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Messe Düsseldorf in Moscow - 30 years of successful business



The oldest and most important foreign trade fair organization in Russia opens the doors to a still-expanding market for international companies

A gigantic empire that encompasses nine time zones and 143 million inhabitants; 20 million in the capital, Moscow, and surrounding area alone — these are just a few of the superlatives that Russia can flaunt. Any company wishing to enter the Eastern European market simply cannot avoid Russia. Messe Düsseldorf recognized this long ago and established a branch office in Moscow already on 15 October 1979, marking the beginning of a successful partnership that will soon celebrate its 30th anniversary.

Initial contacts were made as early as 1963, and the company from the Rhine continuously expanded its activities on the Moskva, until finally the Russian subsidiary, Messe Düsseldorf Moscow OOO was founded in 2002. Since then all signs have pointed to success — in the 9 halls with their total of 200,000 square metres, new contacts are made and business affiliations developed and maintained.

On site, Messe Düsseldorf Moscow relies on their dependable partner, ZAO Expocentr — meanwhile not only the trade fair organization that has been in business the longest, but also one of the most successful. More than 80 events take place at the Moscow fairgrounds, 14 of which are organized by Messe Düsseldorf Moscow. There will

be 34 self-organized events and participations in 2009 and 2010 in Russia. Meanwhile the Messe Düsseldorf group can look back on 400 trade fairs there, including such successful projects as SHK Moscow, CPM Spring/CPM Autumn, Interplastica, Upakovka/Upak Italia and Neftegaz.

In 2008 the total combined goods exchange reached more than 68 billion euros, according to the commercial experts from Germany Trade and Invest (the German federal association for export business assistance). This will not be reached in 2009, yet even in stormy seas, Messe Düsseldorf holds the rudder fast, offering successful and promising events such as INTERPLASTICA and UPAKOVKA/UPAK ITALIA, which attracted a total of 20,500 trade visitors in January 2009. The international visitors spoke of surprisingly good results and absolutely satisfactory post-event business.

Experts such as the VDMA (German Engineering Industry Association) predict a momentary stagnation yet mid-term growth of the export markets for Russia. Germany remains Russia's most important trade partner — particularly the areas of automobiles, machines and systems, building materials, food, furniture and agricultural products enjoy an excellent reputation and continuous demand. Western know-how is also in demand for the modernisation, expansion and restoration of existing buildings.

In addition to the subsidiary in Moscow, Messe Düsseldorf has also established itself in the eastern part of the country: in Siberian Novokuznetsk, they organize events around mining technology along with their partner, Kuzbassfair. All told, Messe Düsseldorf meanwhile spans an effective worldwide network — 66 foreign branch offices for 117 nations, as well as 13 subsidiaries, are at work for our customers worldwide.

Moscow — the gate to the Russian market

Moscow is mercurial and extremely exciting — here, highly modern office temples and attractive shopping streets mingle luxuriously with ancient cultural artefacts. The city breathes history, making it a worthwhile travel destination with or without the fairgrounds. The population is becoming increasingly solvent and continues to strive for a higher standard of living. Next to consumer goods, there is still a high demand for capital goods. Exhibiting western companies are continuously impressed by the competence of their conversational partners at the stand — VDMA was full of praise for the high density of decision-makers attending the trade fairs in 2009.

Messe Düsseldorf reacted to the global economic crisis with consistency and their proven qualities — continuous presence, expansion of contact with market experts, custom-made concepts for the respective industries and polished PR strategies for the targeted addressing of potential exhibitors and trade visitors.

The city on the Moskva was not chosen randomly by Messe Düsseldorf: an estimated 400,000 companies currently have their headquarters there, and Moscow contributes 12.5 % of the total gross domestic product. The gate to the fascinating Russian market is opened by Messe Düsseldorf Moscow OOO as a partner who is experienced and helpful in all aspects, who competently stands at international companies' sides from the anticipatory planning to the handover of a turn-key ready stand and support during the trade fair. The fact that Russia with 51 trade fairs is meanwhile number one -before China - among the countries supported by BMWi (German Federal Ministry of Economics and Technology) regarding official trade fair participation, scores additional points. This translates as interesting conditions for exhibitors, as well as the concentrated professional knowledge of German companies and associations for visitors.

Messe Düsseldorf's commitment in Russia reaches beyond the organisation of trade fairs, however. The "Düsseldorfer Wirtschaftstage" (Düsseldorf Business Days) — co-organized by the Düsseldorf Chamber of Industry and Commerce, the Capital of North Rhine-Westphalia Düsseldorf and the German Economic Union in Russia — took place for the ninth time already in 2009. The equivalent has taken place in Düsseldorf for four years now. The fact that Moscow is Düsseldorf's official twin city is no coincidence. An intense economic cooperation between the two cities is also supported by the Düsseldorf Russia Competence Centre, in which both the City of Düsseldorf and the local trade fair organisation participate. As a "Basis for Business", Messe Düsseldorf ensures good business, whether on the Rhine, the Moskva or elsewhere.

The Messe Düsseldorf Group

With sales of €496 million in 2008, the Messe Düsseldorf Group is the most successful German trade fair company and the most successful trade fair company with its own site in the world. In this exceptional year, 32,488 exhibitors presented their offerings to nearly two million visitors. The Messe Düsseldorf Group is one of the world's leading export platforms with over 50 trade fairs, including 23 world No. 1 events, in five areas of expertise – machinery, plant and equipment, retail and trade, skilled trades and services, medicine and health, fashion and lifestyle, and leisure – at Düsseldorf and some 120 proprietary events and participations abroad. Messe Düsseldorf GmbH also has the most international capital goods fairs: Almost 60 percent of exhibitors and over 50 percent of visitors to Düsseldorf come from abroad, and customers from a total of 151 countries attend our Düsseldorf events. The Group's global corporate network includes 66 foreign representative offices serving 117 countries and competence centres in nine countries. The Group workforce averaged 1,503 employees in 2008.

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