

Press

wire Russia 2005 – organisers expect record results following successful 2003 debut event

Düsseldorf, 27.1.2005

From 21 to 24 June 2005, Moscow's ZAO Expocentr in Krasnaya Presnya will once again play host to everyone who is anyone in the international metal industry because that's when **wire Russia, Metallurgy-Litmash, Tube Russia, Aluminium/Non-Ferrous 2005** are being concurrently staged.

The 2003 debut of **wire Russia** immediately established the event that is jointly coordinated by Messe Düsseldorf GmbH and the All-Russian Cable Scientific Research and Development Institute (VNI IKP) as the leading fair for the Russian wire and cable industry. The second edition is set to drive this message home even more powerfully.

Much as is the case with the flagship fair, **wire Düsseldorf**, the Moscow-based sister event is supported by all the key international trade associations. This ensures that the fair boasts a broad international reach. Already Germany, Austria, Italy, the USA, France and the UK have confirmed participations in the form of large joint stands. Renowned companies from all segments (wire and cable machines, fastener and finishing technologies) have signed up to exhibit at **wire Russia 2005**, staged in Hall 7, the most cutting-edge hall of the complex on the Moscow River.

The exhibition space booked to date already exceeds the overall square meterage of the previous event. Many companies have dramatically increased the size of their stands so that they can show off physical examples of their machinery to potential buyers. Interest in international



trade fairs which act as “gateways” to the enormous Russian sales market is growing at a blistering pace, thanks to the country’s ongoing economic growth over the past few years. Last year, gross domestic product swelled by roughly 7 percent and experts predict that growth this year will again pass the 6-percent mark.

On the Russian side, too, interest in products, technologies and services from abroad is on the up and up, as was evident at the previous event from the rush of trade visitors who flocked from all corners of the Russian Federation. In all, some 10,500 specialists attended **wire Russia 2003**, most of whom were company heads and decision-makers, as revealed by a survey carried out by a reputed institute.

As organiser of the world’s premier fair for the industry, **wire Düsseldorf**, Messe Düsseldorf GmbH is pursuing a strategy which encompasses its Moscow-based specialist metallurgy events and entails making an active contribution to shaping trade fair markets in growth regions as well as guiding exhibitors into new markets. Backed by its many years’ experience in the industry and expertise gained over that time, the trade fair company is able to offer exhibitors from throughout the world its customary high level of service even abroad. **wire Russia 2005** serves as an excellent example of the successful concepts which integrate the Moscow fairs into international networks.

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