



ELEKTRO

31st International Exhibition
for Electrical Equipment, Lighting Engineering,
Building Automation



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

6-9 JUNE 2023

12+

Advertising



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 representatives of the authorities, major companies and industry associations

ELEKTRO MAIN PRODUCT SECTORS



Electric power industry



Cabling and wiring products



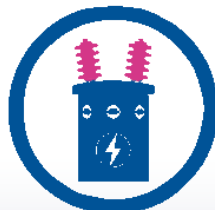
Lighting engineering



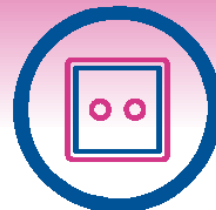
Metering and monitoring equipment



Building automation. Energy efficiency



High voltage equipment



Electrical installation equipment



Electrical installation products and tools



Low voltage equipment



Full list of product sectors

ELEKTRO ANNOUNCES CONSTRUCTION A TREND OF 2023



2021 IS THE MOST SUCCESSFUL YEAR

The implementation of systemic and temporary measures of state support for the construction industry, in the context of the economic crisis of 2020 caused by the Covid-19 pandemic, has enabled a record high for Russia in terms of housing delivery, which has improved the living conditions of 4.2 million Russian families.



housing delivery

92,6 million sq. m



living conditions improvement

about **10** million people

CONSTRUCTION IS A TREND OF 2023

Construction is always a new phase in the development of both the city and the country as a whole. The high rate of housing commissioning and the active construction of new projects and the refurbishment of large enterprises and commercial facilities contribute to the growing demand for a wide range of electrical equipment.



- safe power supply
- high-quality lighting
- process automation

We would like to invite companies demonstrating solutions, technologies, equipment for construction, repair and maintenance of housing and utilities to take part in Elektro 2023!

UNLOCK YOUR POTENTIAL TOGETHER WITH ELEKTRO



EXHIBITORS

159 **9**

exhibitors from countries



VISITORS

more than **8,000** professional visitors
(+35% compared to 2021)

TOTAL EXHIBITION SPACE

over **12,000** sq. m

PAVILIONS AND GROUP STANDS OF RUSSIAN REGIONS

Vladimir, Kaluga, Irkutsk regions,
Chuvash Republic, Republic of Tatarstan



Elektro 2022 overview video

www.elektro-expo.ru/en

Over its half-century history, the electrical industry exhibition has become a key communication platform meeting international standards.

The exhibition is attended by the industry's largest companies, professionals in electrical engineering, electrical equipment for the power industry and construction, lighting and automation.

The official opening of the exhibition was a striking spectacle. The exhibitors were joined by a single neon chain of 150 light elements – a symbol of successful communication for maximum commercial success.

