pure rental to the customers. The service is mostly related to the rental equipment's but also services what are not direct related to the equipment's. - Mikael Kämpe , EVP Ramirent Finland

12:15-13:30	Features of development of the rental company in Russia Experience of developing of the rental company in Russia - Alexey Menyailov , Director of the division of the construction equipment, Komex Machinery
	Rental Equipment Market of Kazakhstan Rental of construction equipment as a way to influence the environment - Wim de Jong , Director of RIWAL, Kazakhstan
	Technology of creating and promotion the rental company - Andris Bisnieks , CEO Storent, Latvia
13:30-14:30	LUNCH
Panel: Online-solutions for rental and construction companies	
14:30-15:30	Solutions to manage the rental fleet, integration with online orders Telematics as a data source for the rental company. How to integrate it into IT-solutions and online rental? - Maxim Gritzenko , Member of the Board of directors of TRANSBAZA, CEO of C-Cars
	Consumer benefits while using online platforms to order equipment Can Russian companies set up competitive IT solutions on the world market? Best global practices in IT and business processes for rental companies - Pavel Bocharnikov , Founder of the Internet service Profitrenta.com
	Sources to attract customers From the ads on the fence to Digital Marketing. Level, range and regional representation of rental companies (specialization vs all for all). Data analysis, that helps the rental companies to make the right decisions. Online platforms. An opportunity or threat for rental companies? - Pavel Shinkevich , Media group Excavator Ru
15:30-16:00	Coffee-break, the Opportunity to Browse Sponsors' Tables, networking
16:00- 16:15	Effective fleet management: features, risks, experience - Aleksandr Kryukov , Development and Sales manager, JLG
16:15-16:30	Choosing and implementing a CRM System Rental companies are in the solutions business; our objective is to provide the best machine or equipment for every task. In an increasingly competitive environment, one key differentiator can be your superior customer service. - Carole Bachmann , Manager ERA
16:30-16:35	Russian AWP market and possible opportunities on it with MANITOU VOSTOK Significant moments and market opportunities using the example of MANITOU VOSTOK company - Alexandr Opolev , General Manager ETK company, dealer MANITOU VOSTOK
16:35-16:55	Current status and development prospects of the construction equipment leasing in Russia: financial instruments to help the rental business - Aleksandr Mikhailov , Vice-President of the United Leasing Association, CEO, member of the Board of directors JSC Leasing Company «Europlan»
16:55-17:10	Security concerns in the rental industry - Willem Hilderink , IPAF
17:10-17:30	Insurance, as a means to minimize risks in the rental business Potencial risks of rental companies based on the example of «Ingosstrakh» losses and possible solutions to minimize these risks using insurance - Vasiliy Trishin , Head of regional sales department of the Property Insurance Centre, IPJSC «Ingosstrakh»

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III INTERNATIONAL RENTAL AND CONSTRUCTION FORUM

NETWORKING FORUM ACTIVITIES

THURSDAY, 19 SEPTEMBER

PRE-PARTY

18:30 - 19:30 / Marins Park Hotel /
the lobby of the restaurant «Cinema»

WELCOME DINNER

Beginning at 19:30 / Marins Park Hotel /
restaurant «Cinema»

Presentation of the regional cuisine of Central Russia.

Master class of Russian Folk dances.

Master class of playing on the spoons.

Performance of vocal and dance ensemble
«LYUBAVA».



THE WINNERS OF THE
«RUSSIAN RENTAL AWARDS»
WILL BE AWARDED DURING THE DINNER.



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III INTERNATIONAL RENTAL AND CONSTRUCTION FORUM

NETWORKING FORUM ACTIVITIES

FRIDAY, 20 SEPTEMBER

GUESTS GATHERING

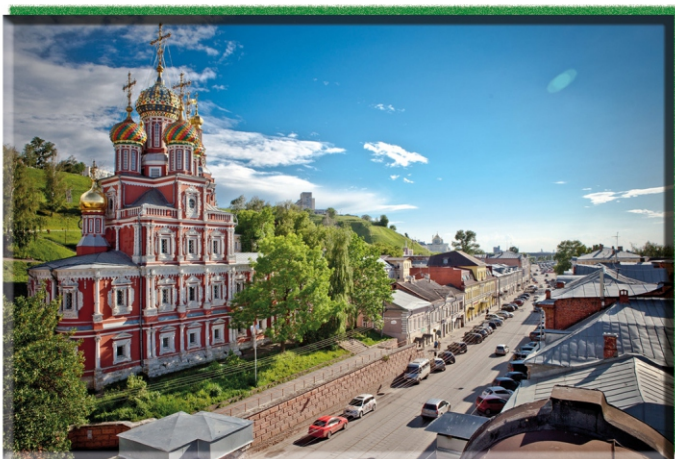
**09:30 / Marins Park Hotel /
the lobby/front desk, the ground floor**

CITY TOUR

10:00-11:00

During the sightseeing you will observe one of the most ancient and picturesque cities. You will see a place where two great rivers meet - the Volga River and the Oka River. The place of confluence of the Oka and Volga Rivers is called «the Spit». Nizhny Novgorod is known as the capital of the Grand Duchy (Principality) of

Nizhny Novgorod-Suzdal, the birthplace of the «national militia» in 1612, the trade capital, the symbol of which is the Nizhny Novgorod Fair. Near the Nizhny Novgorod Fair you will see the Alexander Nevsky Cathedral. During the tour you will have the opportunity to admire the merchant mansions, profitable houses on the Rozhdestvenskaya, the Lower Volga embankment, to see the famous squares and monuments of KuzmaMinin and DmitryPozharsky, Maxim Gorky, Valery Chkalov.



VISIT OF THE NIZHNY NOVGOROD KREMLIN

11:00-12:00

Here you will be transported to the city-fortress and get acquainted with the history of the ancient fortification, legends and stories, which covered the construction of the towers of the Nizhny Novgorod Kremlin.



BOAT TRIP DOWN THE VOLGA

12:00-15:00

On the riverboat you will have networking, entertainment and lunch.



Registration of participants on the website www.naast.ru

Registration questions:

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