

# interlight

## MOSCOW

powered by light + building

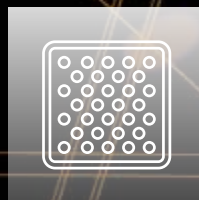
International Trade Fair for Decorative  
and Technical Lighting, Electrical Engineering,  
Home and Building Automation

# 10–13 November 2015

IEC «Expocentre», Moscow



4 534160 146675



[www.interlight-moscow.ru](http://www.interlight-moscow.ru)



messe frankfurt



## Interlight Moscow powered by Light + Building

**Interlight Moscow powered by Light + Building** is the only trade fair in Russia and the CIS covering the whole range of products relating to the decorative and technical lighting, electrical engineering, smart home and building automation. Every year Interlight Moscow powered by Light+Building confirms its status of the key professional event for the industry experts. Moreover, the fair keeps demonstrating a steady growth and development.

### Facts and figures

Total exhibition space

**33 650 m<sup>2</sup>**  
(gross)

5 pavilions

Exhibitors

**731** companies  
**24** countries

### Product groups

- Decorative Lighting
- Electric Lamps
- Festive Lighting
- Technical Lighting
- Electrical Engineering
- Service
- LED
- Building Automation and Smart Home

### Business and science program

- International LED Forum
- Building Automation and Energy Efficiency Forum
- Russian KNX competition

#### Conference platforms

- Agora
- Interlight Design Academy

More than **50** events

- Russian Lighting Design Contest
- Christmas Lighting Contest
- The Forum  
«Lighting engineering: norms, standards, measuring equipment»
- HR-Forum  
«Market challengers: Lighting engineering education»
- Internet Forum  
«Electrical and lighting engineering in the Internet-trade: from offline to online»



