



MINPROMTORG  
RUSSIA



# ELEKTRO

29<sup>th</sup> International Exhibition for Electrical  
Equipment, Lighting Engineering,  
Building Automation

7–10 JUNE 2021

EXPOCENTRE Fairgrounds  
Pavilion No.2, (Halls 1, 2)  
14, Krasnopresnenskaya nab., Moscow, Russia  
[www.elektro-expo.ru/en](http://www.elektro-expo.ru/en)



**ELEKTRO  
MARKET**  
IMPORTANT CONTACTS  
FOR IMPORTANT BUSINESS



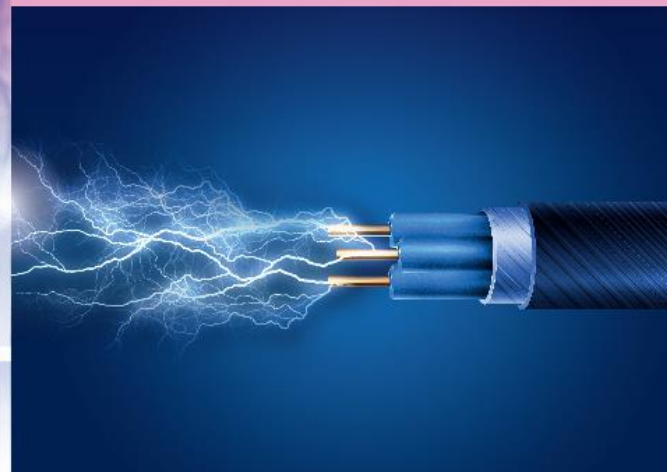
**ELEKTRO  
TALK**  
MEANINGFUL  
TALKS



**ELEKTRO  
SKILLS**  
CHARGE  
YOUR SKILLS



**EXPOCENTRE**



# ELEKTRO

a key international networking platform uniting professionals of electrical engineering, electrical equipment for the power and construction industries, as well as lighting and building automation



## HIGH REPUTATION EARNED OVER DECADES

**The meeting point** for professionals and experts of the electrical and power industry **since 1972**



## ONE OF THE MOST IMPORTANT MARKETING TOOLS

By exhibiting you attract new clients and raise the profile of your company



## SUPPORT FOR REGIONAL ENTREPRENEURS

Local SME support centres support companies participating in the exhibition



## DIVERSIFIED SUPPORTING ACTIVITIES

Discussions on top industry issues with state officials, business community and experts



