ELEKTRO: A MEETING PLACE FOR PROFESSIONALS AND EXPERTS OF ELECTRIC POWER INDUSTRY

Since 1972

High reputation earned over decades
48 years of bringing together manufacturers, suppliers and consumer of electrical equipment

International recognition
Approved by the Global Association of the Exhibition Industry UFI and the Russian Union of Exhibitions and Fairs RUEF

Russia’s best trade show in the electrical engineering category in all nominations
Source: Russian National Exhibition Rating 2017–2018

Largest trade show in Russia and the CIS
A key platform for manufacturers, suppliers and consumers of power and electrical equipment in the Russian market

Diversified supporting activities
Discussions on top industry issues of the day with state officials, business community and experts

www.elektro-expo.ru/en
ELEKTRO 2019

- 226 exhibitors
- 13,529 visitors from 53 countries,
- 188 world cities and 73 regions of Russia

National pavilions:
- China
- Czech Republic
- Slovakia
- Spain

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ELEKTRO 2019
MAIN PRODUCT SECTORS

Electric power industry

Electrical equipment

Cables. Wires. Fittings

Building automation

Lighting engineering

Energy saving and innovations

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ELEKTRO EXHIBITORS: MAJOR COMPANIES

GOALS*

85%
Generate sales leads

65%
Increase sales

90%
are satisfied with the number and quality of sales leads

89%
would recommend Elektro to their partners and peers

*Source: Romir Research Holding, 2019
SELECTED PROFESSIONAL AUDIENCE*

60% Regulars

40% attend to search for new suppliers

97% would encourage associates to attend Elektro

VISITOR JOB TITLES

VISITOR PREFERENCES, %

- Electrical equipment 76%
- Electric power engineering 57%
- Energy saving and innovations 46%
- Cables. Wires. Fittings 43%
- Building automation. Energy efficiency 41%
- Lighting engineering 37%

SENior POSITIONS OF VISITORS

- 3,250 CEOs and business owners

* Source: Romir Research Holding, 2019

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# ELEKTRO VISITORS BY INDUSTRY SECTORS*

## Oil and gas industry
- Gazpromneft-Angara OOO, NPK LEPSE Neftemash OOO, Gazprom Gaznadzor OOO, Gazprom Bureniye OOO, Gazprom Energo OOO, Gazprom Avtomatizatsiya PAO, Gazprom Gazenergostet OAO, Surgutneftegaz OAO, Sib Group PAO

## Electric power industry
- Lukoil-Energoset OOO, Bashkirenergo OOO, Institute Energosetproject OAO, Belenergomash-BZEM OOO, Belgorodenergo OAO, Rosenergoschit OOO, NPO Energomash, Energomashservis OOO, SK Tranzit-Energo OOO, Rossvetenergo OOO, PKF Energosnab OOO, Promenergostroi ZAO, EnergoPribor Mash OOO, ABB Automation and Power Technologies OOO, AtomEnergoinvest OOO, BaltEnergoMash OOO, Energomaschexport Corporation OOO, Energycontract Group ZAO, Autonomous Power Systems OOO (Energoholding), Oboronenergo OAO, Kurchatov Institute, MOESK PAO, Mosoblenergo OAO, Lenenergo OAO

## Transportation
- Mosgortrans SUE, Moscow Metro SUE, Moszheldorproject - a branch of Roszheldorproject AO, KAMAZ Innovation Centre OOO, Russian Helicopters AO, RZD OAO, TransEnergoMash OOO, GIPRONII AVIAPROM OAO, Ulan-Ude Aviation Plant OAO, Aerospace Technologies ZAO, Volkswagen Group Rus, Aeroflot PAO

## Public agencies and state-run companies

## Manufacturing
- SKO Saranskkabel-Optika, Technomash Central Scientific Research Institute of Technology AO, EKTA OOO, IEK Group, Raspletin NPO Almaz PAO, ITTs Gorengoservis OOO, Tsentroelektronadalka OAO, Severstal PAO, Kursk Machine Building Plant OOO, Tulaelektroprivod ZAO, KubanElectroSchit OOO, Chelyabinsk Pipe-Rolling Plant (ChelPipe), Lyuberetskiy Zavod Montazhvatomatika AO, PO Sevmash OAO, Rostovskaya Promyshlennaya Kompaniya OOO

