



The International Wire and Cable Trade Fair in Russia

18 - 20 June 2019

Krasnaya Presnya, Expocentre Fairgrounds
Moscow, Russia

Exhibitor Structure

Number of exhibitors

Total	216
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Net exhibition space

Total in sqm	3.252
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Origin of exhibitors

International	81 %
Russia/CIS	19 %
Total number of countries	25

Participation

For the first time	32 %
Exhibitor at an earlier time	68 %

Countries

Austria, Belarus, Belgium, China, Estonia, Finland, France, Germany, Hungary, India, Italy, Pakistan, Poland, Portugal, Russia, Singapore, South Korea, Sweden, Switzerland, Taiwan, Turkey, UK

National pavilions

Austria, China, Germany, Italy

Product range of exhibitors several answers possible

Wire manufacturing and finishing machinery	28 %
Cable manufacturing machinery	23 %
Materials, special wires and cables	17 %
Auxiliary process technology materials	13 %
Process technology tools	6 %
Spring manufacturing machinery	4 %
Fastener manufacturing machinery	3 %
Measuring and Control technology	3 %
Specialist areas	1 %
Test engineering	1 %

Recommendation of participation

Intention to recommend	90 %
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Future participation

Yes/possible	97 %
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Satisfaction of reaching the objectives several answers possible

Initiating new business relations	58 %
Cultivating existing business relations	41 %
Presenting new products, new developments	35 %
Informing about products, product uses	33 %
Attaining conclusions of sale at the fair	27 %
Preparing conclusions of sale	22 %
Comparing competitors	18 %
Exchanging experience	14 %
Obtaining an overall impression of the market situation	13 %
Passing on specialist knowledge	13 %
Representation, PR, presentation of image	13 %
Finding agent/representative	11 %

Overall assessment of the fair

Satisfaction	87 %
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www.wire-russia.com

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Düsseldorf



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Visitor Structure

Number of visitors

Total number 2.416

Country of origin

Russia/CIS 83 %

Other countries 17 %

Countries, visitors came from 51

Visitor structure features

Trade visitors 86 %

Industry branch of visitors

Wire manufacturing (production) 31 %

Cable manufacturing (production) 25 %

Manufacturing of connecting/fastener elements 8 %

Spring manufacturing (production) 8 %

Chemical industry 3 %

Electrical industry/electronics 3 %

Manufacturing of other wire goods 3 %

Construction industry 2 %

Manufacturer of machines/plant for production of cable 2 %

Manufacturer of machines/plant for production of wire 2 %

Telecommunication industry 2 %

Aerospace technology 1 %

Automobile industry 1 %

Computer manufacturing 1 %

Area of responsibility several answers possible

Manufacture/production 32 %

Purchasing/sourcing 15 %

Management 12 %

Sales/distribution 11 %

Marketing/advertising/PR 6 %

Planning/design/production planning 6 %

Production/quality control 4 %

Research, development, construction 4 %

Purpose of visit several answers possible

Initial orientation 16 %

Information about new products/trends 14 %

Making new business contacts 10 %

Cultivation of existing business contacts 8 %

Information about prices/conditions 8 %

Information about products/systems/applications 8 %

Purchase negotiations 6 %

Concluding purchase 4 %

Continuation training 3 %

Monitoring the competition 3 %

Interest in product ranges several answers possible

Wire manufacturing and finishing machinery 36 %

Cable manufacturing machinery 19 %

Materials, special wires and cables 12 %

Measuring and Control technology 10 %

Test engineering 8 %

Process technology tools 7 %

Fastener manufacturing machinery 6 %

Auxiliary process technology materials 5 %

Spring manufacturing machinery 4 %

Specialist areas 3 %

Occupational/Professional status

Head of department/group manager 23 %

Head of company 22 %

Technical specialist 22 %

Manager 21 %

Other 12 %

Influence in decision making

Decisive/co-decisive 61 %

Advisory 21 %

Satisfaction of wire regarding ...

Companies 93 %

Presence of market leaders 92 %

Completeness of the product range 54 %

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

Satisfaction 90 %

Recommendation of visit

Yes, certainly/yes, probably 92 %



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