## OPPORTUNITY TO DEMONSTRATE YOUR NEW EQUIPMENT

Visitors will be able to see it live



## UNIQUE OPPORTUNITIES FOR SMALL AND MEDIUM ENTERPRISES

Exhibiting at one platform with the industry leaders



## SETTLE A DEAL RIGHT AT A STAND

Most of the visitors are planning purchases at the end of the exhibition



# ELEKTRO MAIN PRODUCT SECTORS



Electric  
power industry



Cabling and wiring  
products



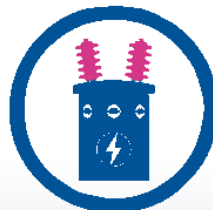
Lighting  
engineering



Metering and monitoring  
equipment



Building automation.  
Energy efficiency



High voltage  
equipment



Electrical installation  
equipment



Electrical installation  
products and measurements



Low voltage  
equipment

Full list of product sectors



# UNLOCK YOUR POTENTIAL TOGETHER WITH ELEKTRO



## EXHIBITORS

**226**

exhibitors

**18** countries

## VISITORS

**13,529**

professional visitors

**53** countries

**188** cities

**73** regions of Russia

## NATIONAL PAVILIONS



China



Czech  
Republic



Slovakia



Spain



# ELEKTRO EXHIBITORS: MAJOR COMPANIES



## HIGH COMMERCIAL EFFICIENCY OF PARTICIPATION\*

84%



Achieve their sales/customer search goals

90%



Establish new business contacts

89%

WOULD  
RECOMMEND  
ELEKTRO  
TO THEIR  
PARTNERS  
AND PEERS

90%

ARE SATISFIED  
WITH THE  
NUMBER  
AND QUALITY  
OF BUSINESS  
CONTACTS

# PARTICIPATION IN ELECTRO IS AN EFFECTIVE INSTRUMENT FOR SALES GROWTH \*



## HIGH PROFILE VISITORS

**3,250**

CEOs and business owners

**93%**

Generated new business contacts

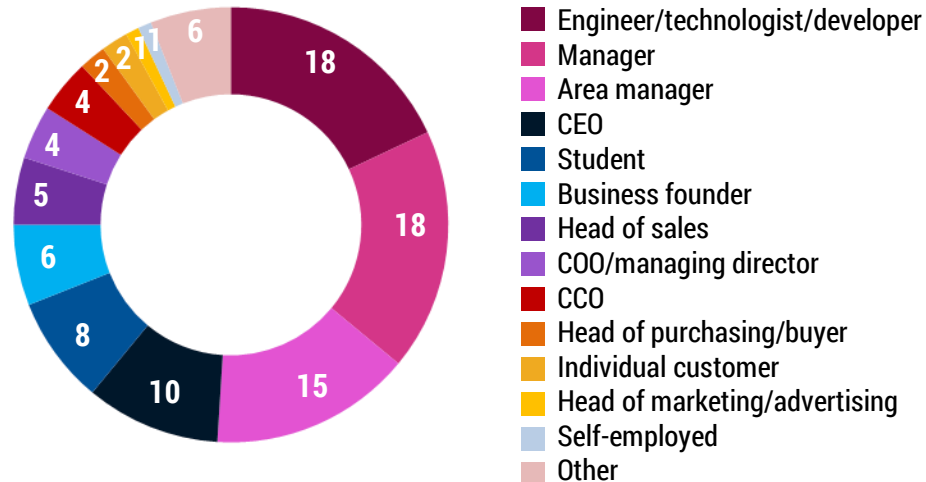
**88%**

Found new suppliers

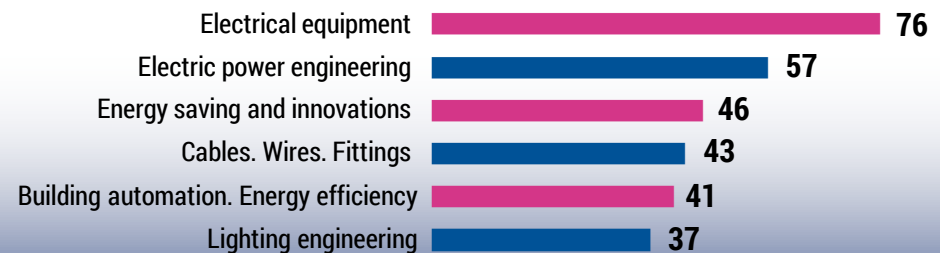
**60%**

Regular visitors

## VISITOR JOB TITLES



## VISITOR PREFERENCES, %



# INDUSTRY SECTORS OF ELEKTRO VISITORS\*



## Oil and gas industry

Gazpromneft-Angara OOO, NPK LEPSE Neftemash OOO, Gazprom Gaznadzor OOO, Gazprom Bureniye OOO, Gazprom Energo OOO, Gazprom Avtomatizatsiya PAO, Gazprom Gazenergoset OAO, Surgutneftegas OAO, Sibur Group PAO

## Electric power industry

Lukoil-Energoseti OOO, Bashkirenergo OOO, Institute Energosetproject OAO, Belenergomash-BZEM OOO, Belgorodenergo OAO, Rosenergoshchit OOO, NPO Energomash, Energomashservis OOO, SK Tranzit-Energo OOO, Rossvetenergo OOO, PKF Energosnab OOO, Promenergostroi ZAO, EnergoPriborMash OOO, ABB Automation and Power Technologies OOO, AtomEnergoInvest OOO, BaltEnergoMash OOO, Energomashexport Corporation OOO, Energocontract Group ZAO, Autonomous Power Systems OOO (Energoholding), Oboronenergo OAO, Kurchatov Institute, MOESK PAO, Mosoblenergo OAO, Lenenergo OAO

## Transportation

Mosgortrans SUE, Moscow Metro SUE, Moszheldorproject - a branch of Roszheldorproject AO, KAMAZ Innovation Centre OOO, Russian Helicopters AO, RZD OAO, TransEnergoMash OOO, GIPRONII AVIAPROM OAO, Ulan-Ude Aviation Plant OAO, Aerospace Technologies ZAO, Volkswagen Group Rus, Aeroflot PAO

## Public agencies and state-run companies

Russian Ministry of Industry and Trade, Russian Ministry of Defense, Russian Ministry of Energy, Russian Ministry of Digital Development, Communications and Mass Media, Central Bank of the Russian Federation, Roscosmos, Central Institute of Traumatology and Orthopaedics of the Russian Ministry of Healthcare, Central Scientific Research Institute of Communications, Voenpostavka ZAO, Russian Satellite Communications Company, Ministry of Industry and Innovation Policy of the Republic of Bashkortostan

