

**Presse
Press**



**SHK MOSCOW 2010:
Energy efficiency remains the focus of Russia's
most important trade gathering for building technology**

SHK MOSCOW proved itself a success in April of this year despite the global economic crisis: 200 exhibitors from 18 nations welcomed 11,300 visitors on an exhibition space covering more than 10,000 square metres, 96 percent of whom were trade visitors and almost three quarters decision makers. But the prospects are also excellent for the next event that will be held on the Moskva from 20 to 23 April 2010.

This will once again focus on the topic of energy efficiency. Because in this huge country, which still needs twice as much energy for every production unit as the international average, the relevant Ministry has long realised that the limited, valuable resources have to be spared. This has led to a great interest in modern technologies and methods to save resources.

Despite some dark economic clouds, Russia is still one of those markets that continues to enjoy investments in numerous other areas. The construction industry in particular profits from this and has registered a brisk demand for new buildings, renovations and modernisations. The interest in ultramodern technology is unbroken. State subsidies in particular ensure that projects which have been started can be continued and a lot of plans can be made for the future. Exhibitors of renowned companies from Russia though also Germany, France, Italy, Spain, Turkey, Switzerland, Japan or Brazil spoke of the high quality of their visitors after the fair in April, of "sincere and well-founded talks with a perceptibly professional background" and of numerous new contacts with concrete results in a very promising market. 87 percent of the companies that took part in the survey said that they would "definitely" or "probably" be attending the next SHK MOSCOW.

Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0)211/45 60-01
InfoTel +49 (0)211/45 60-9 00
Telefax +49 (0)211/45 60-6 68
Internet www.messe-duesseldorf.de
E-mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Wilfried E. Moog
Wilhelm Niedergöcker
Joachim Schäfer
Herbert Vogt
Vorsitzender des Aufsichtsrates:
Dirk Elbers

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:



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The most important trade associations also strengthen the SHK MOSCOW: BDH (Federal Industrial Association of German House, Energy and Environmental Technology), EHI (Association of the European Heating Industry) and ABOK (Association of engineers for heating, ventilation, air-conditioning, heat supply & building thermal physics) have been close partners of the fair since the very first event 14 years ago. They will also be organising the symposium next year, which will similarly concentrate on the topic of energy efficiency and attracted 450 participants the last times it was held.

SHK MOSCOW 2010 will once again be organised by Messe Düsseldorf GmbH in cooperation with its subsidiary Messe Düsseldorf Moscow OOO in the exhibition halls of the Krasnja Presnja site in the city centre, with its excellent infrastructure and own underground station. The organisers offer numerous useful services which contribute to the success before, during and after the fair, for example comprehensive technical support in the run-up and on site, inexpensive package solutions or turnkey booths.

The trade fair's target group includes engineers, architects, building planners, investors, plant manufacturers, merchants, building contractors and craftsmen. Offers from the fields of heating technology, energy efficiency in buildings, regenerative energies, ventilation, air-conditioning and refrigeration technology, pumps, fittings, automated measurement and control technology, environmental and sanitary technology, tools, electric building installation technology as well as intelligent building technology, piping, connecting and installation technology will be on show.

Registration documents for SHK MOSCOW 2010 can now be downloaded from www.shk-online.com.

Your contacts at Messe Düsseldorf are: Katja Burbulla, BurbullaK@messe-duesseldorf.de, (Tel. +49/(0)211/45 60-7707) and Tobias Krins, KrinsT@messe-duesseldorf.de, (Tel. +49/(0)211/4560-7709).

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Press contact:

Eva Rugenstein/Desislava Angelova

Phone: +49-(0)211/45 60 -240

Fax: +49-(0)211/45 60 -8548

Email: RugensteinE@messe-duesseldorf.de

Email: AngelovaD@messe-duesseldorf.de

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