

Press

wire Russia 2005 in Moscow – a complete success.

Dates for 2007 staging already fixed

Düsseldorf, 27.6.2005



Interest in the international trade fair for the wire and cable industry in Russia has experienced another growth spurt. Confirmation of this came with a new set of impressive results at the close of the four-day **wire Russia 2005** on 24 June. The fairgrounds in Krasnaya Presnya provided a showcase for 240 exhibitors from 28 countries and their innovations in all things wire, cable, spring and fastener manufacturing technology.

With an expansion of the exhibition area by some 35 percent over the successful premiere in 2003, **wire Russia** has firmly established itself as the leading event for its industry in Russia. Strutting their stuff in Moscow's cutting-edge exhibition halls were not only all of the international brand leaders but also national participations from Germany, Italy, Austria, France, the UK and USA. With product innovations aplenty and the chance to forge new business contacts with decision-makers in the industry, those eager to tap the up-and-coming Russian market had rich pickings at **wire Russia 2005**.

Together with its partner, the All Russian Cable Scientific Research and Development Institute (VNIKIP), and all key national and international industry associations, Messe Düsseldorf has succeeded in coordinating a fair tailored exactly to the market requirements in Russia. "Economic growth of some 7 percent annually in Russia is stimulating lively demand in the wire and cable sectors. That has been very apparent over the past few days," reiterated Werner M. Dornscheidt, President and CEO of Messe Düsseldorf GmbH.

Exhibiting companies were also more than satisfied with the strong visitor turnout from all parts of the Russian Federation. Overall, some 12,000 experts attended **wire Russia 2005** and concurrently staged Metallurgy Litmash, Tube Russia, Aluminium/Non-Ferrous 2005 at the ZAO Expocentr. In the words of Philip G. Knight, Executive Secretary of the International Wire & Machinery

Association: "This is a perfect combination of events that provides potential customers with an opportunity to gather comprehensive information."

Dr. Birkmann, President of the International Wire and Cable Exhibition Association (IWCEA) and of its German member organisation VDKM, confirmed the step-up in quality of the event: "At this year's fair, notably the German machine manufacturers had more exhibits on show – an indication of the growing buying power in the Russian economy and a key factor in closing deals." Nancy Kraus, Vice President of the Swiss company, Rudolf Grauer AG, for one, experienced this first hand with the sale of two machines for the production of staples for the furniture industry right on the first day of the fair.

Rahul Sachdev, board member of the Wire and Cable Industry Suppliers Association (WCISA), USA, is equally pleased with his association's participation in the Russian fair: "Along with China, the Russian market is very important to us and the fair proved an excellent opportunity for our members to meet clients, establish new contacts and do business."

The Italian businesses that exhibited together at **wire Russia 2005** under their national flag were represented by Ferruccio Bellina, President of the Italian Wire Machinery Manufacturers Association (ACIMAF) and of the TKT Group: "A lot has changed since our first participation in Moscow in 1983. The need for thorough preparations, however, remains essential. That's why we send targeted invitations out to clients and stage workshops in advance." Mr. Andrea Del Fabro, Sales Manager at the MEP Group, adds: "Our demo unit at the fair was ordered in advance by a Russian company and stays here in Moscow."

Professor Peshkov who heads up the VNIKP as well as the Interkabel and Elektrokabel Associations was also smiling at the close of the fair: "All the major manufacturers came to Moscow, as did all the big former Soviet players from the Russian Federation, Ukraine and Belarus. The Moscow event is not only the perfect complement to **wire** in Düsseldorf which is staged every two years, but now also boasts high levels of service and professionalism of its own."

Most exhibitors at **wire Russia 2005** already have firm plans to come back for the next edition. The date has also been fixed: On 21 to 24 May 2007, everyone who is anyone in the international wire and cable industry will once again gather in Moscow. This reflects the ongoing strategy implemented by Messe Düsseldorf GmbH, as organiser of the world's No. 1 event for the industry, **wire Düsseldorf**, to actively contribute to shaping trade fair markets in growth regions and support exhibitors in tapping new markets. With the savvy acquired over long years of activity in the industry, the trade fair company is well equipped to offer exhibitors from all corners of the globe its customary service, even abroad. The trade fairs staged this year are yet another example of the successful concepts that link the Moscow events to international networks.

Text volume: 5.049 (incl. spaces)

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Two sample copies requested

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