## Manufacturing

SKO Saransklabel-Optika, Technomash Central Scientific Research Institute of Technology AO, EKTA OOO, IEK Group, Raspletin NPO Almaz PAO, ITTs Gorenergoservis OOO, Tsentroelektronaladka OAO, Severstal PAO, Kursk Machine Building Plant OOO, Tulaelektroprivod ZAO, KubanElectroSchit OOO, Chelyabinsk Pipe-Rolling Plant (ChelPipe), Lyuberetskiy Zavod Montazhavtomatika AO, PO Sevmash OAO, Rostovskaya Promyshlennaya Kompaniya OOO

## Construction

Restoration and Construction Company "Arkhitekturnoye Naslediye" OOO, Rimax Design Bureau OOO, Kubano-Chernomorskaya Upravlyayuschaya Kompaniya OOO, SMU-122 OAO, SMU Telemontazh OOO, SMU-162 Transinzhshtroy AO, StroySnab OOO, Gostehstroy, SY-22 Group, GlavStroyProject OOO, Mosproject-2 OAO, PIK Group, SenezhProjectStroy, PIK-Proyekt OOO

## Banks

VTB 24 Bank, VTB Capital, Sberbank-Technologii OAO (SberTech), Alfa-Bank AO, Russian Standard Bank AO, Joint-Stock Commercial Interregional Fuel and Energy Bank Mezhtopenergobank PAO, SDM-Bank PAO, Vnesheconombank, Soglasie Insurance Company, Russian Agricultural Bank, Nordea Bank AO, Sberbank PJSC



# WE OFFER THE FOLLOWING TOOLS TO TARGET YOUR AUDIENCE



## MASS MEDIA

(press publications )

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## INTERNET

(exhibition advertising in search engines, industry Internet portals, social media)

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## DIRECT MARKETING

(electronic and mailing lists, telemarketing campaigns)

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## PROMO ACTIVITIES

(distribution of event information and invitations)

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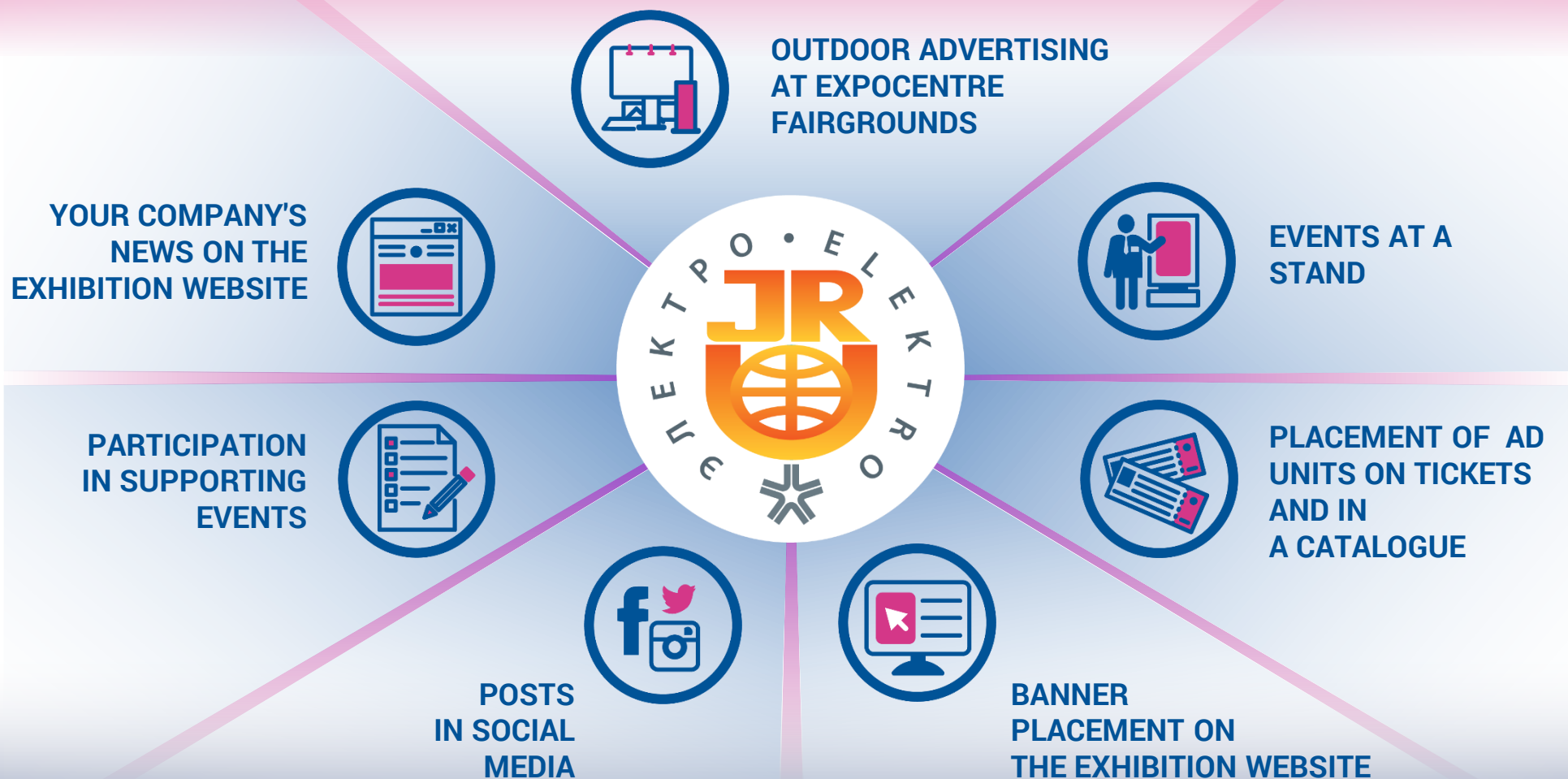
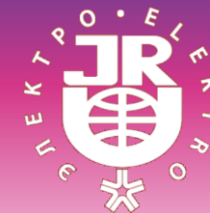
## INTERESTING AND RELEVANT BUSINESS PROGRAMME

