

Press

wire Russia 2009 – an impressive showcase despite difficult times in the wire and cable industry

Once again, Metallurgy-Litmash, Tube Russia and Aluminium/Non-Ferrous will be staged concurrently in Moscow

The wire, cable and wire processing industry faces new challenges. Its products are indispensable in many user industries where they are needed to carry electrical energy, electronic data and mechanical forces. To meet increasing demands placed on the products' capabilities, machinery and equipment is called for that can be flexibly adapted to the most diverse specifications without compromising the consistently high product quality and environmental protection. At present, manufacturers of plant and machinery are clearly feeling the effects of the global economic slowdown, especially as about 60 percent of production is consumed by the automotive industry and its suppliers. Experts nevertheless consider the industry's long-term prospects to be good, particularly as the pressure to innovate in many sectors and the need to expand infrastructure promise high order volumes. A considerable amount of money needs to be ploughed into the Russian electricity industry alone, in order to carry out the urgently needed expansions to its grids.

From 12 to 15 May, the wire and cable industry will gather in Moscow for wire Russia 2009. Despite the difficult economic conditions, the trade fair will boast a turnout on a similar scale to that of 2007. More than 200 exhibitors from 29 countries will showcase their products on some 4,000 square metres of floor space at the fairgrounds in Krasnaya Presnya. In line with tradition, German companies step out under the umbrella of an



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Öffentliche Verkehrsmittel:
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Bus 722: Messe-Center Verwaltung

official joint participation. Other national pavilions will include Austria, China, France, Italy, Taiwan, the UK and USA.

wire Russia 2009 is organised by Messe Düsseldorf GmbH and its subsidiary Messe Düsseldorf Moscow OOO in cooperation with the All Russian Cable Scientific Research and Development Institute (VNIKIP). Numerous Russian and international trade associations including the International Wire & Cable Exhibitors Association (IWCEA), International Wire & Machinery Association (IWMA), Italian Wire Machinery Manufacturers Association (ACIMAF), Wire and Cable Industry Suppliers Association (WCISA) and the China National Machinery & Equipment Import & Export Corporation (CMEC) support the trade fair.

Another industry-related trade fair will be staged in conjunction with wire Russia 2009 at the Moscow fairgrounds so that exhibitors and visitors can benefit from attractive synergy effects. The opening of Metallurgy-Litmash, Tube Russia and Aluminium/Non-Ferrous signals the gathering of the big names in the Russian and international metalworking and processing industry. This event will likewise be spread across just under 4,000 square metres of net exhibition space. Featuring almost 300 companies from 27 countries, the trade show will offer a comprehensive overview of the sector in Halls 7-3 to 7-6. Messe Düsseldorf GmbH together with Messe Düsseldorf Moscow OOO and their Russian partner Metalexpo have successfully signed on official national participations by Austria, China, Germany, Italy and the UK. Businesses from the host nation Russia will also be joined in the spotlight by individual companies from Canada, Denmark, France, Korea, Taiwan and Turkey, among others. Metallurgy-Litmash, Tube Russia and Aluminium/Non-Ferrous have the backing of associations such as the International Tube Association (ITA) and China Council for the Promotion of International Trade (CCPIT).

Further information on the events can be obtained from: www.wire-russia.com and www.metallurgy-tube-russia.com as well as Kerstin Hermes and Wibke Glanert at Messe Düsseldorf, e-mail: HermesK@messe-duesseldorf.de or GlanertW@messe-duesseldorf.de, Tel. +49(0)211/45 60-7758.

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