

Press

wire Russia 2007 – the Russian trade fair for wire and cable is headed for further successes

Gratifyingly large participations by western companies

From 28 to 31 May, the wire and cable industry will get together in Moscow at the wire Russia 2007 trade fair. Already, it seems that space will be at a premium inside the cutting-edge halls on the fairgrounds at Krasnaya Presnya since the event is as good as fully booked. Not only will numerous Russian companies be presenting themselves and their products but many suppliers from Germany will join them. A gratifying development is the now firm tradition of a German joint participation. The exhibiting companies are taking part under the official conditions of participation of the Federal Ministry of Economics and Technology.

But Germany is not the only country to take the spotlight – the USA, Italy, Spain, France, Austria and the UK will also step out with a national pavilion featuring their top companies. Representative suppliers from Korea and China have also booked stands. The benefits for both exhibitors and visitors are plain to see: No other event in Russia presents the market with as many of the industry's innovations concentrated at one venue and one time. The level attained at the wire 2005 event has already been reached. Demand for exhibition space has risen once again on the 2005 levels.

The organisers of wire Russia 2007, Messe Düsseldorf GmbH and its subsidiary Messe Düsseldorf Moscow, are supported by their partner and co-organiser, the All Russian Cable Scientific Research and Development Institute (VNI IKP) as well as several other national and international trade associations such as the International Wire & Machinery

Association (IWMA), International Wire & Cable Exhibitors Association (IWCEA), Italian Wire Machinery Manufacturers Association (ACIMAF) and the Wire and Cable Industry Suppliers Association, USA (WCISA).

Russia is a promising market for companies in the wire and cable industry. Especially since the need for refurbishment and maintenance is nowhere as urgent as in Russia and the surrounding regions. No less than 44 percent of goods imported to Russia are machinery and equipment – and the trend is on the increase. International suppliers of wire, cable, springs and fastener technologies have also profited from the innovation potential and the Russian economy's growth of almost seven percent. Over the fair's four-day run, potential buyers can discuss problem solutions and innovative customised offers for their specific needs in person with experts at a host of stands.

In Russia, wire is considered to be the No. 1 event for its industry. A visit to the fair is rewarded many times over, especially as other interesting events will be staged in conjunction with the wire and cable trade fair at the centrally located Moscow fairgrounds – Metallurgy-Litmash, Tube Russia and Aluminium/Non-Ferrous open their doors in the "Forum" hall at the same time as wire Russia 2007. This is where the big names in both the Russian and international metalworking and processing sectors rendezvous. This event, which is also coordinated by Messe Düsseldorf GmbH, together with its subsidiary Messe Düsseldorf Moscow and its Russian partner Metalexpo, boasts a further value-enhancing addition – the international trade fair joining, cutting, surfacing, SCHWEISSEN & SCHNEIDEN Russia 2007 (in Halls 7.1 and 7.2) is being organised by Messe Essen. What's more, the palette of technology and industrial fairs will feature Technoforum, the showcase dedicated to process technologies plus machine tools and equipment in Hall 2 and Power Russia 2007, the one-stop shop for electricity and power supplies, in Hall 3. On top of that, SHK, the meeting point for

sanitation, heating, air conditioning and building automation will also be welcoming visitors.

With concentrated expertise at a single event, staged by professionals for professionals, actively supported by international trade associations and held on state-of-the-art fairgrounds, it's not surprising that the 240 international exhibitors as well as the 12,000 trade visitors who attended the last wire Russia event in May 2005 were highly satisfied.

For further information on the events, please go to:

www.wire-russia.com

www.metallurgy-tube-russia.com

www.shk-online.com

Information can also be obtained by contacting the organisers: Claudia Wolfgram and Patricia Wiemann at Messe Düsseldorf via e-mail: WolfgramC@messe-duesseldorf.de, WiemannP@messe-duesseldorf.de or telephone: +49 (0)211/45 60 -7793.

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