



Presse Press

wire Russia 2015: Demand for International Know-How for the Russian Wire and Cable Industries persists

12 to 15 May saw the holding of wire Russia 2015 as the leading Russian trade fair for wire, cable and wire-processing industries at the Moscow exhibition centre Expocentre. Defying the unfavourable economic climate in Russia, the organisers – Messe Düsseldorf and Messe Düsseldorf Moskau as well as their partner VNIKP JSC (All Russian Cable Research and Development Institute) – continued to register high numbers of both national and international exhibitors at the trade fair. To the tune of 200 exhibitors presented their product and service innovations here for four days. This underscores how important this industry platform is for the Russian Federation. To the tune of 2,500 experts from the wire, cable and wire-processing industries came to wire Russia, the all-encompassing B2B-event in Moscow.

Werner M. Dornscheidt, President & CEO of Messe Düsseldorf, assesses market opportunities with cautious optimism despite the tight political and economic situation: “Although the current situation is anything but easy I am convinced the outlook for the wire and cable industries on the Russian market are positive in the long run. We have already overcome many global economic challenges. This has shown us that those standing their ground on the market even in difficult times are among the winners when business picks up again.” Werner M. Dornscheidt then went on to say: “The fact that visiting trade fairs abroad has become more difficult for Russian experts benefits local events. We are satisfied with the number of visitors.”



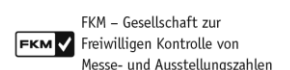
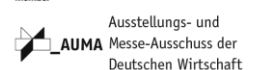
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Exhibitors from 25 nations took part in wire Russia 2015 – including big names on the manufacturing side, small specialists, long-standing participants as well as first-time exhibitors. Particularly well represented were suppliers from Germany, Italy and Austria. Joint corporate participations came from Germany, Austria, China and Italy.

Numerous international and national trade associations support wire Russia: IWMA (International Wire & Machinery Association), IWCEA (International Wire and Cable Exhibitors Association), VDKM e.V. (German Wire and Cable Machine Manufacturers Association), VÖDKM (Austrian Wire and Cable Machine Manufacturers Association), IWCEA France (International Wire and Cable Exhibitors Association), WCISA (Wire and Cable Industry Suppliers Association), ACIMAF (Italian Wire Machinery Manufacturers Association) and SECRI (Shanghai Electric Cable Research Institute).

For information go to www.wire-russia.com At Messe Düsseldorf Daniel Ryfisch and Katja Burbulla are at your disposal for questions concerning wire Russia: RyfischD@messe-duesseldorf.de and BurbullaK@messe-duesseldorf.de, Tel.: +49(0)211/45 60-7793 und -7707).

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