



ELEKTRO

30th Anniversary International Exhibition
for Electrical Equipment, Lighting Engineering,
Building Automation

6-9 JUNE 2022

EXPOCENTRE Fairgrounds, Moscow, Russia • WWW.ELEKTRO-EXPO.RU/EN



**ELEKTRO
MARKET**
IMPORTANT CONTACTS
FOR IMPORTANT BUSINESS



**ELEKTRO
TALK**
MEANINGFUL
TALKS



**ELEKTRO
SKILLS**
CHARGE
YOUR SKILLS

Advertising

12+

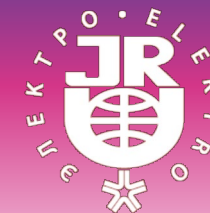


EXPOCENTRE



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**



OPPORTUNITY TO DEMONSTRATE YOUR NEW EQUIPMENT

Visitors will be able to see it live



ONE OF THE MOST IMPORTANT MARKETING TOOLS

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



UNIQUE OPPORTUNITIES FOR SMALL AND MEDIUM ENTERPRISES

Exhibiting at one platform with the industry leaders



SUPPORT FOR REGIONAL ENTREPRENEURS

Local SME support centres support companies participating in the exhibition



SETTLE A DEAL RIGHT AT A STAND

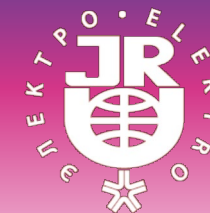
Most of the visitors are planning purchases at the end of the exhibition



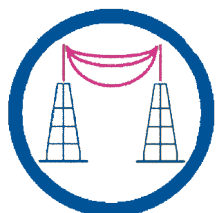
DIVERSIFIED SUPPORTING ACTIVITIES

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

ELEKTRO MAIN PRODUCT SECTORS



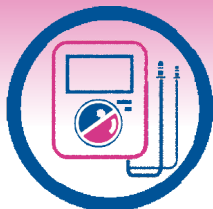
Electric
power industry



Cabling and wiring
products



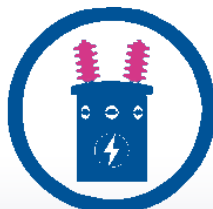
Lighting
engineering



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

167 exhibitors
10 from countries

VISITORS

more **6,000** professional visitors

FLOOR SPACE

over **12,000** sq. m

NATIONAL PAVILIONS



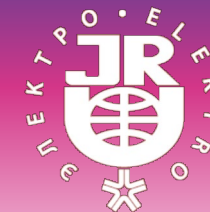
Slovakia



Video review of Elektro 2021

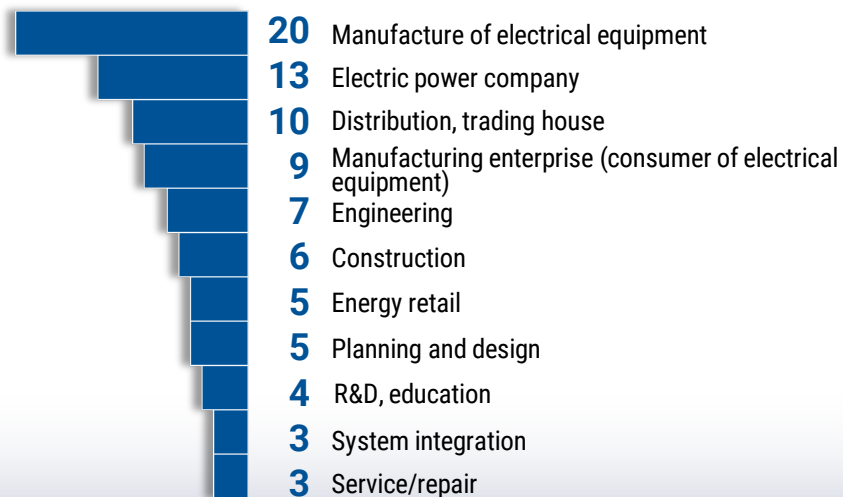
www.elektro-expo.ru/en

ELEKTRO: AN EFFECTIVE WAY TO INCREASE SALES

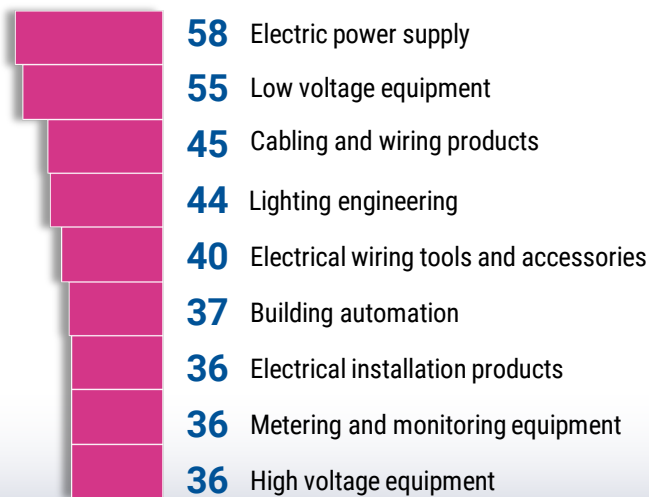


6,029 visitors from **37** countries, **75** Russian regions and **294** Russian cities

