



ELEKTRO



32nd International Exhibition for Electrical Equipment,
Lighting Engineering, Building Automation

4-7 JUNE 2024

EXPOCENTRE Fairgrounds, Moscow, Russia www.elektro-expo.ru/en

CHOOSE YOUR PLATFORM – CHOOSE ELEKTRO!

12+



65 EXPOCENTRE

Join us!
Scan the QR code
and go to the
exhibition website



Advertising



FACTS & FIGURES

ELEKTRO: THE LARGEST ELECTRICAL SHOW IN RUSSIA AND NEIGHBOURING COUNTRIES

www.elektro-expo.ru/en

14,000 visitors from **83** regions of Russia and **29** countries

National pavilions from China  Turkiye 

Regional group stands: Belgorod, Vladimir, Kaluga, Kirov, Omsk, Ryazan, Chuvash Republic

20 supporting events, **45** speakers, **995** delegates

336 exhibitors from **8** countries

Elektro has run since 1972, providing a constructive dialogue between manufacturers and consumers of electrical products and electrical equipment for power engineering and construction, lighting and building automation.



THE BEST EXHIBITION IN RUSSIA IN THE ELECTRICAL ENGINEERING CATEGORY IN ALL NOMINATIONS

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Russian National Exhibition Rating, 2021-2022



Statistics, 2023



RUSSIAN MARKET OF ELECTRICAL EQUIPMENT

10
bln USD

Volume of the Russian electrical market in 2022, according to participants' estimates (600 bln RUB, March 2022)

70%

of the market was represented by international brands, most of which left or limited operations in Russia after 2022

-4%

dynamics of electrical equipment production volume in Russia in 2022 vs to 2021 (data of the Federal State Statistics Service)

TIME OF OPPORTUNITIES

In 2022, many European and international brands stopped supplying electrical products to Russia.

The market reaction to these events developed in two stages:

1

At the first stage, suppliers and dealers were reorganising their logistics in order to continue supplying products of familiar brands through non-direct channels.

2

The second stage was marked by a gradual transition to supplies of new brands from countries interested in increasing their exports to Russia.

Russian consumers have already adapted organisationally and technically to working with new suppliers and brands, so their share of the Russian electrical market will only grow. Seeing this, some manufacturers that previously exported their products to Russia are opening local offices, creating local brands, and even moving towards localisation of production.

