

Press Release



SHK MOSCOW 2007 – New industry formula forges ahead

New halls, new dates: trade fair to develop further in 2008

There are only weeks to go before the opening of the 11th international trade fair for heating, sanitation, air conditioning, refrigeration and building technology as well as renewable energies in Moscow. Already, the new formula is proving its worth – the exhibition, to be held at Moscow's modern Krasnaya Presnya Expocentre from 28 - 31 May 2007, is fully booked.

So both exhibitors and visitors can look forward to an exciting and forward-looking event for this industry. Hall 7 is the venue for heating engineering, building and energy technology, while Halls 8.1 and 8.2 display air conditioning, ventilation and refrigeration engineering. Already, all the exhibition space has been taken up. Russian firms will occupy 4500 square metres. But, alongside them, famous German names will be the strongest presence at SHK. 67 companies from Germany alone have booked 2600 square metres of net floor area. Official sponsor of participation from Germany's regions is the Federal Ministry of Economics and Technology. This year, as in the past, there is a very high level of attendance. In addition to participants from the German group participation, there will be shared stands from Italy, China and Finland. SHK is increasingly profiling itself as an international event. In total, 300 exhibitors from 22 countries will display their wares on the bank of the Moskva.

Pleasing growth

Attendance will be 10 percent higher than the last event in 2006. Thus the trade and technology fair can look forward to a most promising future. That is hardly surprising, given the vast range of products represented. There is no other event in this industry where trade visitors can find such broad but concentrated provision for their needs. SHK is the only trade fair which brings all sectors of building and energy technology under one umbrella, at one event. SHK MOSCOW targets architects, planners, plant constructors, fitters, craftsmen, building contractors, engineers, investors and dealers. All appreciate the chance to gain a comprehensive view of innovation in the sector at this fair. SHK 2006 drew over 10,500 trade visitors to Moscow's Expocentre. Nearly all the experts who attended recorded their utmost satisfaction with the event.

This year, once again, there are ample opportunities, over four days, for personal talks on the stands, for individual advice, and demonstrations in the areas of heating, air conditioning, ventilation and refrigeration engineering and sanitation technology. The special theme of 'renewable

energy' also receives full coverage at SHK. In Russia, investors are showing increasing interest in this sector. Providers of solar energy units and similar, environmentally friendly technology, can therefore find the right, large-scale customers for the future right here in Moscow.

Intelligent building – a highlight

As an interesting supplement to the displays in the halls, SHK MOSCOW 2007 also offers a tempting symposium on the subject "Modern HVAC Systems - The Technologies of Intelligent Building." This is sponsored by the leading Russian HVAC engineering association, ABOK, and the Association of the European Heating Industry (EHI). The field of intelligent building management is also gaining in importance in Russia. This sub-theme is one of the highlights in the halls, too, in the truest sense of the word. Companies offering products from this sector are readily identifiable by a special logo. For topics on the symposium agenda, visit the website www.abok.ru.

Staged once yearly, SHK takes account of the high level of innovation in this sector. Buildings are always being planned and built in Russia and the surrounding regions, while even more are restructured and modernized. This activity calls for top-class technical expertise, and the international exhibitors at SHK are among those able to provide it. Other important focuses of the exhibition are control engineering, sanitary ware, plumbing and fittings.

As industry partners, SHK's organizers Messe Düsseldorf GmbH and its Messe Düsseldorf Moskau subsidiary have paid close attention to the sector's needs and requirements. They have worked closely with all the associations involved in the exhibition. Thus exhibitors themselves will determine the timing of SHK MOSCOW in future, in line with the wishes of the air conditioning and ventilation industry. In 2008 the exhibition will take place earlier, from 14 – 17 April. And more innovations are in store. By then, Halls 2 and 8 will be newly occupied, catering for demand for more exhibition space.

Many well-known German and international associations support SHK MOSCOW. Information on the event is available at www.shk-online.com and from Katja Burbulla or Elke Moebius at Messe Düsseldorf GmbH (tel. +49 (0)211 45 60 7709 or 7707), e-mail: BurbullaK@messe-duesseldorf.de, MoebiusE@messe-duesseldorf.de.

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