BASIS FOR BUSINESS RUSSIA

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WE ARE
THE ‘R’ IN BRIC

Something Russia can be proud of: it is one of the fastest-growing economic regions in the world. And here we are, Messe Düsseldorf, a part of it for the last 50 years. Further evidence of the good nose we have for a developing market. A company was formed out of the first contact we had back in 1963: with continuous representation since 1979 and, since 2002, an independent affiliate company of the Messe Düsseldorf Group. That is how we developed into a top-level provider in the Moscow trade fair business.
It’s clear to see: Russia is moving forward. The country is developing and investing heavily. The consumer climate is a guarantee for good business. And trade fairs in Moscow and at other locations in Russia are in greater demand than ever before. A 20% increase in the size of area rented, over 43,000 exhibitors (one in five of whom are from abroad), two million visitors – the figures showing the development of the Russian trade fair market are impressive.

Central to clients the world over: Messe Düsseldorf Moscow. With the best contacts across the globe – thanks to the worldwide network of the Messe Düsseldorf Group. Supporting our clients in making the most of opportunities and markets – with a keen sense for coming trends, the courage to act as a platform for innovations in the industries of the future and with the high standards of quality in terms of visitors and service that our trade fair brands consistently achieve.

With our trade fairs, we set the tone and shake up markets. We combine supply and demand in important growth markets – with leading trade fairs that have been successfully developed on the Rhine. We react to developments in society and have provided specialist trade fairs such as ‘Integration. Life. Society.’, which is focused on the requirements of disabled people, and have brought the fascinating ideas of international fashion designers to Moscow.

Many facets, one aim: to successfully establish the basis for business in the Russian trade fair market. For consumers and companies who are open to innovations from all over the world, for providers who want to take advantage of the opportunities offered to them in the Russian market and for all those seeking continuity and reliability.

We are there for you – come and join us in Russia!
Welcome to Moscow

... the pulsating, diverse city on the Moskva River. Moscow – the city of GUM and Gorky Park, Russia’s capital city and cultural epicentre, the location of UNESCO World Heritage Site the Kremlin and the country’s main economic centre, and home to 11.5 million inhabitants who make Moscow Europe’s biggest city and one of the world’s most lively and diverse metropolises.

Russia’s economic power can be seen in the ‘Moscow-City’, just a few kilometres west of the Kremlin. This is where business, financial services and industry are at their most active. The most important Russian corporations and many global players have their headquarters here: the platform for communication and business between Russian and international clients. It is here, on the EXPOCENTRE grounds, that we host our many trade fairs and events. And enrich the city: with the basis for business.
First steps in 1963 – grown together with the Russian trade fair market for 50 years with three fields of expertise intensively developed. A network established with all the major organisations and companies in the country and 16 trade fairs launched that set the tone for their sectors in Russia – that is the successful history of Messe Düsseldorf in Moscow and the country’s other trade fair locations. That is the basis for business we will continue to expand – and that’s a promise.
We have taken leading trade fairs in Düsseldorf that developed into the main events of their industries and consistently established them in the Russian market. With clear concepts, comprehensive service and the high standards of our trade fair brands.

Werner M. Dornscheidt, chairman of the management board of Messe Düsseldorf, explains the international strategy: ‘As a strategic partner of the capital goods industry, we provide our clients with targeted support in the opening up of new markets. We keep our events international. Event locations, topics, exhibitors and visitors represent the global nature of the markets. This is something we embrace: worldwide.’

Attractive to industry experts and the basis for business for exhibitors. This is the motto of our team of over 40 employees in Moscow, who are becoming ever more successful in achieving those aims.

Whether classic trade fairs, events, congresses or the German House for the Winter Olympics and Paralympics in Sochi: we always apply all our expertise, experience and the commitment of those who make our events happen for your benefit. We are the partner who can develop and implement solutions for you, regardless of your event format. Rest assured that Messe Düsseldorf also does all this in Moscow.
## The Market-Leading Family

Our five product families worldwide:

