

6–9 November 2018

IEC "Expocentre", Moscow

interlight

MOSCOW

powered by light + building

Russian Leading Trade Fair for Lighting
and Building Services Technology

DISCOVER RUSSIAN MARKET!

www.interlight-moscow.ru



messe frankfurt

INTERLIGHT MOSCOW 2018

KEY AMBITIONS

- **25 000** square meters
- **500** exhibitors from **25** countries
- **21 000** unique visitors
- **2** new segments — components and integrated security systems
- Revised business programme — more networking, less ad-presentations
- New website
- Upgraded Mobile app

PARTICIPATION VALUE

Exhibiting with booth is not just an opportunity to gather all your stakeholders at once. New leads, customers and partnerships is a guaranteed result in case of the planned and prepared participation marketing strategy.

Interlight Moscow team constantly supports exhibitors providing information and additional marketing options:

- Sponsorship and advertising
- Access to various events
- Adding the booth into the route of the professional guided tours conducted by market professionals for the visitors
- Attend press-center where industry relevant media offer discounts and options available for advertisers only during Interlight Moscow

SUPPORT AND PROMOTION

- Government — Ministry of Energy, Ministry of Construction Industry, Housing and Utilities Sector
- High Schools — State University ITMO, Moscow State University of Civil Engineering, Russian Lighting Research Institute, Moscow Architecture School
- International Associations — KNX, WorldSkills, International Association of Lighting Designers
- Media — Russian and European printed and online media



WE ARE FULLY COMMITTED!

Interlight Moscow 2018 will take place at its traditional venue — IEC “Expocentre” on 6–9 November 2018.

In 2018 the Trade Show will present two new industry segments:

- Within the “Building Automation and Smart Home” product group, a section of integrated security systems will appear.
- Components which in previous years participated within various product groups, this year will be allocated in the dedicated “Components area”.