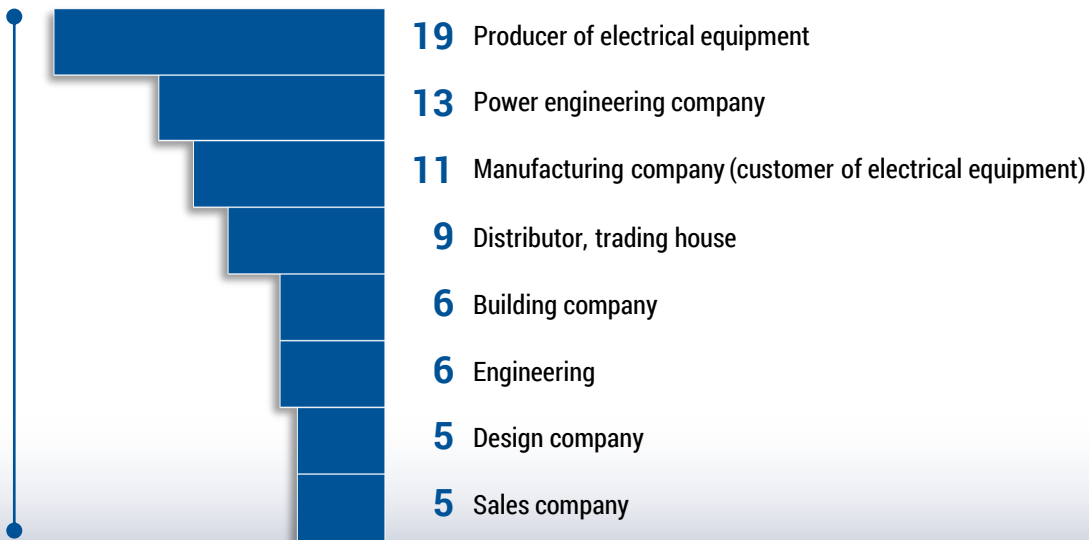


PARTICIPATION IN ELEKTRO IS AN EFFECTIVE INSTRUMENT FOR SALES GROWTH

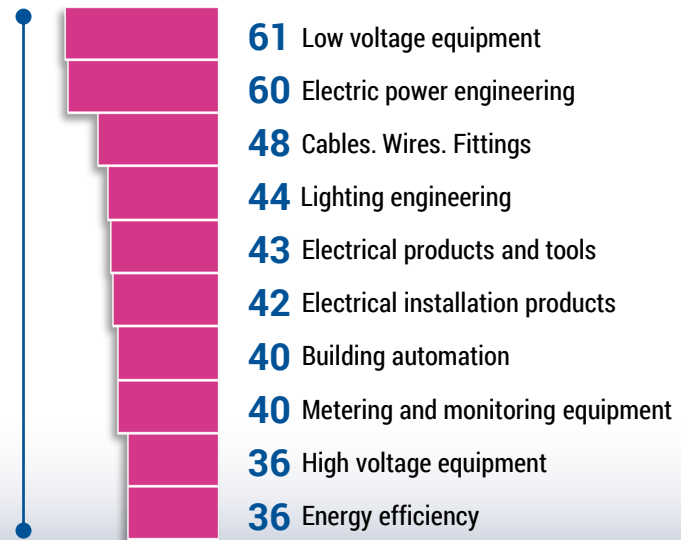


7,876 visitors from **32** countries, **75** regions

Industry sectors of visitors, %



Visitor preferences, %



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

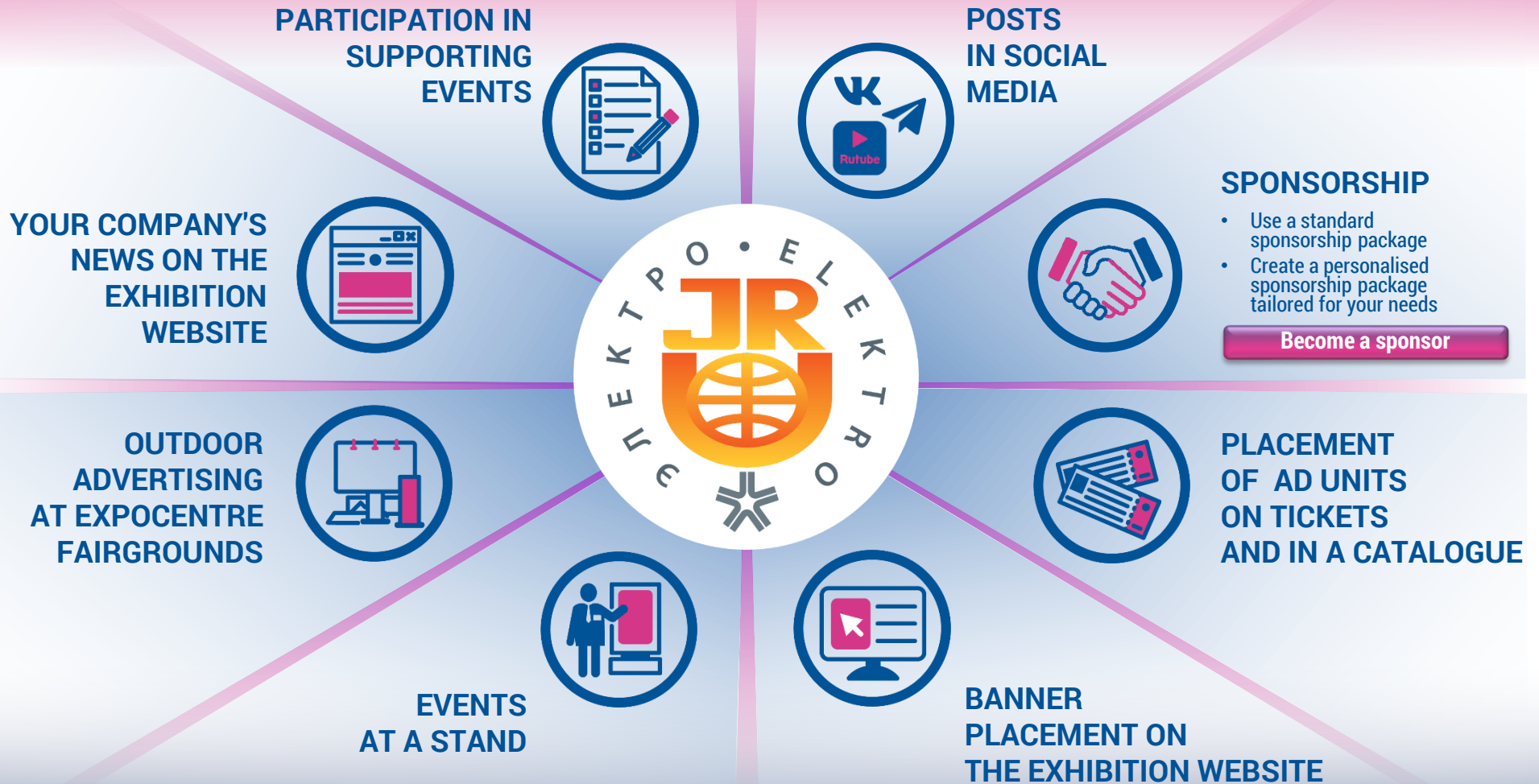
(distribution of event information and invitations)