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
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<tr>
<td><strong>interpack</strong></td>
<td>Düsseldorf</td>
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<tr>
<td>Bevtec Asia</td>
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<td><strong>PROCESS EXPO</strong></td>
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<td><strong>UPAKOVKA/UPAK ITALIA</strong></td>
<td>MOSCOW/RUSSIA</td>
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<td><strong>MEDICA</strong></td>
<td>Düsseldorf</td>
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<td>CHINA MED</td>
<td>BEIJING/CHINA</td>
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<td>HOSPITALAR</td>
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<td><strong>MEDICAL FAIR ASIA</strong></td>
<td>SINGAPORE</td>
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<td>MEDICAL FAIR INDIA</td>
<td>NEW DELHI, MUMBAI/INDIA</td>
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<td>MEDICAL FAIR THAILAND</td>
<td>BANGKOK/THAILAND</td>
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<tr>
<td><strong>MEDICAL WORLD AMERICAS</strong></td>
<td>HOUSTON/USA</td>
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<tr>
<td><strong>MEDIZ SPB</strong></td>
<td>ST PETERSBURG/RUSSIA</td>
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<tr>
<td><strong>ZDRAVOOCHRANENIJE</strong></td>
<td>MOSCOW/RUSSIA</td>
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Number one 24 times – worldwide. No one will be matching that any time soon. It’s something we have worked intensively to achieve, by concentrating on five fields of expertise that we consistently develop and successfully implement. Our product families are right at home in these sectors – and undisputed world market leaders.

For example, in the machine, plant and equipment sector: wire, the world’s leading trade fair for wire and cable manufacturers, started out in Düsseldorf. We have since successfully taken the concept into international markets – its Moscow counterpart, wire Russia, is now the market leader in Russia, and the offspring of the original Düsseldorf trade fair in the Indian, Chinese, Brazilian and Thai markets are equally well established. In the world of plastics, the K trade fair sets the global standard. From this starting point, we have developed the interplastica trade fair in Russia.

We concentrate on helping our clients succeed – with our market expertise, all over the world, and with the quality of our events, where experts meet experts. That is how we create the starting point for building qualified contacts and the very best business relations. That is our understanding of the basis for business: good points of origin – with added value for all.
WHERE EAST IS WEST
Those in central Europe see Moscow as being far away to the east; people in eastern Russia view Moscow as being close to the west: there is no better description of the central location of Messe Düsseldorf Moscow, one of eight affiliate companies in the Messe Düsseldorf Group. A further 68 overseas representatives covering 129 countries complete the network for your trade fair business.

01 The headquarters of the Messe Düsseldorf Group

Europe: Moscow, St Petersburg and Novokuznetsk

02 A strong presence in business in eastern

Russia: Hong Kong, Shanghai and Beijing

03 Bringing clients to the core of a market with 1.3

billion consumers: Hong Kong, Shanghai and Beijing

04 The hub of central and eastern Europe: the

Brno trade fair

05 The gateways to the Indian market: New Delhi and Mumbai

06 Where you can

do business with the Four Asian Tigers: Singapore

07 Still home to global business: Japan

08 Our

base for coordinating all our activity in North America: Chicago
**TOP-QUALITY PRODUCTS AND TOP-QUALITY SERVICES**

### 01 MACHINES, PLANT AND EQUIPMENT

- Aluminium/Non-Ferrous
- Khimia *
- drupa
- Energy Storage
- GIFA
- glasstec
- INLEGMASH *
- interpack
- interplastica
- ITPS
- K
- METALLOOBRABOTKA *
- Metallurgy-Litmash
- METEC
- NEFTEGAZ *
- NEWCAST

### 02 COMMERCE, TRADES AND SERVICES

- EuroCIS
- EuroShop
- InterCool
- InterMeat
- InterMopro
- ProWein

- Russia Essen Welding & Cutting
- solarpeq
- THERMPROCESS
- Tube
- Tube Russia
- UGOL ROSSI & MINING **
- UPAKOVKA/UPAK ITALIA
- Valve World Expo
- wire
- wire Russia
Messe Düsseldorf provides top-quality services in five disciplines – and we concentrate on them exclusively. The disciplines in which we lead worldwide with our trade fairs, such as the field of commerce, trades and services, are shown below. Euroshop is the world’s leading trade fair in this sector when it comes to shop design. In the field of leisure, the boot trade fair is the undisputed number one and the marketplace in Europe for the yacht and water sports business.

We are intensifying this concentration in the Russian market by focusing on the other three fields of expertise, which demonstrate strong growth and high demand in Russian industry.

Machines, plant and equipment: Russia’s industry companies meet with providers from all over the world at leading trade fairs like interplastica, wire Russia and Tube Russia.

Medicine and health: investment in the Russian health care system is creating opportunities for international providers.

