



## **Press release**

### **SHK moscow 2011: Hot topic: Energy efficiency!**

**Decision-makers from the building and energy technology sector to meet at the Krasnaya Presnya fairgrounds again from 18 - 21 April**

Heating technology, energy-efficient systems, renewable energy sources, ventilation and air conditioning technology, water supply and water treatment are the main topics that will be in the limelight at SHK, THE trade fair in Moscow, where the leading decision-makers in the industry will meet from 18 – 21 April 2011 for the 15<sup>th</sup> time, to focus firmly on one buzzword: Energy Efficiency!

Following a severe slump, not only in the Russian economy, in 2009, it is high time for a rethink. Although the economic situation has stabilised again now, action does now need to be taken.

For the Russian government and all of the insiders in the industry, this means: Modernisation and, as a result of this, energy efficiency. President Medvedev's goal, according to gta (German Trade Invest), is to reduce energy consumption by 40 percent, relative to 2007, by 2020. This means that by that time, some 180 million tons of fuel are to have been saved and the energy intensity of the GDP reduced by at least 13%.

The trade fair organisers Messe Düsseldorf and Messe Düsseldorf Moscow OOO have reacted to this situation by focussing on the topic of energy saving at this trade fair too. Some 35 exhibitors will present a wide variety of innovations aimed at meeting Russia's energy targets at the special show "Energy Efficiency@SHK moscow". They are listed in a special catalogue and display their own distinctive "Energy Efficiency" logo at their booths.

SHK holds great potential, in spite of the difficult economic situation. As a trade fair exclusively for manufacturers, with 96% trade visitors, it is THE event for decision-makers in the industry. With about 150 exhibitors from 17 different countries, 86 of these coming from Russia, and covering approximately 8,500 m<sup>2</sup>, it is the ideal opportunity to make an active contribution to the recovery of the market. Countries such as Italy, China and Finland will have official national presentations. Most of the German companies present will once again be part of an official joint corporate stand, sponsored by the Federal Ministry of Economics and Technology (BMWi).

On the same general theme, the fair is accompanied by the ABOK (Association of Engineers for Heating, Ventilation, Air-conditioning, Heat supply & building Thermal Physics) and EHI (Association of the European Heating Industry) symposium "Modern energy-efficient equipment for heat supply, water supply and air conditioning of buildings. Green building technologies". The structure of the symposium, organised by the international organisations ABOK and EHI, which has also been an annual fixture for the past 15 years already, will be even more clearly focussed on networking between exhibitors and visitors. For instance, this is the first time that the lectures and discussions, where leading experts will give valuable insights into the latest developments in the field of building and energy technology in Russia – bringing new products, research and academia even closer together than in the past – will take place centrally at the trade fair centre.

Further information on SHK moscow is available online from: [www.shk-online.com](http://www.shk-online.com), or contact Katja Burbulla, [BurbullaK@messe-duesseldorf.de](mailto:BurbullaK@messe-duesseldorf.de), (Tel.: +49(0)211/45 60-7707) or Thomas Franken, [FrankenT@messe-duesseldorf.de](mailto:FrankenT@messe-duesseldorf.de), (Tel.: +49(0)211/4560-7727) at Messe Düsseldorf.

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