



Press

wire Russia, Metallurgy-Litmash, Tube Russia, Aluminium/Non-Ferrous:

Moscow's trade fair duo creates positive impetus for the metallurgy industry

Despite the slump in global economic markets, exhibitors and visitors at the trade fairs Metallurgy-Litmash, Tube Russia, Aluminium Non-Ferrous and wire Russia were of one mind in declaring their experiences in the Moscow exhibition halls between 12 and 15 May 2009 as a source of positive impetus for the future.

The trade fair duo remains the premier platform for trading and forging contacts in the metallurgy, wire and cable industry of the emerging Russian market and its neighbouring states. Once again, the event bore out its reputation for high quality by presenting visitors with top-notch equipment both for metalworking and the wire and cable industry. Spread across a net exhibition area of some 8,000 square metres in the cutting-edge Expocentre located on the banks of the Moskva in the Krasnaya Presnya district, the two fairs jointly attracted a total of 9,200 visitors from Russia and the surrounding region as well as experts of international origin. Hailing from 29 countries, the 254 Metallurgy Litmash, Tube Russia and Aluminium/Non-Ferrous exhibitors trained the spotlight on their latest products while wire Russia presented a showcase of 214 companies from 29 nations.

Even before the fairs had reached their conclusion, it was clear that, despite the economic crisis, Russia and its neighbours are among the fastest growing regions in the world. Demand for high-calibre offerings from international suppliers remains undented. In both the short and medium term, state-of-the-art technology is still needed to upgrade existing facilities and investments are going ahead accordingly. Official national participations from Germany, Austria, France, the UK, Italy, the USA, Taiwan and China also set store by this market's momentum.



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Experts from the leading industry associations such as the International Tube Association (ITA) praised the Metallurgy-Litmash, Tube Russia, Aluminium/Non-Ferrous event as the ideal platform for forging highly promising new contacts and building on existing partnerships. The decades-long cooperation between Messe Düsseldorf, its subsidiary OOO Messe Düsseldorf Moscow and Russian outfit Metalexpo generated all-round satisfaction with the event. On behalf of the numerous renowned industry associations that support the trade fair, the ITA summed up the successful get-together: “Despite the background of extremely difficult trading conditions for the tube and pipe industry worldwide – and on the CIS and Ukrainian markets in particular – the International Tube Association (ITA) enjoyed a successful week at the exhibition. (...) As industry partner to Messe Düsseldorf for all its major tube exhibitions worldwide, the ITA was very pleased that Tube Russia 2009 exceeded expectations and produced very positive results. In these demanding economic times, it is vitally important to maintain a high profile in key world markets such as the CIS and to offer support and guidance to the industry.”

In contrast to an unencouraging recent event in the USA, the International Wire and Machinery Association (IWMA) declared wire Russia a complete success: “Following close on the heels of a disappointing Interwire 2009 exhibition in Cleveland, USA, it was with some trepidation that the International Wire & Machinery Association (IWMA) participated in the recent wire Russia 2009 trade fair in Moscow. However, the IWMA were pleasantly surprised at the level of enquiries obtained from organisations interested in the activities of the IWMA and in joining it. The success of the IWMA’s week at wire Russia 2009 fully vindicated its executive board’s decision to continue support for the event even in these difficult economic times.”

Heinz Rockenhäuser, President of the International Wire and Cable Exhibitors Association (IWCEA), also confirmed the successful wire Russia 2009 run, saying in summation that, “In view of the crisis which arose in autumn last year, the machinery and equipment manufacturers in our association were no doubt not very optimistic as they set out for Moscow.

But despite initial expectations, the majority of the exhibiting companies felt positive about the fair's run at its conclusion."

The next staging of Metallurgy-Litmash, Tube Russia and Aluminium/Non-Ferrous will open its doors in Moscow from 24 to 27 May 2010. wire Russia is scheduled again for spring 2011. Further information on both events can be obtained online (www.metallurgy-tube-russia.com, www.wire-russia.com) or from Mr. Daniel Ryfisch at Messe Düsseldorf GmbH, Tel. +49 (0)211/4560-7793, e-mail: RyfischD@messe-duesseldorf.de.

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