

Press

wire Russia 2007 – international wire and cable experts got together in Moscow at the top event for their industry on the Russian market



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From 28 to 31 May 2007, 234 companies from 29 countries unveiled the latest offerings from their industry at **wire Russia 2007**, staged at the Moscow fairgrounds in Krasnaya Presnya. This constitutes growth of roughly 40 percent since the launch of the fair in 2003. **wire Russia** is the perfect companion event to the world's No. 1 wire and cable trade fair, **wire**, which opens its doors in Düsseldorf every two years. While exhibitors focus on readying their latest technical developments for premiere at wire Düsseldorf, the Moscow fair offered an excellent opportunity to present products not previously showcased in Russia to the broad spectrum of domestic experts, strengthen existing customer relationships, forge new contacts and develop new business.

Interest in an international trade fair for the Russian wire and cable industry has further expanded. The four-day run of wire Russia 2007 provided compelling evidence of this trend. More than 13,500 trade visitors from all corners of the Russian Federation made the trip to Moscow in order to meet with the wire Russia and Metallurgy Litmash, Tube Russia, Aluminium/Non-Ferrous exhibitors at their stands.

Visitor numbers climbed by more than ten percent – a clear indication of the Russian industry's willingness to invest in machinery and equipment. The exhibition halls on the banks of the Moskva not only featured key international market leaders but also a number of national pavilions representing countries including the USA, Italy, Spain, Austria, France and the UK. In line with tradition, German exhibitors stepped out at a joint stand with the official backing of the Federal Ministry of Economics and Technology and the Ausstellungs- und Messeausschuss der deutschen Wirtschaft (Association of the German Trade Fair Industry – AUMA).

The organisers of **wire Russia 2007**, Messe Düsseldorf GmbH and its subsidiary Messe Düsseldorf Moscow, once again enjoyed the full support of their partner and co-organiser, the All Russian Cable Scientific Research and Development Institute (VNIKP). Also instrumental to the success of the fair were several other national and international associations such as the International Wire & Cable Exhibitors Association (IWCEA), plus its national arms, the International Wire & Machinery Association (IWMA), the Italian Wire Machinery Manufacturers Association (ACIMAF) and the US-based Wire and Cable Industry Suppliers Association (WCISA).

The international suppliers active in all segments benefited from keen interest in innovations and the Russian economy's growth of some seven percent. Forty-four percent of all goods imported into Russia are machinery and equipment, with this figure set to rise further. This, coupled with the high-level demand for equipment upgrades and maintenance, continues to make Russia a very attractive market.

"Our strategy which aims at actively shaping trade fair markets in growth regions and supporting our clients in entering new markets has proved a great success in Russia," confirms Werner M. Dornscheidt, President and CEO of Messe Düsseldorf GmbH.

What's more, the exhibitors were also highly satisfied with the number and calibre of the visitors who not only attended **wire Russia 2007**, but benefited from the opportunity to take in Metallurgy Litmash, Tube Russia, Aluminium/Non-Ferrous 2007 and SHK Moscow which were concurrently staged at the ZAO Expocentr trade fair complex. All of the events are organised by Messe Düsseldorf GmbH and its partners. A further addition to the programme was the welding and cutting fair "Schweissen und Schneiden Russia 2007", organised by Messe Essen.

Phillip G. Knight, Executive Secretary of the International Wire & Machinery Association, commented that wire Russia has established itself on the Russian market and further enhanced its reputation.

Dr. Bartz, president of the Verband der Draht und Kabelmaschinen Hersteller (German wire and cable machine manufacturers association – VDKM), was

equally convinced of the step-up in the calibre of the event and said that demand for German technology remains undiminished. Machinery and equipment “made in Germany” with all the accompanying safety features and engineering service offerings are also top priorities in Russia.

Qualified engineer and president of the International Wire and Cable Exhibitors Association (IWCEA), Heinz Rockenhäuser, is also CEO of the machine building works Niehoff. He, too, agreed wholeheartedly that “Russian customers looking to invest want premium quality. wire Russia was generally well received by old and new customers alike. Western European manufacturers showcased their businesses not only with information stands but also displays of innovative equipment.”

As head of VNIKP as well as the “Intercable” and “Electrocable” associations, Prof. I. B. Peshkov was also highly satisfied with the event: “All the key companies from the Russian Federation, Ukraine and Belarus as well as important representatives of the international associations were in Moscow. Our trade fair has developed into the leading event in Russia, boasting a high level of service and professionalism.”

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