## Construction

## Banks

* Source: visitor registration

[www.elektro-expo.ru/en]
DIVERSIFIED PROGRAMME OF EVENTS

1. MANUFACTURER DAY
2. ENGINEER DAY
3. CUSTOMER DAY
4. YOUTH DAY
5. RUSSIAN ELECTROCABLE CONGRESS
6. TECHNOSHOW

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MANUFACTURER DAY

ORIENTATION SESSION
The Future of Electrical Equipment: Proactive Actions

Participants:
- Russian State Duma Committee on Energy
- Moscow Metro SUE
- Transenergo, an affiliated enterprise of RZD OAO
- Sevcable Research Institute OOO
- EKF

OTHER EVENTS
- Show of new products – TechnoShow
- Business lunch for marketing managers of electric companies. Choosing the right marketing tools and communication channels for the electric market
- ElectroCable Congress 2019. Section meeting on cable production: resource base of innovations
- Discussion: Market of electrical equipment: points of growth

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ENGINEER DAY

CONFERENCE

Designing Power Supply: Relevant Issues and Technical Solutions

OTHER EVENTS

- Test drive of CAD of power supply systems
- Master class on supervision installation of cable sleeves from ZETA
- Technical session on CAD of power supply systems
- Competition of installation of cable sleeves from ZETA
- Award ceremony for the winners in the ElectroReklama 2019 competition
- Presentation of SDSVET LED lamps at development sites
- ElectroCable Congress 2019. Section meeting on electric installation: choosing optimal configurations
CUSTOMER DAY

PURCHASING CENTRE

Representatives of major companies

- Consultations on management of purchasing activities
- Prequalifications of suppliers

EVENTS

- ElectroCable Congress 2019:
  - Orientation session: Under special control: fire safety of power supply systems
  - Section meeting on firefighting services: safety equipment for electrical units
- Conference on smart lighting for smart city
- Focus session on competitive bidding: development drivers
- Business breakfast: Specifics of choosing electrical equipment

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4 YOUTH DAY

EVENTS

- Competitions of student teams
- Workshops on simulated training of electrical personnel
- Discussion on personnel training in the environment of energy sector modernization
- ElectroMaster Talk Show
- Career Fair

- Award ceremony for the winners in the ElectroReklama 2019 competition

Nominations:
- the best advertising of companies in the electric industry
- the best creative advertising solutions

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Evgeny Oistacher, EKF Senior Partner

“We’ve been working with Elektro since 2003. We started with a small stand. Further, thanks to Elektro, our business has received a new impetus every year. Our sales are growing, and we are obtaining new customers. Many regions are represented here, and I like it very much. Elektro is the only professional platform in Russia that is dedicated to electrical engineering. In fact, there is no alternative to it. That is why we are here every year. And every year our stand is getting bigger.”

Yulia Raichuk, Development and Marketing Director at ZETA

“We are in the business of electrical installation products. This is the show of electrical products which is much broader. If we are to assess it now, on the third day of the exhibition, and we have two more days ahead, I can say that the exhibition is really large scale, a great number of companies are represented here, including our existing and potential customers. I believe this show is one of the most important events of the year.”

Konstantin Kharinov, Marketing Director at Chint Electric

The international company Chint Electric is a regular participant in Elektro. For us Elektro is one of the most powerful platforms for promoting the company’s brand, increasing its prestige in the eyes of our customers. Here we meet our regular partners and attract many new customers to our stand. This exhibition is a main source for sales leads. We plan to participate in it in the future. See you in 2020!”

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<table>
<thead>
<tr>
<th>Indicator</th>
<th>2018 Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade shows</td>
<td>109</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>29,683</td>
</tr>
<tr>
<td>Own brands</td>
<td>33</td>
</tr>
<tr>
<td>Professional visitors</td>
<td>1,376,898</td>
</tr>
<tr>
<td>Countries</td>
<td>110</td>
</tr>
<tr>
<td>Exhibition space</td>
<td>570,724 net sq m</td>
</tr>
</tbody>
</table>

EXPOCENTRE: a leading organiser of major international trade shows in Russia and Eastern Europe

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JOIN US AT RUSSIA’S LARGEST ELECTRICAL TRADE SHOW!

48 YEARS OF BRINGING TOGETHER RUSSIAN AND INTERNATIONAL MANUFACTURERS AND SUPPLIERS OF ELECTRICAL EQUIPMENT

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