

Press

Messe Düsseldorf and Messe Frankfurt: Cooperation in the Russian sanitation, heating and air-conditioning market

Planned trade-fair duo, SHK moscow and ISH, to be Russia's leading platform for sanitation, heating, air-conditioning, renewable energy sources, water supply and water treatment from 2012

Messe Düsseldorf and Messe Frankfurt plan to join forces to hold a trade fair for the Russian sanitation, heating and air-conditioning market from 2012 in moscow. This was agreed by representatives of the two fair and exhibition companies and their subsidiaries in Moscow. The joint event will be based on the SHK moscow of Messe Düsseldorf and the ISH trade fair of Messe Frankfurt. In the future, it will be the leading platform for the Russian sanitation, heating and air-conditioning sector.

With 156 exhibitors and 9,000 trade visitors, SHK moscow is currently the leading technology fair for building-services and energy technology and specially the heating technology in the Russian market.

ISH in Frankfurt am Main is the world's leading trade fair for innovative bathroom design, sustainable sanitation solutions and efficient heating and air-conditioning technology combined with renewable energies.

The industry and the demand side support the planned project. In view of President Medvedev's goal of achieving a 40-percent cut in energy consumption in Russia by 2020 compared to 2007, the Russian Association of Engineers for Heating, Ventilation, Air-Conditioning, Heat Supply and Building Thermal Physics (ABOK), the Association of the German House, Energy and Environmental Technology Industry (*Bundesindustrieverband*



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The global
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Deutschland Haus-, Energie- und Umwelttechnik e.V. – BDH), the German Building Climate Association (*Fachverband Gebäude Klima e.V. - FGK*) and the Association of the European Heating Industry (*EHI*), consider the new platform will give the Russian market the necessary boost in terms of technical expertise.

For the Russian building industry, the new event of SHK moscow and ISH will be the technological centre for the latest developments and the exchange of ideas and knowledge between experts. Greater energy efficiency and the latest control technologies offer enormous opportunities for saving not only in the home but also in commercial buildings.

SHK moscow has now been staged annually by Messe Düsseldorf and its Moscow subsidiary in close cooperation with ABOK and BDH for 15 years, and the qualitatively most important trade fair in Russia continues to offer the best platform for dialogue between Russian and international experts. The firmly established ABOK-EHI conference plays a key role in this. As a trade fair exclusively for manufacturers and leading decision makers, it achieves an impressive consistent trade visitor percentage of 96%.

Every two years, over 2,300 exhibitors, including all market leaders from home and abroad, use the ISH in Frankfurt am Main to launch their latest products and innovations. More than 204,000 visitors saw the extensive range of products and services presented by companies from the sanitation, heating and air-conditioning sector at the last ISH in March 2011. The next ISH will be held in Frankfurt am Main from 12 to 16 March 2013.

The fair duo premiere will be from the 16th to 19th of April in 2012, Expocentre at Krasnaja Presnja.

Further information about SHK moscow can be found at www.shk-online.com resp. www.shk.ru or is available from Messe Düsseldorf: Mikhail Shatov, ShatovM@messedu.ru, (tel. +7 (499) 795-27-36), Katja Burbulla, BurbullaK@messe-duesseldorf.de, (tel.: +49 211 4560-7707), or Thomas Franken, FrankenT@messe-duesseldorf.de, (tel.: +49 211 4560 7709). Information about ISH can be obtained from Eugen Alles, Messe Frankfurt Rus OOO, (e-mail: eugen.alles@messefrankfurt.com , tel. +7 (495) 649-87-75) and Michael Sturm, Marketing Communications Technical Fairs,

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Upon publication a reference copy would be appreciated.

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