

HARDTOP Giessereitechnologie GmbH

HARDTOP at Mining World Russia

HARDTOP Giessereitechnologie GmbH, based in Magdeburg, Germany is a specialist in a wide range of bimetallic wear solutions for the cement, coal, mining and construction machinery sectors. Special materials for the waste incineration market are also a focus where the company, almost a household name in many parts of the world, envisages considerable growth potential. The Russian market - which shows great promise - is the focus of this article.

Above: Red Square in central Moscow, host city for Mining World Russia in 2012.

On 24-26 April 2012 the 16th International exhibition and conference for the mining and processing of metals and minerals 'Mining World Russia' took place in Moscow. The event, which took place at the Crocus Expo, was dedicated to technologies and processes in mining and related industries.

Since the 2011 edition, the fair has grown remarkably: the total number of registered companies reached 290, the exhibition area increased in size by 70% and a special introduction of national 'exhibition islands' was formed by companies from Germany, Finland, Australia and Norway. Indoor facilities have been added while an open-air expo enabled exhibitors to show large items such as mining systems, trucks, drilling and digging equipment. The event received strong support from governmental departments and specialised industrial institutions.

Exhibitors were a mixture of domestic and foreign companies working in the field of supply of equipment, parts and services to the mining industry. Well-known cement and concrete companies such as FLSmidth, ThyssenKrupp Polysius, Sandvik, Putzmeister and Wirtgen Group received numerous visitors.

Following on from previous marketing activities in Russia, for the 2012 event HARDTOP decided to

participate with a booth at which visitors could receive information on the whole range of products and services that the company offers.

The event was HARDTOP's first appearance at an industrial fair or conference in Russia so special emphasis was put on preliminary preparation by sending personal invitations to end customers as well as to potential partners among Russian OEM companies producing hammer and rotor crushers and supplying wear parts to Russian industry.


HARDTOP's team for the event was formed by sales engineer Chris Hofmann and local representatives Olga Yurieva and Andrey Spitsin. During the days of the exhibition strong interest in HARDTOP bimetallic solutions was detected, both from end users and domestic OEM companies.

Right: The entrance to the Crocus Expo centre was filled with mining equipment from international exhibitors.





Left: Chris Hofmann (left), Olga Yurieva (centre) and Andrey Spitsin (right) welcomed visitors to the HARDTOP stand.

ing Winter Olympic Games in 2014 and FIFA World Cup in 2018. This will require a large amount of new crushing equipment and associated wear parts. Besides these industries, the steel and mining industry will also areas of focus for HARDTOP as both industries are developing rapidly and demand durable, cost-effective solutions for crushing equipment. 

Visitors were received from several Russian OEM companies producing various types of crushing equipment where HARDTOP wear resistant parts can be used successfully. Stimulating discussions followed.

Besides meeting OEM companies, there were opportunities to meet potential end customers from the mining, construction, metallurgical and cement industries.

Traditionally HARDTOP has many customers in the cement industry. The company's bimetallic castings have been sold to the Russian cement industry (HeidelbergCement Group, Vostok Cement Group) since 2010 and an extension of this presence is planned following the modernisation in this sector of the Russian economy.

It would be wrong not to pay special attention to the construction industry, closely connected to the cement industry, where crushing equipment is also widely used. Russia, which features a relatively low industrial construction index level, is expected to grow quite rapidly, with construction being driven by infrastructure investments provided by the upcom-



Above: HARDTOP was one of the exhibitors on the German 'exhibition island.'



Left: HARDTOP recorded strong interest in its bimetallic solutions.