### Media support



**35**

professional magazines



More than **50**

professional web-portals

**ЭКСПЕРТ**  
Экспертный журнал

**C | R | e**  
КОММЕРЧЕСКАЯ НЕДВИЖИМОСТЬ

**РБК daily**  
ЕЖЕДНЕВНАЯ ДЕЛОВАЯ ГАЗЕТА



**LIFE NEWS**

**[ради дома]**  
PRO  
www.radiomapro.ru

**360° RU**

**Moskauer Deutsche Zeitung**

**OWC** Foreign Trade Publishing House  
www.owc.de



### Official support

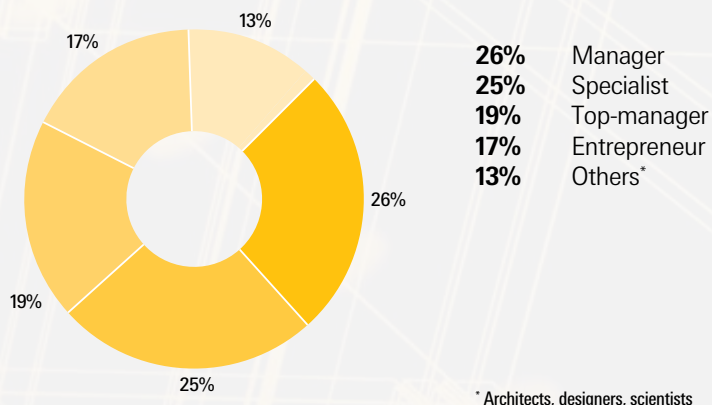


**IALD**



## Visitors

### Visitors' business profile



### Visitors' data



**2,5%**  
visitors growth\*

**29 878**  
visitors

**81**  
regions of Russia

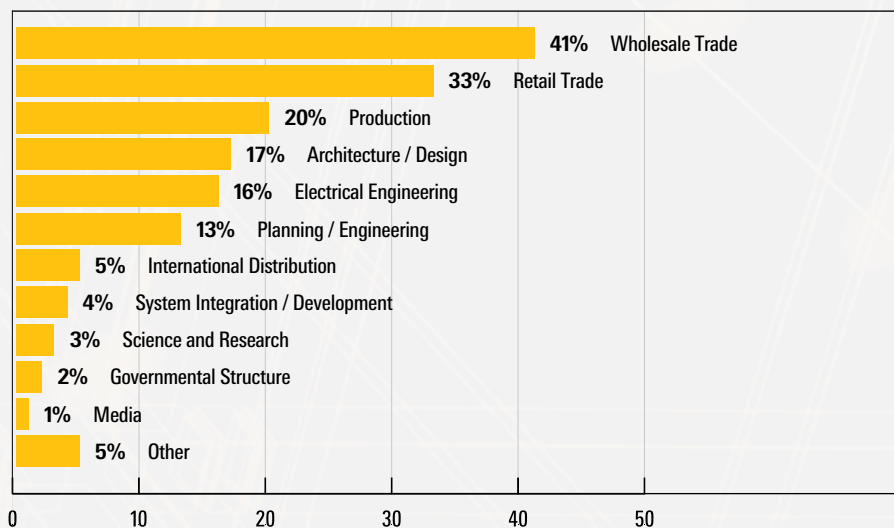
**78,6%**

visitors are representatives of trade and international distribution

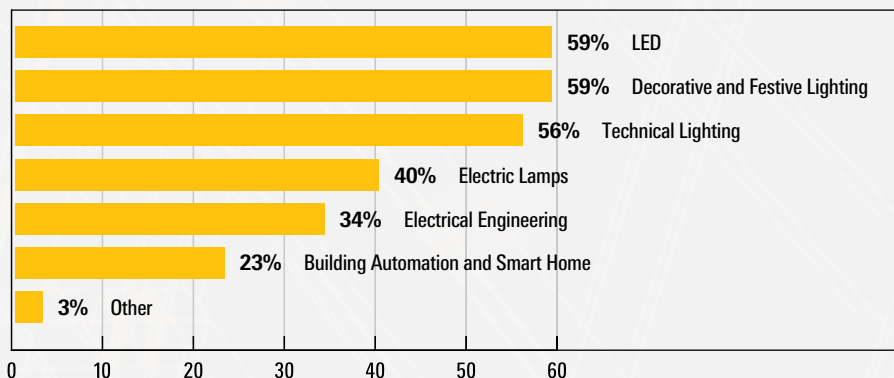
**64**  
countries

\* compared with 2013 year

### Visitors' profile



### Visitors' interest



## Visitors

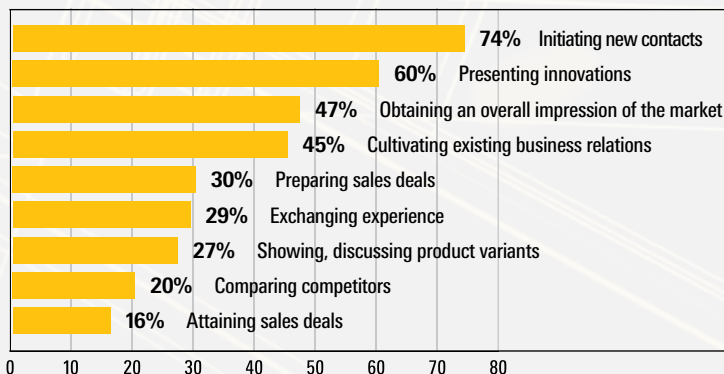




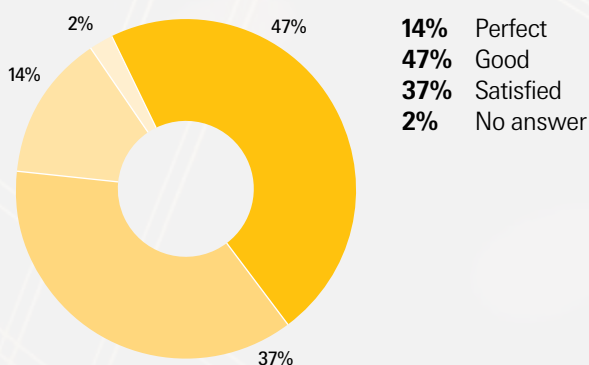


## Exhibitors

### Exhibitors' objectives of trade fair participation



### How do you estimate your participation in the exhibition?



### Exhibitors' opinion about exhibition

**72%**

exhibitors are planning to participate in Interlight Moscow powered by Light + Building in 2015

**71%**

exhibitors are very satisfied with the number and quality of visitors

## Exhibitors feedback

### Chris Johnson

Sales Director  
Viribright Lighting Limited (UK)

«For us personally it's been very good. We've had lots of new importers showing interest in our products and new dealers. So we are very happy... So far the Russian market looks very good. And we've also found some people here which have been already selling our products, so that's quite interesting.»

### Ellina Lauvray

Ragni (France)

«We are satisfied with the exhibition... Our target audience is planners and designers, and we have met them among our visitors. We'll evaluate the exhibition when we are back, because sometimes even one good contact made during the exhibition can bring very good orders.»

### Andrey Golovin

CEO  
KNX Russia

«We are glad to have KNX city at the show... we've got a good number of visitors on the level of last year. The level of business and educational program within the trade fair has developed a lot comparing to the previous year. All events became more interesting and better organized, it shows the European attitude and affinity to Light + Building exhibition in Frankfurt.»

### Svetlana Kalikova

Regional Representative  
MAKEL Group of companies (Turkey)

«We have very positive impressions of the exhibition this year, despite the reduction of exhibitors. There are a lot of visitors, new interesting contacts. The visitors came from all over Russia, including distant regions as Khakassia, Buryatia, so we are opening new markets during our work at the show.»

### Vyacheslav Voronkov

Projects Director  
Lustratre (Portugal)

«We've been participating in Interlight Moscow several times. The exhibition went perfectly for us, we are very pleased with everything, in particular with the number and quality of visitors. In addition to meetings with our regular partners, we have received new interesting business contacts.»

### Valentin Zaitsev

MANTRA (Spain)

«Yesterday we have experienced three waves of visitors, all our promotional materials were distributed at once. There were lots of visitors from all Russian regions – we work with the whole Russia. The most of visitors know this exhibition well, they are coming to see us, we are communicating. About one third of our visitors – were new contacts for us, the rest were our regular clients who came to see our new production.»

## Exhibitors

## Light + Building Technology Fairs Worldwide

**Interlight Moscow is a part of Messe Frankfurt's building and energy shows, headed by the biennial Light + Building event in Frankfurt, which will take place from 13 – 18 March 2016**

### **Beijing International Building Technology**

Beijing, China, Spring 2015

### **LED Expo**

Mumbai, India, 7-9 May 2015

### **Guangzhou International Lighting Exhibition**

Guangzhou, China, 9-12 June 2015

### **Guangzhou Electrical Building Technology**

Guangzhou, China, 9-12 June 2015

### **BIEL Light + Building**

Buenos Aires, Argentina, 15-19 September 2015

### **Shanghai Intelligent Building Technology**

Shanghai, China, 23-25 September 2015

### **Shanghai International Lighting Fair**

Shanghai, China, 23-25 September 2015

### **Interlight Moscow powered by Light + Building**

Moscow, Russia, 10-13 November 2015

### **Light Middle East**

Dubai, UAE, 6-8 October 2015

### **LED Expo**

Delhi, India, 3-5 December 2015

### **Light + Building**

Frankfurt am Main, Germany, 13-18 March 2016

### **Light India**

New Delhi, India, 18-21 September 2016

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