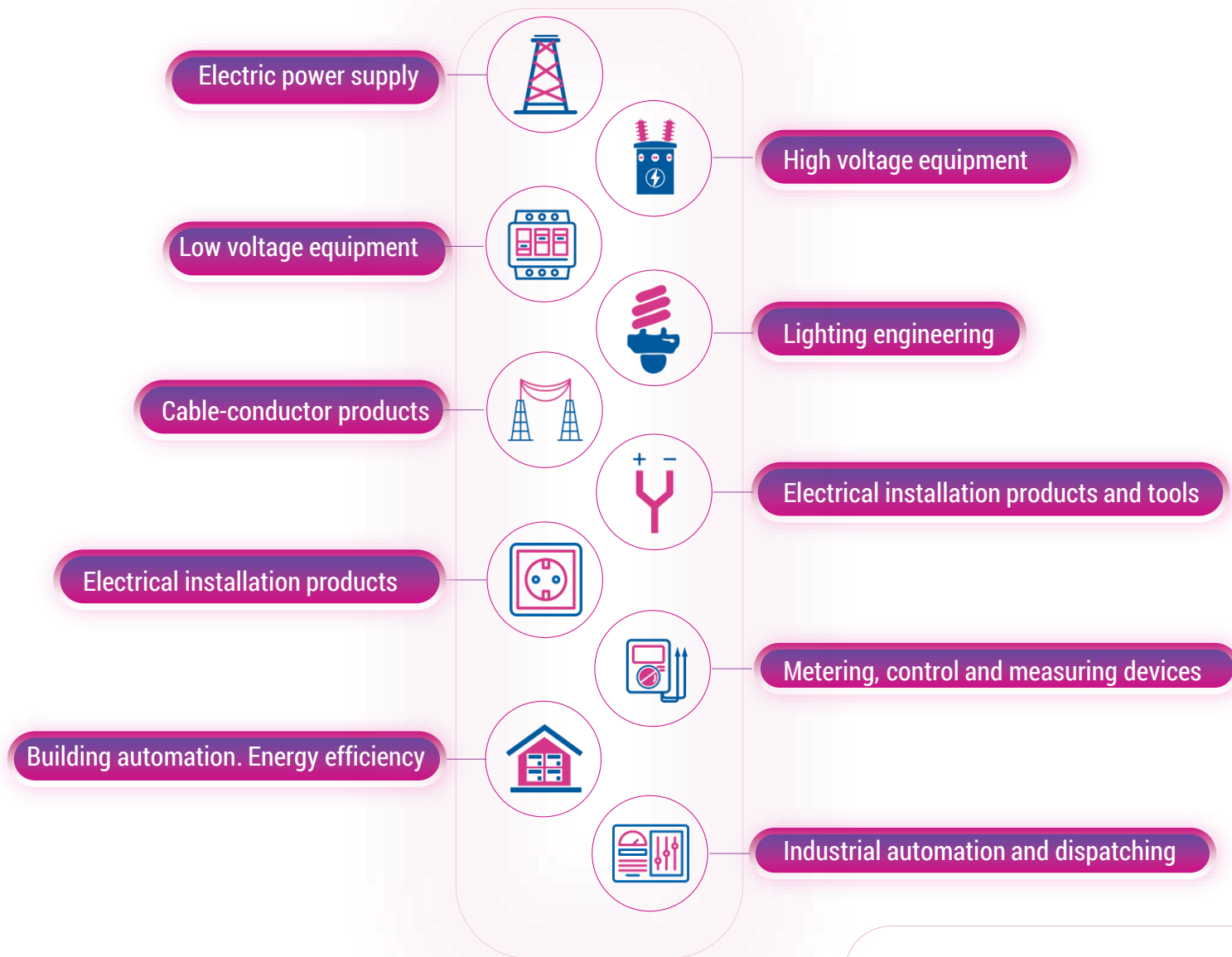
Seize the perfect moment

Entering an established, stable market is always difficult and costly. Another thing is when a combination of events creates the preconditions for an independent transformation of the market: the presence of unsatisfied demand and a vacuum of supply force all parties to actively seek new ways of development. This is the perfect moment for those players who want to enter the market or expand their presence. In the Russian market of electrical products, this perfect moment has come.

**Take action: find new customers and partners in Russia
at Elektro 2024!**



MAIN PRODUCT SECTORS



[More about product sectors](#) 





PARTICIPANTS

RUSSIAN PARTICIPANTS

Systeme
Electric

IEK

RTC-Electro-M

TDM Electric

Elcom

Energysystem
Production
Association

Electroshield

RZKK

Electroizolit

Elinar

Promenergo

Preora

Pandora LED

Uncomtech

FOREIGN PARTICIPANTS

Maxge

Acrel

Finder

Ortea

RTR Energy

Orbis

Kentauskiy
Transformatorny
Zavod

Federal Elektrik

METP named after
Vasiliy Kozlov

Full list of ELEKTRO 2023 participants





Visitor industry sectors

- Producer of electrical equipment
- Power engineering company
- Trading company
- Engineering
- Construction company
- Sales company
- Design company
- System integration
- Research organisation, educational institution
- Service (maintenance) company
- Fuel and energy sector
- Housing and public utilities

