

Review of the “Polyurethanex 2014” in Moscow

From 25–27 February 2014 polyurethane experts met at the IEC Crocus Expo in Moscow, Russia, for the sixth international Polyurethanex 2014. The fair was organised by Mir-Expo. 60 exhibitors from 14 different countries presented their products and services on an area of more than 2,500 m².

Despite the difficult situation of the Russian plastics market in general and especially the polyurethane market, the number of exhibitors of the Polyurethanex 2014 increased significantly again as in the past years (**tab. 1**). The exhibition space was more than 1.5-times larger than last year.

Traditionally, the main topics of the fair were the following as in the last years:

- Polyurethane raw materials
- Machinery, tools, and technologies for manufacturing and processing of polyurethanes (PU)
- PU rigid foams for thermal insulation
- Industrial products, leisure articles, and consumer goods
- Computer modelling (design of parts and process engineering)
- Recycling.

The large portfolio of new products and technologies was presented by companies from 14 different countries: Germany, China, United Kingdom, Italia, Korea, Latvia, The Netherlands, Poland, Russia, Turkey, Hungary, Ukraine, USA, and Belarus. Among the exhibitors, there were Air Products and Chemicals Europe, Bayer MaterialScience,

Prof. Dr. Victor A. Goncharenko
victor-gonchar@mail.ru
MATI – Russian State Technological University

Dr. Alexey P. Sergeenkov
alexeyserg@mail.ru
Moscow State University of Design and Technology
Moscow, Russia

Biesterfeld Spezialchemie Rus, Cannon Eurasia, Chem-Trend, ChemPartners, Chemtura, Huntsman, Eigenmann & Veronelli Russo, Elastimpex, Momentive Performance Materials Rus, PU Mix Technologies s.r.l., RMPA s.r.l., Shanghai Dongda Polyurethane, Teknik Kimya, Unibrom Corp., Unicom-Service, Universum Group, Wanhua-Borsod-Chem, Walter Chemie, Zavod Polyolov, and many more.

Hence there were not only local exhibitors that are specialised in polyurethanes, but also global companies with a wide variety of products. Two examples included:

Bayer MaterialScience (BMS), a subgroup of the Bayer AG Holding, where polyurethanes have been invented in 1937, directed the visitors attention partially on

well-established, partially on new developments. The main topics on the company's stand were PU sandwich panels for thermal insulation, PU elastomers, TPUs (especially those based on renewable raw materials), PU adhesives and coatings, and last but not least composites with PU matrix materials (**fig. 1**).

Huntsman Polyurethanes, for whom the attendance in the “Polyurethanex” is one of its major marketing instruments in the Russian market (**fig. 2**). The first reason is the high interest of the numerous visitors in Huntsman's polyurethane expertise; the second reason is the huge number of contacts to new potential customers coming from non-PU segments of the plastics industry. Huntsman was extremely satisfied with this year's “Polyurethanex”, both with the number of visitors and with the number of new contacts. Other than in the last year, the company observed a strong interest of visitors in special applications and new technologies like TPU, PU-based decorative elements, PU composites and coatings.

During the trade fair, the visitors had the opportunity to attend lots of technical presentations given by the exhibiting companies. By combining marketing and technology, Mir-Expo pursues three main objectives of the

Tab. 1:
Development of the “Polyurethanex 2014” fair
(source: Mir-Expo)

	2009	2010	2011	2012	2013	2014
Exhibitors	18	11	20	30	45	60
Home countries of exhibitors	5	5	6	9	14	14

Fig. 1:
PU foams on the booth of Bayer MaterialScience

