

## Press

# 13th edition of SHK MOSCOW to be staged at ideal date for the industry

## Russian market for building and energy technology remains attractive

In the wake of SHK MOSCOW's run in May this year when 315 exhibitors from 23 countries showcased their innovations for heating technology, air-conditioning, ventilation, refrigeration and building technology as well as sanitation, there can be no doubt – the industry's boom in Russia is still going strong.

Messe Düsseldorf together with its subsidiary Messe Düsseldorf Moscow intends to respond to this boom again in 2009. To this end, the German trade fair organiser in cooperation with seasoned partners from the industry has decided to move forward the run originally scheduled for May 2009 to between 21 and 24 April 2009. This allows the event to be optimally integrated into the international calendar of events, as SHK will then follow on from the March staging of the global fair ISH in Frankfurt and other national events in Russia while preceding a trade fair held in Ukraine.

And it's not just SHK's staging date that is ideal – as the only event in Russia to present all facets of building and energy technology in one place and at one time, it also boasts an optimally navigable layout. Thanks to the new constellation of Halls 1, 2 and 3 in Pavilion 2 of Moscow's Expocentre fairgrounds in Krasnaya Presnya, all areas are interconnected so that visitors can move quickly and easily from A to B, allowing them to get the most out of their time at the fair.

Demand for high-calibre suppliers from all corners of the world continues to grow in Russia, especially as new construction projects and comprehensive renovations abound. There is still no end in sight for the boom in heating, sanitation, air-conditioning, ventilation, refrigeration and building technology. The offerings are received by an attractive, open market which is




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characterised by elevated buying power. The focal area of renewable energy is also enjoying increasing popularity – not only because global prices of raw materials have raised awareness about sustainability on the Russian market but also because alternatives to conventional energy suppliers promise greater independence here.

SHK MOSKOW will be organised for the 13th time by Messe Düsseldorf and overseen on site by its experienced subsidiary, Messe Düsseldorf Moscow 000. The cutting-edge fairgrounds with excellent transport connections to the city center and a wealth of service offerings ensure a smooth run.

Russia's status as an attractive and highly promising market has long since ceased to be news to the international industry. It is therefore to be expected that registrations for SHK MOSCOW 2009 will once again result in the event's expansion. Architects, planners, plant builders, installers, engineers, tradesmen, developers, investors and suppliers will all be sure not to miss out on SHK MOSCOW, especially as nowhere else will they find an event that offers as compact an overview of the industry's best offerings and innovations.

For more information about the event, please go to [www.shk-online.com](http://www.shk-online.com) or contact Ms. Nicola Otto at Messe Düsseldorf, Tel. +49 (0)211/45 60 -7709, e-mail: [OttoN@messe-duesseldorf.de](mailto:OttoN@messe-duesseldorf.de)

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