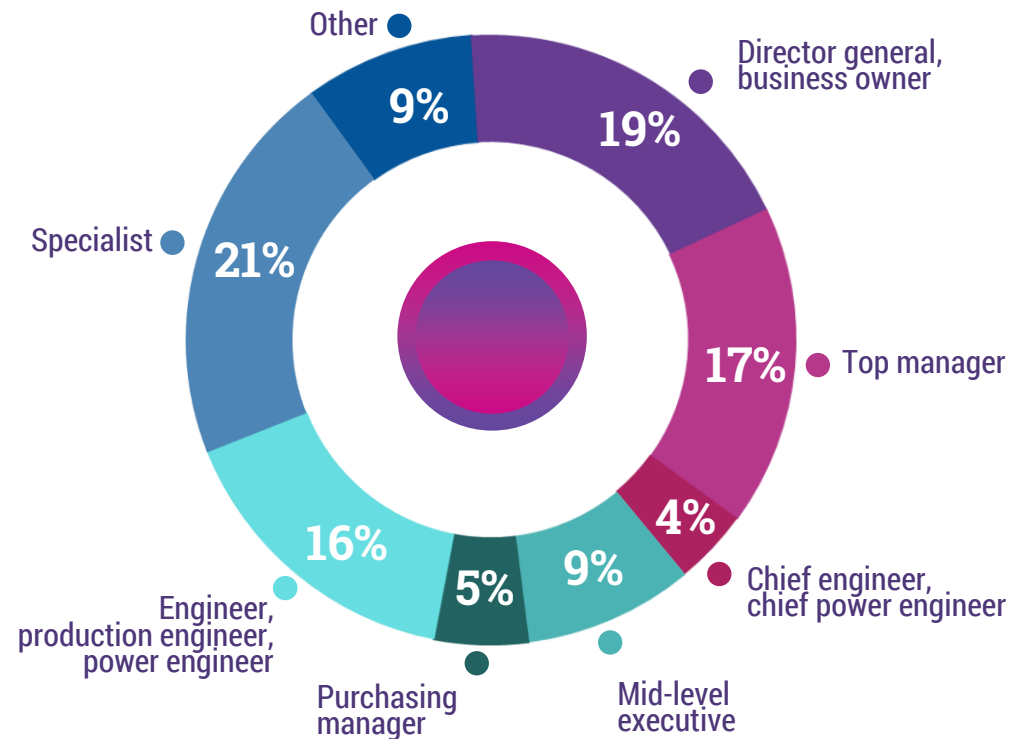
VISITORS

14,000 visitors

Russian: **347** cities | **83** regions

Foreign: **116** cities | **29** countries

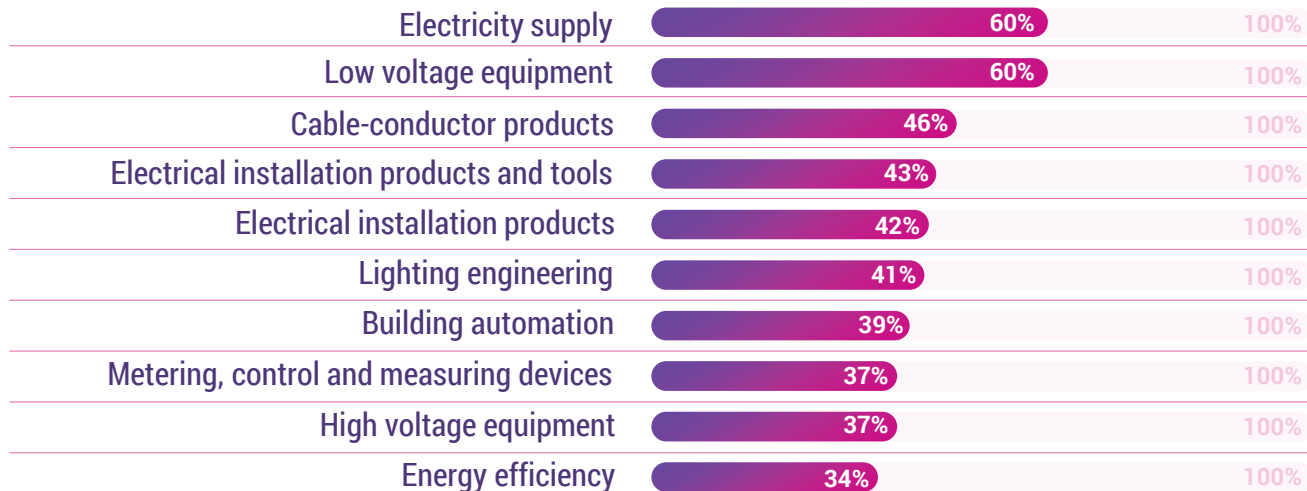
Visitor job title





VISITORS

Visitor interests



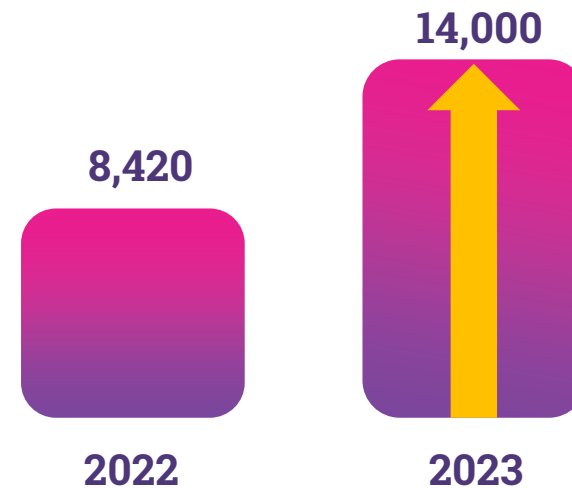
63% of visitors come to Elektro to receive data on market novelties, domestic and global trends

55% of visitors come to Elektro to find suppliers

42% of newcomers at Elektro in 2023

40% CEOs and top managers

Growing number of visitors, pers.