Fashion and lifestyle: trends are set in the capital. Our fashion metropolis for Russia, and clients from Warsaw to Vladivostok.

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<td>FASHION AND LIFESTYLE</td>
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<td>CPM Frühjahr</td>
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<td>Integration. Life. Society.</td>
<td>CPM Herbst</td>
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<td>MEDICA</td>
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<td>MEDIZ SPB</td>
<td>GLOBAL SHOES</td>
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<td>REHACARE INTERNATIONAL</td>
<td>make-up artist design show</td>
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<td>ZDRAVOOKHRANENIYE *</td>
<td>THE GALLERY BERLIN</td>
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<td>THE GALLERY DÜSSELDORF</td>
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<td>TOP HAIR INTERNATIONAL</td>
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<td>boot - Düsseldorf</td>
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<td>CARAVAN SALON DÜSSELDORF</td>
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<td>TourNatur</td>
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* In cooperation with EXPOCENTRE
** In cooperation with Kuzbass Fair
INTERPLASTICA, the International Exhibition for Plastics and Rubber, which has become established as the leading platform for plastics and rubber technology, was first held in 1988. More than 20,000 trade visitors from throughout the Russian Federation and many neighbouring countries come to INTERPLASTICA and the parallel packaging fair UPAKOVKA/UPAK ITALIA at the EXPOCENTRE exhibition grounds in Moscow.

UPAKOWKA, which was founded in 1976, is the leading international dealer show for the packaging sector in Russia. Since its introduction, UPAKOWKA has developed into a source of technological know-how and the leading market event for the sector in Russia – with 310 exhibitors from 25 countries.
Trade fairs

Worldwide

› Tube Düsseldorf
› Indometal Jakarta
› Metallurgy India Mumbai
› Metallurgy-Litmash, Tube Russia, Aluminium/Non-Ferrous Moscow
› Tekno Arabia / Tube Arabia Dubai
› Tube China Shanghai
› Tube India Mumbai
› Tube Southeast Asia Bangkok
› Tubotech São Paulo

› Metallurgy Litmash
International trade fair for metallurgy, machinery, plant technology & products

› Tube Russia
The international tube and pipe trade fair in Russia

› Aluminium/Non-Ferrous
International trade fair for aluminium and non-ferrous metals, materials, technologies and products

Information online at www.metallurgy-tube-russia.com

One of the most important international forums for trade and contact in the casting industry, the metalworking industry and the aluminium and pipe industry in Russia. This exhibition offers the optimal platform of providers of highly modern machinery and systems, because Russia has developed into one for the world’s most important producers and consumers of steel.

Worldwide

› Wire Düsseldorf
› Wire China Shanghai
› Wire Russia Moscow
› Wire South America São Paulo
› Wire Southeast Asia Bangkok
› Wire & Cable India Mumbai

› Wire Russia
The international wire and cable trade fair in Russia

Information online at www.wire-russia.com

The international wire and cable trade fair in Russia. Messe Düsseldorf has succeeded in recruiting all the important national and international industry associations for wire Russia. This has resulted in an extraordinarily high degree of internationalisation in terms of the exhibitors. They were able to present their latest product innovations to the decision-makers in the industry.
UGOL ROSSI & MINING was founded in 1993 and has since developed into one of the world’s most important mining trade fairs, with 400 exhibitors from 15 countries. It is held in the heart of Russia’s coal region, in Kuzbass-Novokuznetsk. This event is the largest trade fair for investment goods outside Moscow.

INLEGMAH, which was founded in 1970, is the most important event for the textile and light industries in the CIS. Technology companies from 19 countries present state-of-the-art equipment to an expert audience. No event on this topic in Russia can offer such a high concentration of machinery and equipment.
NEFTEGAZ, founded in 1978, is by far the most significant international dealer show for the oil and gas industry in Russia. Here, 27,000 dealers meet about 800 exhibitors from 24 countries.

METALLOOBRABOTKA
International specialised exhibition for equipment, instruments and tools for the metalworking industry

This event, founded in 1984, is the most internationally renowned in its sector. Well-known national and international associations ensure the high quality of the approximately 600 exhibitors from 23 nations. More than 20,000 dealers use the fair as a source of information on current technology.

