

## Industries support their trade fairs in Russia:

### Exhibitors are pleased with the development of the Russian trade fair trio Metallurgy Litmash, Tube Russia and Aluminium/Non-Ferrous

Interest in state-of-the-art machinery, production and processing equipment and high-tech materials continues to be high in Russia. But neighbouring countries, too, still need investments in their metal and tube industries.

This investment climate formed the background of the three trade fairs Metallurgy Litmash, Tube Russia and Aluminium/Non-Ferrous at Expocentr Krasnaya Presnya in Moscow from 6 to 9 June 2016.

As before, the trio was organised by Messe Düsseldorf GmbH, its Russian subsidiary Messe Düsseldorf Moscow and its Russian partner Metal-Expo. Technical and conceptual support was provided by the ITA (International Tube Association), VDMA (German Machinery & Plant Manufacturers' Association), EUnited Metallurgy (European Metallurgical Equipment Association), CECOF (European Committee of Industrial Furnace and Heating Equipment Associations) and CEMAFON (European Foundry Equipment Suppliers Association).

Despite the global steel crisis, overcapacities from China, a significant drop in oil prices and a tense economic situation in Russia, there was a good mood in the exhibition halls in Moscow. Russian companies are more aware than ever that they need to improve their own competitive positions if they want to remain on the market and provide alternatives for import.

Pavel Khaval (Houfek) was optimistic: "As for ourselves, we can only give positive feedback on our time at the trade fair this year. One big bonus was that the event was attended entirely by trade visitors from our own target group. There were no random people at the trade fair. Our company undoubtedly benefited from participating. It was a perfect



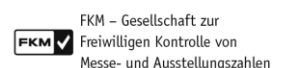
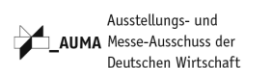
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opportunity for us to make new business contacts and to cultivate existing ones.”

The four-day event was attended by 4.053 trade visitors, wanting to find out at these trade fairs about innovations in foundry engineering, plants and machinery for the metal industry and also machines, materials and accessories for the manufacturing, processing and handling of tubes as well as conducting numerous meetings and concluding business deals.

Exhibitors largely rated the quality of trade visitors as positive, and meetings at the stands were marked by a high level of decision-making powers. Visitors primarily came from Russia, other CIS regions and neighbouring European countries.

Despite political and economic imponderables, their long-term assessments of the Russian market were positive. Igor Melnikov, who represented Heinrich Wagner Sinto, hws SINTOKOGIO GROUP in the Russian Federation and the CIS states, was pleased: “All of us think very highly of Metallurgy Litmash 2016 and Aluminium/Non-Ferrous 2016. We see them as warranting high standards in acquiring professional experts from the Russian regions. Also, these trade fairs provide an extremely convenient platform for networking and an exchange of experiences.”

The expert added: “We see it as our trade fair and indeed as the most important one Russia. So we take part every year. This year we were at a group stand, representing four German companies in the mechanical engineering segment. All of them are true industry leaders and stand for unique European engineering and equipment. Based on our many years of experience as exhibitors, we opted for a large stand with plenty of tables for meetings this year. And as you can see, the results proved us right: throughout the trade fair we kept having business meetings at our stand.”

Metallurgy Litmash, Tube Russia and Aluminium/Non-Ferrous will be held jointly in Moscow again, from 5 to 8 June 2017.

Further details can be found at [www.metallurgy-tube-russia.com](http://www.metallurgy-tube-russia.com).

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### **2016 – more comments from exhibitors/visitors:**

#### **Oleg Chibirev, Project Manager at Zavod Eko Tekhnologii, official representatives of RUF in Russia:**

“Zavod Eko Tekhnologii are our reliable suppliers of equipment for the production of wood briquettes, metal briquettes and facilities for the recycling of production waste, i.e. plants for the drying and grinding of waste.

We are the only official Russian representatives for the unrivalled company RUF Brikettiersysteme. We have placed over 100 RUF briquetting presses in different regions in Russia. This high-quality equipment is manufactured specially in a factory near Munich. At Metallurgy Litmash 2016 and Aluminium / Non Ferrous 2016 we showcased facilities for grinding metal shavings and for taking shavings from the grinder to the press as well as briquetting presses for metal shavings.

Although the exhibition was manageable, the number of trade visitors spoke for itself, with 80 to 90% from our target group. There was great interest in our stand, and we therefore had many promising meetings with potential customers. Our specialisation means that customer acquisition can sometimes take years, and so these trade fairs proved yet again that there is plenty of demand for the things we offer. As representatives of RUF, we stand for high-quality service and premium equipment.

**Stas Shelepov, Deputy Commercial Director of the Moscow representation of IMF:**

Our company has taken part in every single Metallurgy trade fair since 2003. Being at Metallurgy is an important part of our image. At the moment we can see an increase in production in the foundry industry, caused by growing demand from Russian arms manufacturers. There is a tendency for less demand from private companies and more from the state, due to growing interest in the development and promotion of the country's own production.

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