CONFERENCE PROGRAMME

20+
events

45
speakers

995
delegates

www.elektro-expo.ru/en



Manufacturer Day



Customer Day



Engineer Day

[More about Elektro 2023 conference programme](#)



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**The 11th annual competition
ElektroReklama 2023**



Purchasing Leader. ELEKTRO Award



**Hackathon on choosing the best equipment
for an electrical project and
Got Contact Quest!**



EFFECTIVE PARTICIPATION

www.elektro-expo.ru/en

40%

of visitors plan to make purchases after their visit to the exhibition



82%

of visitors established new business contacts with exhibitors



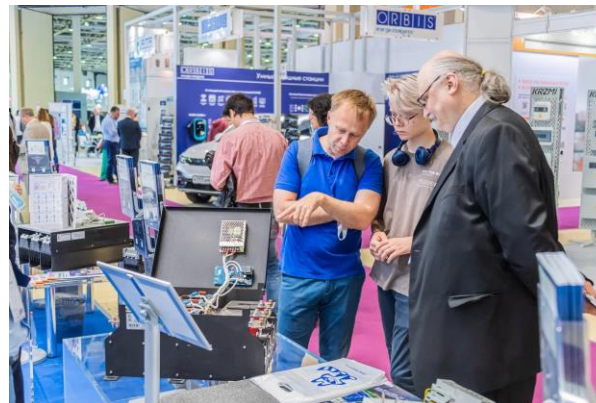
82%

of visitors found the products they were interested in at Elektro



78%

of visitors make or influence decisions on supplier selection



90%

of visitors would recommend Elektro to their colleagues and business partners

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EXHIBITOR FEEDBACK

www.electro-expo.ru/en



Alexey Kashaev

President, CEO at Systeme Electric

"It is a good and interesting trade show."



Natalia Sukhova

Head of Branding and Marketing Communications
at IEK Group

**"It is really a wonderful and unique
opportunity."**



Igor Tsvetkov

Technical Director at Energysystem Production
Association

"The show is awesome."



Eduard Burkov

Director at Pandora

**"We met our best partners at this trade
show."**



JOIN US AT ELEKTRO 2024

4-7 June 2024

EXPOCENTRE Fairgrounds,
Pavilion No. 2 (Halls 1, 2, 3)

Book a stand



Stand construction



Services and advertising opportunities

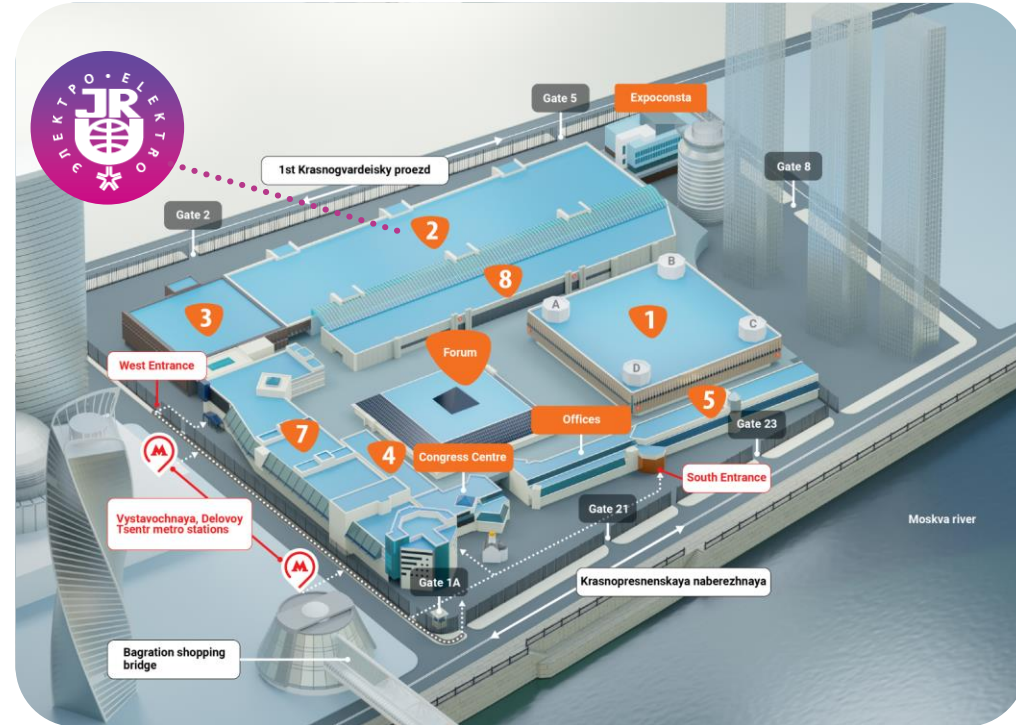


Elektro management

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We answer questions about participating
in Elektro 2024. Call or write to us



www.elektro-expo.ru/en



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