



## Presse Press

### wire Russia 2015: Demand for International Know-How for the Russian Wire and Cable Industries persists

12 to 15 May saw the holding of wire Russia 2015 as the leading Russian trade fair for wire, cable and wire-processing industries at the Moscow exhibition centre Expocentre. Defying the unfavourable economic climate in Russia, the organisers – Messe Düsseldorf and Messe Düsseldorf Moskau as well as their partner VNIKP JSC (All Russian Cable Research and Development Institute) – continued to register high numbers of both national and international exhibitors at the trade fair. To the tune of 200 exhibitors presented their product and service innovations here for four days. This underscores how important this industry platform is for the Russian Federation. To the tune of 2,500 experts from the wire, cable and wire-processing industries came to wire Russia, the all-encompassing B2B-event in Moscow.

Werner M. Dornscheidt, President & CEO of Messe Düsseldorf, assesses market opportunities with cautious optimism despite the tight political and economic situation: “Although the current situation is anything but easy I am convinced the outlook for the wire and cable industries on the Russian market are positive in the long run. We have already overcome many global economic challenges. This has shown us that those standing their ground on the market even in difficult times are among the winners when business picks up again.” Werner M. Dornscheidt then went on to say: “The fact that visiting trade fairs abroad has become more difficult for Russian experts benefits local events. We are satisfied with the number of visitors.”



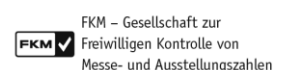
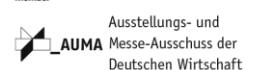
Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany

Telefon +49 (0) 2 11/45 60-01  
Telefax +49 (0) 2 11/45 60-6 68  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Hans Werner Reinhard  
Joachim Schäfer  
Bernhard Stempfle  
Vorsitzender des Aufsichtsrates:  
Thomas Geisel

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:



Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

Exhibitors from 25 nations took part in wire Russia 2015 – including big names on the manufacturing side, small specialists, long-standing participants as well as first-time exhibitors. Particularly well represented were suppliers from Germany, Italy and Austria. Joint corporate participations came from Germany, Austria, China and Italy.

Numerous international and national trade associations support wire Russia: IWMA (International Wire & Machinery Association), IWCEA (International Wire and Cable Exhibitors Association), VDKM e.V. (German Wire and Cable Machine Manufacturers Association), VÖDKM (Austrian Wire and Cable Machine Manufacturers Association), IWCEA France (International Wire and Cable Exhibitors Association), WCISA (Wire and Cable Industry Suppliers Association), ACIMAF (Italian Wire Machinery Manufacturers Association) and SECRI (Shanghai Electric Cable Research Institute).

For information go to [www.wire-russia.com](http://www.wire-russia.com) At Messe Düsseldorf Daniel Ryfisch and Katja Burbulla are at your disposal for questions concerning wire Russia: [RyfischD@messe-duesseldorf.de](mailto:RyfischD@messe-duesseldorf.de) and [BurbullaK@messe-duesseldorf.de](mailto:BurbullaK@messe-duesseldorf.de), Tel.: +49(0)211/45 60-7793 und -7707).

## **June 2015**

### **Contact for the Press:**

Maria-Sawa Possinke/ Larissa Browa

Phone: +49 (0) 211 45 60 -996/ - 549

Fax: +49 (0) 211 45 60 -87 996

E-mail: [PossinkeM@messe-duesseldorf.de](mailto:PossinkeM@messe-duesseldorf.de)

E-mail: [BrowaL@messe-duesseldorf.de](mailto:BrowaL@messe-duesseldorf.de)