



# The International Wire and Cable Trade Fair in Russia

## 12 – 15 May 2015

Krasnaya Presnya, Expocentre Fairgrounds  
Moscow, Russia

### Exhibitor Structure

#### Number of exhibitors

Total	196
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#### Net exhibition space

Total in sqm	2,916
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#### Origin of exhibitors

International	89%
Russia/CIS	11%
Total number of countries	27

#### Countries

Austria, Belgium, China, Denmark, Estonia, Finland, France, Germany, Hongkong, Hungary, India, Italy, Luxembourg, Netherlands, Poland, Russia, Serbia, Slovenia, Slovakia, South Korea, Spain, Sweden, Switzerland, Taiwan, Turkey, UK, USA

#### National pavilions

Austria, China, Germany, Italy

#### Product range of exhibitors several answers possible

Wire manufacturing and finishing machinery	49%
Cable manufacturing machinery	40%
Materials, special wires and cables	19%
Auxiliary process technology materials	19%
Specialist areas	19%
Process technology tools	14%
Measuring and Control technology	7%
Spring manufacturing machinery	7%
Fastener manufacturing machinery	5%
Test engineering	3%

#### Recommendation of participation

Intention to recommend	73%
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#### Future participation

Yes/possible	93%
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#### Satisfaction of reaching the objectives several answers possible

Passing on specialist knowledge	92%
Exchanging experience	89%
Cultivating existing business relations	88%
Presenting new products, new developments	87%
Representation, PR, presentation of image	84%
Informing about products, product uses	84%
Comparing competitors	83%
Obtaining an overall impression of the market situation	82%
Preparing conclusions of sale	65%
Initiating new business relations	64%
Attaining conclusions of sale at the fair	58%

#### Overall assessment of the fair

Satisfaction	69%
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www.wire-russia.com

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## Visitor Structure

### Number of visitors

Total number	2.550
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### Country of origin

Russia/CIS	83%
Other countries	17%
Countries visitors came from	51

### Visitor structure features

Trade visitors	95%
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### Industry branch of visitors

Wire manufacturing (production)	18%
Cable manufacturing (production)	17%
Electrical industry/electronics	10%
Construction industry	6%
Spring manufacturing (production)	4%
Manufacturing of connecting/fastener elements	4%
Telecommunication industry	4%
Manufacturing of other wire goods	3%
Chemical industry	3%
Manufacturer of machines/ plant for production of cable	3%
Aerospace technology	3%
Manufacturer of machines/ plant for production of wire	3%
Computer manufacturing	2%
Glass-fibre and non-ferrous metal industry	1%
Other industries	25%

### Area of responsibility several answers possible

Manufacture/production	26%
Management	16%
Purchasing/sourcing	15%
Marketing/advertising/PR	7%
Planning/design/production planning	6%
Sales/distribution	6%
Production/quality control	6%
Research, development, construction	3%

### Purpose of visit several answers possible

Making new business contacts	41%
Information about new products/trends	29%
Information about products/systems/applications	24%
Information about prices/conditions	23%
Cultivation of existing business contacts	20%
Purchase negotiations	18%
Continuation training	17%
Concluding purchase	14%
Monitoring the competition	11%
Initial orientation	6%

### Interest in product ranges several answers possible

Wire manufacturing and finishing machinery	43%
Cable manufacturing machinery	38%
Test engineering	27%
Materials, special wires and cables	23%
Process technology tools	22%
Measuring and Control technology	21%
Auxiliary process technology materials	19%
Spring manufacturing machinery	12%
Fastener manufacturing machinery	11%
Specialist areas	7%

### Occupational/Professional status

Head of department/group manager	28%
Head of company	23%
Manager	20%
Technical specialist	20%
Other	11%

### Influence in decision making

Decisive/co-decisive	62%
Advisory	26%

### Satisfaction of wire regarding ...

Presence of market leaders	91%
Companies	89%
Completeness of the product range	87%

### How satisfied are you all in all with what you have seen?

Satisfaction	97%
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### Recommendation of visit

Yes, certainly/yes, probably	98%
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