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Trade fair duo on track for success

wire Russia 2003 straight off the No. 1 flagship fair in the Russian growth market

METALLURGY/Tube Russia closes its doors with record results

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With its industrial fairs in Moscow, Messe Düsseldorf is pursuing a path of increased cooperation with the major national and international trade associations. A prime example of this successful approach was the parallel staging of the fairs **wire Russia 2003** and **METALLURGY/Tube Russia 2003** from 26 to 29 May.

METALLURGY/Tube Russia 2003, jointly staged together with longstanding Russian partner Metall-Expo, replaced the former Metallurgia-Litmasch/Metalltec-Expo. The fully-booked event covering 4,770 sq.m. took place not only under a new name, but also with a new concept and the support of the International Tube Association (ITA).

Exhibitors from all corners of the globe enjoyed the perfect platform for making business contacts. Visitors from all over the Russian Federation flocked to the Moscow fairgrounds Krasnaya Presnya, and gave the 210 exhibitors from 19 countries a sense of the positive upswing in the Russian economy.

Parallel to METALLURGY/Tube Russia 2003, a premiere also took place at the trade fair complex in cooperation with Russian and international trade associations. wire Russia 2003 was jointly staged by Messe Düsseldorf together with the All-Russian Cable Scientific Research and Development Institute (VNI IKP). The event received substantial support from the two sponsoring associations International Wire and Cable Exhibitors Association (IWCEA) and International Wire & Machinery Association (IWMA).

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The national wire and cable machinery associations ACIMAF (Italy), IWCEA-France (France), VDKM (Germany) und VÖDKM (Austria) were instrumental in ensuring that, right from the starting blocks, wire Russia presented the corresponding major official national participations.

The organisers accommodated the wish of large sections of the industry to hold just one, central wire and cable machinery trade fair in the key Russian growth market, and establish this as a leading flagship fair. Something which has already been achieved with the debut event. The market endorsed the concept: For one thing, wire Russia 2003 was also fully booked, with a total exhibition stand area of 3,300 sq.m. For another, the stands of 198 exhibitors from 19 countries attracted numerous visitors from all corners of the Russian Federation. In all, 10,500 trade visitors attended wire and METALLURGY/Tube Russia 2003.

The President and CEO of Messe Düsseldorf GmbH, Wilhelm Giese, was also present, gleaning information from several talks with exhibitors and industry representatives. He was impressed by what he saw and heard: "My theory that a new era is dawning in the East is gaining increasing validity. Sticking with the Russian market, even through difficult economic times, was the right decision."

The next METALLURGY Russia/Tube Russia will take place in the spring of 2004. The next wire Russia event is scheduled for the spring of 2005 in Moscow.

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