Visitors by industry sectors, %



Visitors by interests, %



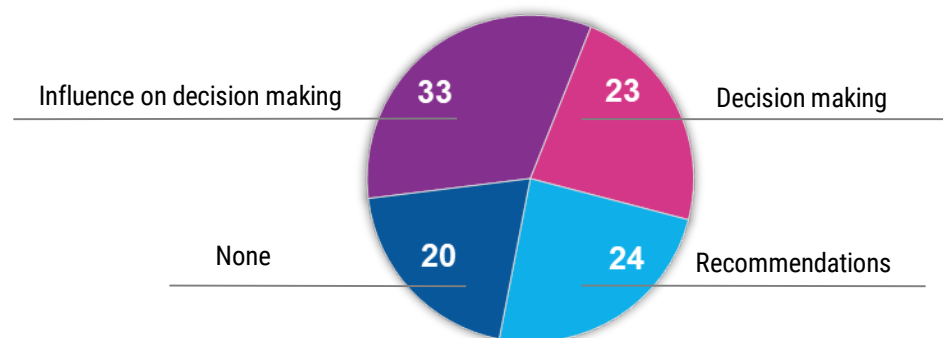
ELEKTRO: AN EFFECTIVE WAY TO INCREASE SALES



Visitors by job title/function, %

19	Manager
13	Engineer/technologist/developer
12	Area/department head
10	CEO
7	Business founder
5	Deputy CEO/COO/managing director
3	Teacher/student

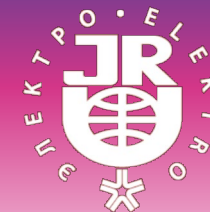
Visitors by buying authority %



Visitor by purpose of visit, %



WE OFFER THE FOLLOWING TOOLS TO TARGET YOUR AUDIENCE



MASS MEDIA

(press publications)



INTERNET

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



DIRECT MARKETING

(electronic and mailing lists, telemarketing campaigns)



