

Press

## **SHK MOSCOW 2005 – scoring record results again**

**317 exhibitors on 8,204 m<sup>2</sup> presented the sector's latest innovations to 11,897 trade visitors**

### **Most successful event since its inception**

There is no end to the success of SHK MOSCOW! From 23 to 26 May 2005, 317 exhibitors from 17 countries presented their innovations for heating, ventilation, air-conditioning and refrigeration, sanitary technology, measuring, control and environmental technologies on 8,204 m<sup>2</sup> of net exhibition space at the ZAO Expocentr exhibition centre in Krasnaja Presnja. Occupying about 1,600 m<sup>2</sup> of additional exhibition space ( + 25 %) versus the previous event in 2004 (299 exhibitors, 6,619 m<sup>2</sup>), SHK MOSCOW 2005 has been the most successful event since its debut in 1997. The German industry was very well represented accounting for the largest international participation (65 companies) followed by China (25 companies), Italy (21 companies) and Finland (7 companies).

“SHK MOSCOW once again proved to be a representative platform for the European industry to enter into dialogue with Russian experts on modern approaches to building and energy technologies,” said Andreas Lücke, Secretary of the Economic Commission of the European Heating Industry -EHI.

Product innovations and new business contacts established with the industry's leaders – those keen on tapping into the potential of the Russian market definitely found those business opportunities at SHK MOSCOW 2005. Dr. Heinrich-H. Schulte, President of the Federal Industrial Association of Germany House, Energy and Environmental Technology (BDH), confirms: “The interest taken by exhibitors and visitors alike is growing with each event. Frequently discussed topics such as the “liberalisation of heating markets” or “resource issues” clearly reflect the topicality and significance of SHK MOSCOW. During

SHK the Russian capital has long become the favourite venue for exchanging news and views with the “blue chips” of the industry.

“The diversity of air-conditioning and ventilation components and systems was impressive ranging from housing ventilation, centralized and de-centralized systems to innovative air-conditioning systems. Almost 70 % of German experts for the ventilation technology were represented,” according to FGK (Professional Institute of Air Conditioning in Buildings) Managing Director Günther Mertz.

Werner Matthias Dornscheidt, CEO and President of Messe Düsseldorf, also stressed: “The satisfaction voiced by our exhibitors is a clear indication of the dynamism being felt on the Russian market for some years now. Entreprises believe in the potential of the Russian market.”

The 2-day international symposium on “Modern energy saving equipment for heating and climatization of buildings” was attended by 630 experts from 44 Russian cities and 7 countries.

The Special Show “Intelligent Building” was also very well received; this event organised by Messe Düsseldorf in cooperation with its longstanding partner ABOK (Association of Russian Engineers for Heating, Ventilation, Air-Conditioning, Heat Supply and Building Thermal Physics) covered such issues as

- Intelligent building concept in commercial buildings (office buildings, shopping malls, stadiums, hotels, airports)
- IB concept in residential buildings (multi-story housing estates, smaller houses)
- IB technology in modern high-rises
- Economic aspects of IB concepts and their implementation

14 renowned international and national exhibitors provided comprehensive presentations of their concepts here.

K. Trutko, Head of Marketing at Siemens Building Technologies: “The Special Show has proven that the market for intelligent building technologies in Russia holds an enormous potential. This should be harnessed further next year.”

SHK MOSCOW is organised by Messe Düsseldorf and Messe Düsseldorf Moscow, supported by the EHI – European Heating Industry, the FGK – Professional Institute of Air Conditioning in Buildings, ABOK – Association of Russian Engineers for Heating, Ventilation, Air-Conditioning, Heat Supply and Building Thermal Physics, APIK – the Association of Russian Air-Conditioning Specialists and the City of Moscow.

The next SHK MOSCOW will be staged from 22 to 25 May 2006.

After this year's resounding success a further application is to be filed to the Federal Ministry for Economics and Labour (BMWA) to support the participation of German companies, says Andreas Lücke, the Director General of BDH (Federal Industrial Association of Germany House, Energy and Environmental Technology).

Registration forms will be available for download at [www.shk-online.com](http://www.shk-online.com) from August this year .

**Press & PR for SHK MOSCOW 2005:**

26 May 2005

Marion Maisel/Janusch Krahrmer

Tel.: +49(0)211/4560-991/ 544

Fax: +49(0)211/4560-8548

Email: [MaiselM@messe-duesseldorf.de](mailto:MaiselM@messe-duesseldorf.de)

[KrahrmerJ@messe-duesseldorf.de](mailto:KrahrmerJ@messe-duesseldorf.de)

**Upon publication we would appreciate a reference copy!**

**Fotos of the event are available and can be requested!**