NATIONAL PAVILIONS AND UNITED GROUPS



Germany



Italy



Turkey



Finland



Poland



China



Taiwan



South Korea



Hong Kong

PRODUCT GROUPS



Integrated Security Systems



Decorative Lighting



Technical Lighting



LED Technologies



Components



Electric Lamps



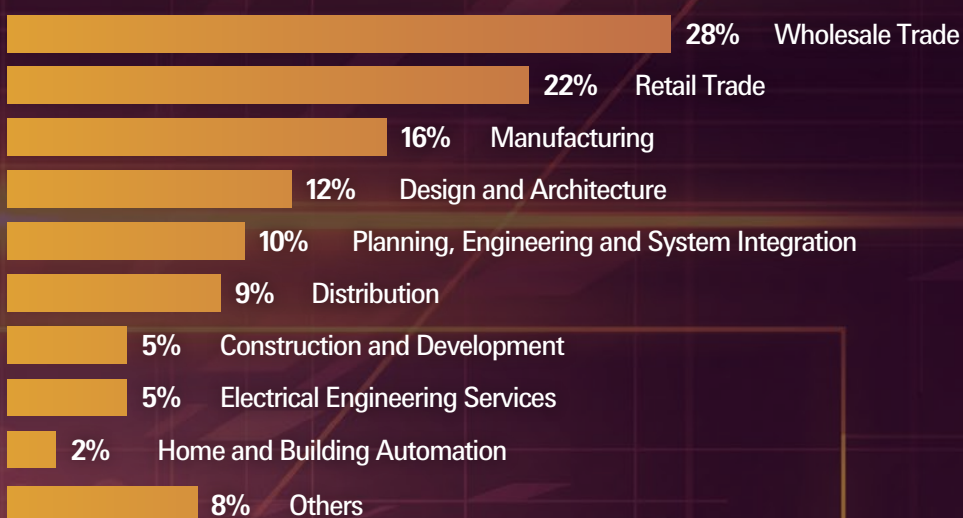
Electrical Engineering



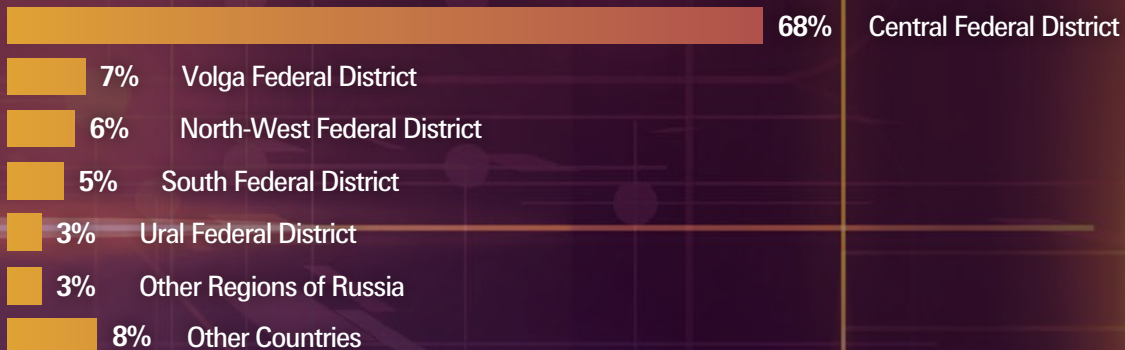
Building Automation / Smart Home



VISITORS' PROFILE



VISITORS BY REGIONS



WHAT'S YOUR BENEFIT IN GOING TO RUSSIA?

1

RECOVERING ECONOMY

Russian market is developing fast and we encourage you to join the opportunity to grow your business with it. Since 2012 accession to the WTO customs duties for lighting products were reducing gradually. The fact also perfectly combines with the general government focus on lighting as one of key priorities highlighted at the main strategy plans. In addition, the topical issue of the sanctions is not relevant for the subject market as there are no restrictions on import of lighting products.

GROWING MARKET POTENTIAL

Ongoing and upcoming big infrastructure projects combined with new sanitary norms for buildings enable market growth. Within the next years regional and federal roads, ports and airports, railway and metro stations are the main infrastructure investments.

For example, only in Moscow road infrastructure investments planned are 10 bln USD. The program "Schools-2025" will provide the opportunity for 50 bln USD investments in construction and renovation. 5 bln USD will be invested to the development of the Touristic cluster in North Caucasus by 2020 and 10 bln USD — into development of the Far East Russia by 2025.

2

3

NEW APPROACH TO ENERGY EFFICIENCY

Law on Energy Efficiency was officially introduced in 2009. In 2013 the Government Decree on GLS ban enabled Energy Efficiency products stimulation. Each year the programme is being reviewed and actualized taking into account the scale of using artificial lighting and energy resources spent for this purpose. New requirements for energy efficiency will allow improving the quality of lighting in various areas, reducing energy costs for lighting and reducing the negative impact on the environment.

EVOLVING ACCESS TO INFORMATION

Access to the information via media, online education, guest workshops set the high bar. Increased level of education and quality information improved lighting culture of consumers and professional end-users. The trend on the lighting designer profession is boosting with the availability of the relevant educational programs and courses.

4

LIGHT+BUILDING WORLDWIDE

Light+Building

18–23 March 2018

Germany, Frankfurt am Main

LED Expo Mumbai

10–12 May 2018

India, Mumbai

Guangzhou International Lighting Exhibition

09–12 June 2018

China, Guangzhou

Guangzhou Electrical Building Technology

09–12 June 2018

China, Guangzhou

Parking China

29–30 August 2018

China, Shanghai

Shanghai Intelligent Building Technology

03–05 September 2018

China, Shanghai

Shanghai Smart Home Technology

03–05 September 2018

China, Shanghai

Shanghai International Lighting Fair

03–05 September 2018

China, Shanghai

Light Middle East

23–25 September 2018

United Arab Emirates, Dubai

Light India

11–13 October 2018

India, New Delhi

Electrical Building Technology India

11–13 October 2018

India, New Delhi

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06–09 November 2018

Russia, Moscow

Thailand Lighting Fair

8–10 November 2018

Bangkok, Thailand

Thailand Building Fair

8–10 November 2018

Bangkok, Thailand

LED Expo New Dehli

06–08 December 2018

India, New Delhi

BIEL Light+Building

11–14 September 2019

Argentina, Buenos Aires

IEE Expo

27–29 February 2020

India, Mumbai

CONTACTS

Messe Frankfurt RUS

interlight@messefrankfurt.ru

Participation in Lighting and Electrical
Engineering Exposition

Olga Krovyakova

+7 495 649 87 75 (ext.146)

Olga.Krovyakova@russia.messefrankfurt.com

Participation in Smart Home, Security
and Building Automation Exposition

Maxim Gunishev

+7 495 649 87 75 (ext. 145)

Maksim.Gunishev@russia.messefrankfurt.com