

## Digitalisation of the Wire and Cable Industries in Focus at wire Russia 2019

Expectations have been fulfilled: after three trade fair days wire Russia drew to a close at its venue Krasnaya Presnya in Moscow. There the leading Russian trade fair for the wire and cable industries was held as a stand-alone event with over 200 exhibitors from 25 countries from 18 to 20 June 2019.

Alongside well-established, “incumbent” exhibitors the event also featured a number of companies presenting themselves in Moscow for the first time who were more than satisfied with visitor response. Constructive conversations at the stands and the prospect of profitable post-fair business characterised the atmosphere at the exhibition centre.

The exhibitors who primarily hailed from Russia and its neighbouring countries, as well as from Germany, Belgium, the Netherlands, France, Great Britain, Austria, Switzerland and Italy, presented innovative technologies covering the complete process chain of the wire and cable industries.

This included machinery and equipment for wire production, wire finishing machines, forming technology, cable and stranding machines, process engineering tools and auxiliaries as well as measuring, control and automation technology. Rolled wire, blank wire, stanchions, special wires, cable and sheet metal complemented the ranges on display.

The industry was not even impressed by the political and economic sanctions imposed on Russia and this is why in excess of 2,400 visitors came to Moscow on the three trade fair days to make new contacts, intensify existing business relations



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and place concrete orders for machines, equipment and products for their companies.

Infrastructure, digitalisation and e-mobility are the themes currently driving the Russian economy, giving rise to a growing demand for wire, cables and accessories in these industries.

wire Russia was again organised by Messe Düsseldorf in cooperation with the local partners Joint-Stock Company VNIKP and Düsseldorf Moscow.

The next wire Russia will be held in Moscow in summer 2021. More information can be found online at: [www.wire-russia.com](http://www.wire-russia.com)

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