INTERESTING AND RELEVANT CONFERENCE PROGRAMME

(panels, seminars, workshops, conferences and forums)

YOUR MARKETING OPPORTUNITIES



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



1 MANUFACTURER DAY

- The electrical engineering market: substitute or import?
- Conference 'Promising projects and directions for the development of electrical machinery and insulating materials in the context of today's challenges' (Organised by the Interelectromash Association)
- Conference 'What development models are possible today and what should Russian companies do in the new environment?'

2 CUSTOMER DAY

- Purchasing Centre
Participants: Gazprom, Rosseti, T Plus, Gazprom Neft, Siberian Generating Company, RZD, Grid Company
- Speed-dating ElectroMarathon
- Conference on Advanced Energy Solutions for Industrial Enterprises
- Test Session 'Effective Purchases'

3 ENGINEER DAY

- Hackathon 'Choosing the best equipment for an electrical project in the context of a major reorientation of the Russian market'
- Test drive of electrical CAD with participation of IEK GROUP, Nanosoft, Ascon
- Technical Session 'Digital Design: Software Solutions for Engineering Tasks'

20+ events



150+ speakers



2,000+ delegates



FEEDBACK FROM ELEKTRO 2022 PARTICIPANTS



Andrey Zabelin,
Director General of IEK Group:

“We have been participating in Elektro for many years in a row. We are presenting a great number of new products which, I am sure, will interest sophisticated audience. I believe that more and more Russian manufacturers will appear. There is a huge number of talented people in Russia who are able to substitute foreign manufactures”.



Massimo Giovenzana,
General Manager of Giovenzana International B.V.:

“We invited all our partners in Russia and from neighbouring countries to come to Elektro in Moscow, because it’s one of the most respectable exhibitions. Now, after Covid and the imposition of further sanctions, we are making deliveries. Every 15th day our truck comes. We have been working here for 70 years, and we are happy to be in Moscow, in Russia”.



Onur Uzun,
Manager for Marketing and Business Development at TEKPAN/PDS:

“This is our first exhibition at EXPOCENTRE Fairgrounds, in Russia. I would like to note that the exhibition organisers have been supporting us all the time. We are satisfied with the service. On the first day of the show we already had several business meetings. It was a good day. Tomorrow we are expecting even more meetings. We see big advantages of this exhibition as we want to expand business between Russia and Turkiye”.



Anastasia Svechkaryova,
Advertising Director at TDM ELECTRIC:

“Our company, now in its 15th year, has been a regular exhibitor at the Elektro exhibition for 14 years. We produce electrical, lighting, cable and wire products. Our stand is always full of visitors. These are our existing partners, distributors and, of course, our potential customers. Many thanks to the organisers, who are always very attentive to the exhibitors”.



More feedback about Elektro 2022



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EXPOCENTRE



ELEKTRO MARKET
IMPORTANT CONTACTS
FOR IMPORTANT BUSINESS



ELEKTRO TALK
MEANINGFUL
TALKS



ELEKTRO SKILLS
CHARGE
YOUR SKILLS

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

VENUE

EXPOCENTRE Fairgrounds,
Pavilion No.2 (Halls 1, 2)
14, Krasnopresnenskaya nab.,
Moscow, Russia, 123100
Phone: +7 (499) 795-37-99

**Book
a stand**

ELEKTRO MANAGEMENT



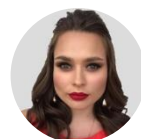
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