Khimia
International exhibition for the chemical industry and science

First held in 1965. International exhibition for the chemical industry. Main topics: raw materials and equipment for the chemical and petrochemical industries, base and non-organic chemicals, oil processing and petrochemistry.
The Russian Health Care Week Forum and ZDRAVOOKHRANENIEY/HEALTHY LIFESTYLE are the largest events in Russia showcasing the achievements of medical science and practices. It is here that the Russian and international leaders in the medical and pharmaceutical industries present their state-of-the-art technologies. It is currently attended by 1,093 exhibitors and about 41,780 visitors.

MEDICINE AND HEALTH

Worldwide

› MEDICA Düsseldorf  › REHACARE Düsseldorf  › CHINA MED Beijing  › HOSPITALAR São Paulo
› MEDICAL FAIR ASIA Singapore  › MEDICAL FAIR Brno  › MEDICAL FAIR INDIA Mumbai, New Delhi
› MEDICAL FAIR THAILAND Bangkok  › MEDICAL WORLD AMERICAS Houston

› MEDIZ SPB
International medical fair and congress for products, equipment, services and technologies for hospitals, polyclinics, laboratories, health clinics, medical offices and well-being

Information online at www.mediz-spb.ru

Planned in the framework of Petersburg International Health Forum, which unites medical trade fair projects, MEDIZ SPB was designed in order to create a main presentation platform in the north-west of Russia to find innovative solutions for effective systems in hospitals, polyclinics and medical points. MEDIZ is the event for distribution specialists and buyers from the region.

› INTEGRATION. LIFE. SOCIETY.
International trade and event fair for rehabilitation equipment and technologies with congress

Information online at www.integration-russia.com

Founded in 2011, INTEGRATION. LIFE. SOCIETY. is already the number-one international event in Russia which brings experts and end users together. The rehabilitation and care sector is receiving full governmental support – especially after the success of the Paralympic Games worldwide. With the REHACARE model in mind and having been fine-tuned specially to the needs of Russian society and the Russian market, the fair is the meeting point for more than 120 exhibitors and 4,000 visitors.

› ZDRAVOOKHRANENIYE
International exhibition for health care, medical engineering and pharmaceuticals

Information online at www.zdravo-expo.ru

› HEALTHY LIFESTYLE

Information online at www.health-expo.ru

The Russian Health Care Week Forum and ZDRAVOOKHRANENIEY/HEALTHY LIFESTYLE are the largest events in Russia showcasing the achievements of medical science and practices. It is here that the Russian and international leaders in the medical and pharmaceutical industries present their state-of-the-art technologies. It is currently attended by 1,093 exhibitors and about 41,780 visitors.
There have been more than 20 editions of the CPM in Moscow already, and the market has confirmed: this is THE NO. 1 order platform in the whole of eastern Europe. The Russian and CIS market comes to Moscow two times a year to place orders and see the newest trends. The Russian Fashion Retail Forum is the specialised knowledge exchange forum of the year. More than 1,500 brands from 31 countries can be found on more than 58,000 sq. m of exhibition space.
Take a look at a map of Russia from a global perspective and the country gains a whole new level of significance: the link between central Europe and Asia, between the markets in the west and in the east. Right in the thick of it: the country with the largest area on earth – Russia.

We make use of our power of attraction – the attraction of industry centres throughout the country. And, with our specialist trade fairs, we unite supply and demand. Currently, we focus on three main locations: the capital city, Moscow; St Petersburg, the second-largest city in Russia and, with a population of 4.8 million, the northernmost city in the world with over one million inhabitants; and Novokuznetsk, the centre of coal production in the Siberian Kuznets Basin.

Impressive figures, good prospects – that’s good news for providers, both those in Russia and foreign companies that see the Russian market as an opportunity to make the most of. The Russian economy is growing year on year; companies, municipalities and the state are investing in the country’s future. The people profit from this growth – and have more income available. The result of this was a growth in private consumption of over 7% in both 2011 and 2012. With development programmes investing billions into projects such as transport infrastructure and public health care, Russia is staying in touch with the global benchmarks in these areas.

In this climate, business can develop. And our trade fairs provide the basis for that business.
Tokyo
7,486 km

Beijing
5,800 km

Shanghai
6,824 km

Tyumen
1,711 km

Novosibirsk
2,814 km

Novokuznetsk
3,119 km

Singapore
4,346 km

Tokyo
7,486 km
LET US DEAL WITH IT.

