

Press



Tremendous interest in efficient systems and renewable energies at the 13th SHK MOSCOW

Experts foresee good long-term prospects on the Russian market

The effects of the global financial and economic crisis have dented the Russian construction industry significantly. Nevertheless, experts are cautiously optimistic about the sector's long-term prospects. The need for residential and industrial buildings as well as renovations is still considerable in Russia itself and in neighbouring countries. The Russian government is supporting the industry and increasing investment in social housing and infrastructure projects.

Consequently, interest in innovative building and energy technologies was unabated at SHK MOSCOW, staged from 21 to 24 April 2009. A total of 11,300 trade visitors from all corners of the CIS and its neighbouring countries – the vast majority of them plant designers and manufacturers, planners, installers, engineers, tradesmen as well as retailers and wholesalers – were attracted to the leading Russian event for its industry. Spread across 10,000 square metres of floor space at the centrally located Expocentre fairgrounds in Krasnaya Presnya, Moscow, 200 companies from 19 countries created a comprehensive showcase of what the industry has to offer.

The exhibitors were impressed by the in-depth discussions with visitors who revealed extensive decision-making powers and real interest in investing. What's more, they came well prepared and sought out specific information. Andreas Lücke, general executive manager of the Bundesindustrieverband Deutschland Haus-, Energie- und Umwelttechnik e.V. (Federal Industrial Association of Germany House, Energy and Environmental Technology – BDH) summed up the situation: "Even though fewer exhibitors participated in SHK MOSCOW this year as a result of the financial crisis, the response by trade visitors was very gratifying. It was a real achievement that attendance figures were virtually in line with the previous event and above all that the calibre of visitors stepped up

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noticeably. This bolsters SHK MOSCOW's standing as the No. 1 trade fair for efficient systems and renewable energies in the CIS."

Similar comments were made by Juri Nechepayev, managing director of Buderus Heiztechnik Russia: "SHK remains a professional must for the entire industry. Even now, with today's tough market conditions where no one knows what to expect, the organisers have succeeded in gathering the leading suppliers for all of the key industry segments. For all these exhibitors, the trade fair is therefore a symbol of their own perseverance and stability – stepping out here means making a strong statement."

According to Uwe Wiener, Export Manager/East Europe at Saint-Gobain HES, "It was the best SHK in years!" He particularly highlighted forging contacts with many new visitors – right from day one, the company was engaged in numerous promising discussions.

Denis Radionov, head of heating at the Russian company Broen OOO, added, "The trade fair exceeded all of our expectations. Despite the current difficult times and rather uncertain market conditions, we welcomed more visitors than could have been predicted or expected, especially from our main target groups – planning offices, installation companies, developers and investors."

This overall assessment of the event has given the majority of the exhibitors cause for optimism regarding post-fair business. What's more, they were unanimously in favour of the new April staging date as it meets the needs of the industry.

The focal theme at SHK MOSCOW 2009, which clearly struck a chord with trade visitors, was energy efficiency. A specialist symposium on the topic bannered "Modern energy-efficient equipment for heat, water supply and air conditioning of buildings. Capital repairs, facility operation and building conservation" was organised by the Association of Engineers for Heating, Ventilation, Air-conditioning, Heat Supply & Building Thermal Physics (ABOK) and the Association of the European Heating Industry (EHI).

Messe Düsseldorf together with its subsidiary Messe Düsseldorf Moscow OOO organised SHK MOSCOW for the 13th time. From the outset, the event has

received backing from partners in the industry, namely the associations BDH, EHI and ABOK. The next edition of SHK MOSCOW is scheduled to open its doors in Krasnaya Presnya from 20 to 23 April 2010.

Further information on the event can be obtained from www.shk-online.com or from Ms. Katja Burbulla at Messe Düsseldorf, Tel. +49(0)211/4560-7707, e-mail BurbullaK@messe-duesseldorf.de

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We would appreciate a sample copy of any reprints.

SHK MOSCOW 2009

More exhibitor testimonials:

Oleg T. TINAZOV, head of marketing at INTERMA, Russia

SHK is an excellent opportunity to demonstrate what kind of form an exhibiting company is in and what direction it's taking. For us as well as our customers and partners, this aspect was of great psychological importance. A large number of leading European manufacturers participated in the fair. That's an extremely positive sign because it means that, even in times of crisis, the Russian market is perceived to offer good prospects and these manufacturers consider it worth exhibiting despite the current conditions.

Alfred Gaffal, general manager, and Alexander Deynekin, head of the Moscow office of Wolf GmbH, Germany

For us manufacturers, SHK is the No. 1 in Moscow! Despite the crisis, we forged high-calibre contacts at our stand. Next year, we will definitely be back!

Anna GOLUBZOVA, marketing director at Termaflex Izoljazija Plus OOO, Russia

Each trade fair has its advantages – its strong points. SHK is a key event for European and Russian manufacturers. I believe it's important to exhibit here every year regardless of market conditions. The reward is new contacts and even signed deals.

Elena Battenfeld, export manager at F.W. Oventrop GmbH & Co. KG, Germany

This year, we enjoyed a very successful time at the fair with a high proportion of trade visitors dropping by. SHK remains the top event for us in Moscow.

Ekaterina NOVIZKAYA, head of marketing/advertising at K-FLEX, Russia

Getting results at a trade fair is of cardinal importance for us, especially in times of crisis as is the case at present. Consequently, we reach decisions on whether to exhibit based on the anticipated benefits. Participating in SHK sharpens our image with long-lasting effect and provides fast results in fields such as forging new contacts, expanding our customer base and even agreements and contracts! Here, we exchange details with three times more new prospects than at other

events we exhibit at. And that's despite the fact that our competitors also have presentations at SHK.

On top of that, the visitors' professional backgrounds are evident in the specialist nature of and serious intentions behind our discussions. This time, the attendees included an all-time high in the number of planners – our main customers – which was particularly gratifying.