(we hold panels, seminars, workshops, conferences and forums)

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# YOUR MARKETING OPPORTUNITIES



# UP-TO-DATE BUSINESS PROGRAMME IS A PART OF THE EVENT'S SUCCESS



## 1 MANUFACTURER DAY

- Show of new products – TechnoShow
- ElectroCable Congress. Section meeting on cable production: resource base of innovations
- Discussion: Market of electrical equipment: points of growth

## 2 ENGINEER DAY

- Conference on design of power supply: current issues and technical solutions
- Technical session on CAD of power supply systems
- ElectroCable Congress
- Other events

## 3 CUSTOMER DAY

- ElectroCable Congress
- Conference on smart lighting for smart city
- Focus session on competitive buying: development drivers
- Business breakfast: Specifics of choosing electrical equipment

20+ events



150+ speakers



2 000+ delegates



# FEEDBACK ABOUT ELEKTRO



**Evgeny Oistacher,  
EKF Senior Partner**

"We've been working with Elektro since 2003. We started with a small stand. Further, thanks to Elektro, our business has received a new impetus every year. Our sales are growing, and we are obtaining new customers. Many regions are represented here, and I like it very much. Elektro is the only professional platform in Russia that is dedicated to electrical engineering. In fact, there is no alternative to it. That is why we are here every year. And every year our stand is getting bigger."



**Yulia Raichuk, Development  
and Marketing Director at ZETA**

"We are in the business of electrical installation products. This is the show of electrical products which is much broader. If we are to assess it now, on the third day of the exhibition, and we have two more days ahead, I can say that the exhibition is really large scale, a great number of companies are represented here, including our existing and potential customers. I believe this show is one of the most important events of the year."



**Konstantin Kharinov, Marketing  
Director at Chint Electric**

"The international company Chint Electric is a regular participant in Elektro. For us Elektro is one of the most powerful platforms for promoting the company's brand, increasing its prestige in the eyes of our customers. Here we meet our regular partners and attract many new customers to our stand. This exhibition is a main source for sales leads. We plan to participate in it in the future. See you in 2020!"





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 **EXPOCENTRE**



12+

Advertising



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**ELEKTRO  
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YOUR SKILLS

**WE ARE READY TO MEET YOUR  
BUSINESS CHALLENGES WITH YOU  
and find the best and most effective  
ways to participate in Elektro!**

**Book a stand**

## **ELEKTRO MANAGEMENT**

Linara Sabirova

Project Head

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E-mail: [elektro@expocentr.ru](mailto:elektro@expocentr.ru)

## **VENUE**

EXPOCENTRE Fairgrounds

Pavilion No.2 (Halls 1, 2)

14, Krasnopresnenskaya nab.

Moscow, Russia, 123100

Phone: +7 (499) 795-37-99

**[www.elektro-expo.ru/en](http://www.elektro-expo.ru/en)**



**529,278** net sq m  
Exhibition space



**112**  
Countries



**1 456,264**  
Visitors

**97** Trade shows



**27,733**  
Exhibitors

**26** Own brands