PROMO ACTIVITIES

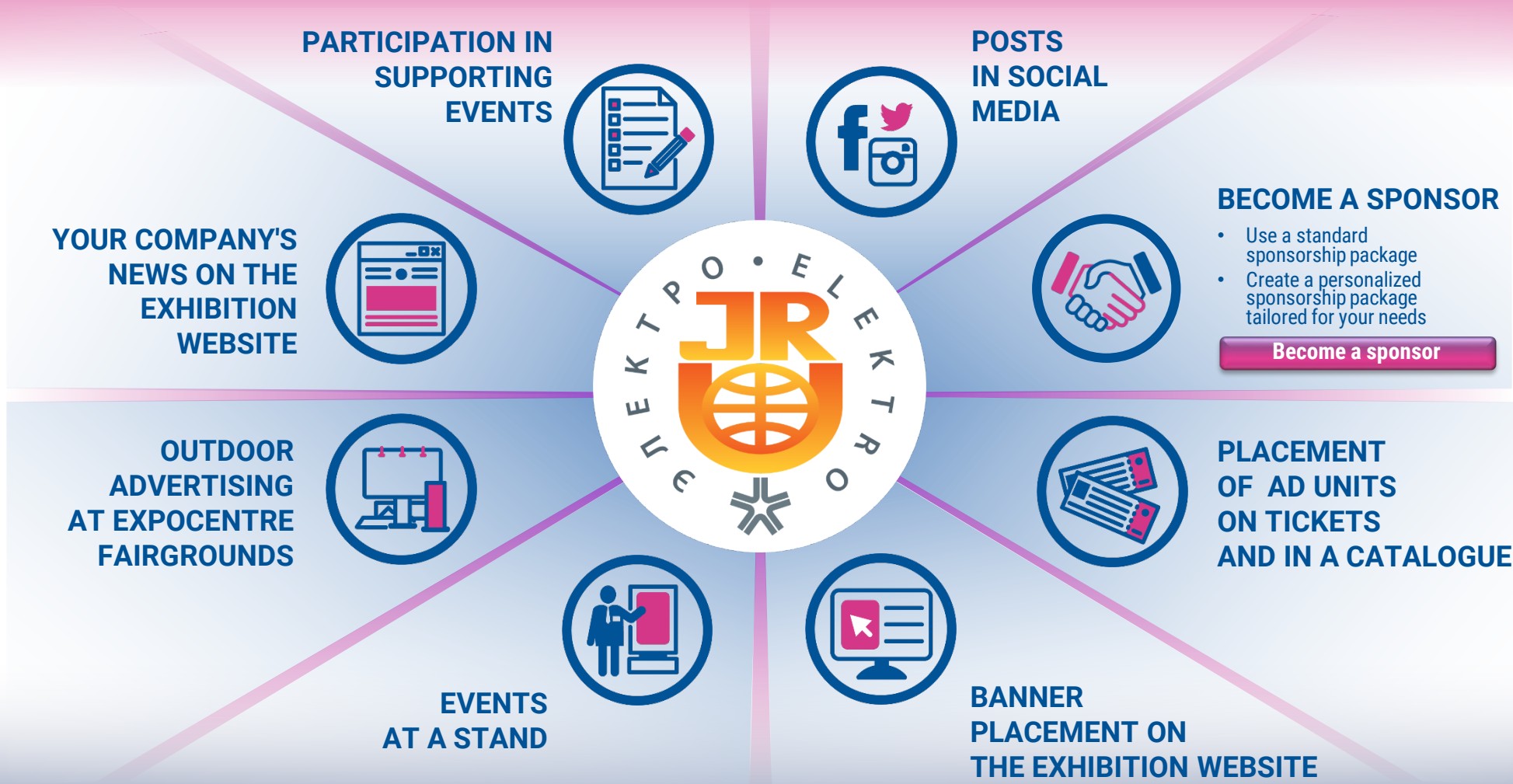
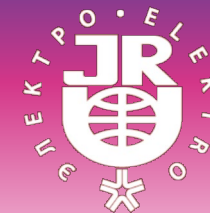
(distribution of event information and invitations)



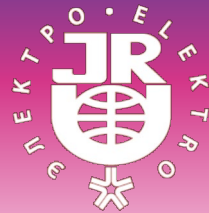
INTERESTING AND RELEVANT BUSINESS PROGRAMME

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

MARKETING OPPORTUNITIES



RELEVANT CONFERENCE PROGRAMME IS A PART OF THE EVENT'S SUCCESS



1 DAY OF SCIENCE AND TECHNOLOGY

- Orientation Session on Managing Innovations: Transformations Based on Knowledge-Intensive Technologies
- TechnoShow: a show and competition of technological innovations
- Workshop on the Industry's System of Expertise of Design and New Technological Solutions: New Approaches to Performance

2 CUSTOMER DAY

- Purchasing Centre with major customers of electrical products
- Conference on Smart Lighting for Smart City
- Conference on Forward Looking Projects and Development Trends for Electrical Machines and Insulation Materials

3 ENGINEER DAY

- Panel on Electric Installation: Choosing Optimal Configurations
- Technical Session on Basic Electrical Safety Measures in Electrical Installations
- Professional Electrical Installation Competition: Installation of Cable Sleeves

4 MANUFACTURER DAY

- Orientation Session on the Market of Electrical Equipment: Points of Growth
- Meeting of the Marketing Club of the Electrical Engineering Industry, an award ceremony for the winners in the ElectroReklama 2021 competition

20+ events



150+ speakers



2,000+ delegates



FEEDBACK ABOUT ELEKTRO 2021



Evgeniy Lepeshkin,
Marketing Director,
CHINT Electric

"Elektro is really a very good platform to meet partners and potential customers. This year we have many interesting activities and solutions that we are ready to show and discuss with our partners."



German Lipkin, Head of
Distribution, WAGO Contact Rus

"Elektro is a traditional platform for us to showcase new products. At Elektro 2021 we demonstrated a new splicer for conductors, which is unique on the market today. The first demonstration of it in Russia took place here. We are looking forward to the next year's show."



Denis Gladilin, CEO, PREORA

"Elektro is of great interest to our company. There is a fairly wide audience of the Russian consumers here. It includes manufacturers of switchboard and switching equipment."



Alican Kodalak, Regional
Manager (Europe), TPELECTRIC

"Russia is a huge market, and this show provides a great opportunity for Western companies to enter it. That's why Moscow's Elektro is a great show."



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**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

VENUE

EXPOCENTRE Fairgrounds, Pavilion No.2 (Halls 1, 2)
14, Krasnopresnenskaya nab., Moscow, Russia, 123100

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

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