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## **CONEXPO Russia update – Free education session will help attendees increase sales, profits**

The Association of Equipment Manufacturers (AEM) and member company Caterpillar Inc. are providing extra value to the upcoming CTT Expo in Moscow, Russia with a free education session open to all attendees. The seminar will help the contractors, dealers and other attendees improve their knowledge of the Russian marketplace to increase company sales and profits.

AEM is organizer of the CONEXPO Russia exhibit area at the 2010 CTT, the Construction Equipment and Technologies Specialized Demonstration Show, which will be held June 1-5, 2010 at the Crocus International Exhibition Center in Moscow. The CONEXPO Russia/Caterpillar-sponsored education will take place June 2 at 1:00 PM in Pavilion 1, Conference Hall 4.

Seminar speaker is Igor Mann, an experienced Russian business and marketing expert who has authored several books. He is one of Russia's leading speakers on marketing, covering topics such as innovation, marketing on a limited budget, and marketing for top managers. He has previously worked for Lucent, Avaya, Alcatel and Arktel, and he is currently marketing director for the building and real estate company Kopernik Group. Mann will share real-life examples of how companies can boost sales and profitability using a variety of marketing techniques.

"This is one way we can give back to the industry," stated Show Director Melissa Magestro. "Attendees will gain invaluable insights from Mr. Mann's hands-on experience helping companies grow their businesses."

CTT is the largest construction trade show in Russia and Eastern Europe. AEM joined forces with CTT owner and organizer Media Globe to establish the CONEXPO Russia exhibit area at CTT, bringing together the manufacturers, customers and industry organizations in Russia at one quality event with maximum return on investment for all participants. CONEXPO Russia's focus on OEM and North American products offers an added dimension for CTT attendees.

For more information on the education program and CONEXPO Russia, visit the show website [www.conexporusia.com](http://www.conexporusia.com). ###

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