That’s what has made the trade fair brands in Düsseldorf so strong: service that impresses both exhibitors and visitors. Is your exhibit heavy-weight? No problem, we’ll provide the crane. And the flowers for your reception area, too. That goes without saying. We construct and collect, inscribe and inspect. We plan things and make them happen. We organise and communicate.
Our team in Moscow represents service that fulfils every desire – the service you are familiar with from Messe Düsseldorf, in Moscow and across the world.

**Presentation and representation.** The expertise of Messe Düsseldorf not only benefits our own events, but is also used in participation with other projects and joint ventures. Institutional clients at the federal, state and municipality levels make use of our experience to present their locations effectively abroad. We are the best around for international events. We organise and run the German House at the Olympic Games and Paralympics, and the German pavilion at World Expos. We know how to make a good impression on the international stage.

**Exhibition experts.** Our four project teams have a common goal: satisfied customers.

**Technology is the key:** the specialists in our technical department take care of everything – from individual trade fair booths all the way to organising entire events. We ensure a professional execution of your event and make sure your company makes a perfect impression. Our project teams coordinate a network of architects, designers and trade fair construction companies – both domestic and international – to ensure our customers’ events and trade fair appearances run smoothly.

**Our service centre employees have the right answers to customer queries.** They take care of Russian industry experts who need detailed information on events.

**Good contacts? We maintain them** – particularly with media outlets and organisations who act as disseminators. And our exhibitors enjoy the benefits, because they can make use of our service: we organise information events and conferences around our trade fairs and bring decision-makers together.
### Foreign investment in Russia
*(inflow in billions of euros)*

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<tr>
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<th>2010</th>
<th>2011</th>
<th>2012</th>
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<tr>
<td>Total investment</td>
<td>86.3</td>
<td>137.1</td>
<td>120.8</td>
</tr>
<tr>
<td>Direct investment</td>
<td>10.4</td>
<td>13.2</td>
<td>14.6</td>
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### Cumulative German investment in Russia
*(portfolio in billions of euros)*

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<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
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<tbody>
<tr>
<td>German investment, cumulative</td>
<td>20.9</td>
<td>20.7</td>
<td>19.5</td>
</tr>
<tr>
<td>Of which direct investment</td>
<td>7.0</td>
<td>8.2</td>
<td>8.9</td>
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</table>
Great, thanks! Because Russia has achieved top-level growth over the last few years. Gross domestic product has – with the exception of the global financial crisis in 2009 – increased steadily year on year. The booming industrial sector makes for a good consumer climate, as demonstrated by the increase in private consumption. And Russia is investing heavily in making industry, infrastructure and public health care fit for the future.

Further growth – on a solid basis. Economic growth, increasing consumption and support at a local level make Russia an attractive target for companies who want to make the most of market opportunities. This development is also increasing demand for platforms to discuss topics that are guiding the trends in the Russian economy. Messe Düsseldorf is perfectly positioned in this area, with a network of strategic partners who establish our trade fairs at the most economically important locations so that we can bring together decision-makers at national and international levels.

We are leading the way: with expertise in our focus areas, international experience and the quality of our sector-leading trade fairs. We have been working on the basis for business for over 50 years, and to this day we have a long-term and sustainable way of thinking. And that encourages our Russian partners and our customers from all over the world, whom we host in Moscow, to trust in our strengths.
RUSSIA: JUST A CLICK AWAY

Moscow, St Petersburg and Novokuznetsk are not as distant as you might think. With just one click, you can be right amongst them – with the sector information on our specialist trade fairs. Click. Register. Search exhibitors. Find important dates. Communicate. Check information. Book booths. Reserve tickets …

ONLINE SERVICES FROM MESSE DÜSSELDORF MOSCOW:
› Multilingual information for exhibitors and visitors and information on various sectors
› Online registration
› Membership of trade fair clubs
› Trade fair calendar
› Information on service partners

www.messe-duesseldorf.ru
Just visit the websites we provide for each of our trade fairs. There you can follow the topics that are currently playing a role for our trade fairs. Or take a look at the upcoming trade fair events: our trade fair websites have become information platforms that keep even the sector insiders up to date.

We are continually expanding the availability of our information – to ensure you can reach us via all channels in future.

Why not get in touch with us on Facebook?
Our service team is there for you!

Do you want precise details?
Do you have questions?
Do you want more information about the Messe Düsseldorf Group?
Or specific topics?

Then please visit:  
www.messe-duesseldorf.de  
www.messe-duesseldorf.ru