

Post release

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For the first time in Russia: Interlight Russia respectively Intelligent building Russia trade fair was successfully held

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The international trade fair for lighting and building services technology – Interlight Russia respectively Intelligent building Russia were held for the first time in sync to display state-of-the-art light and building technology from 10th to 13th of September. Events of the trade fair were organised the way that let manufacturers and distributors actively engage with professionals: designers, architects, urbanists, structural engineers, engineers, electricians and integrators.

«So there are many concepts that you are using like color rendering, color fidelity, color temperature, developed by CIE. And it's important that you, as manufacturer or user, are using these concepts, we developed. And these light sphere views certainly are very good opportunity to see the latest development in the field of light and lighting. I visited this fair in 2011 for the first time and I see that since then there was a huge development of the fair, also with the help of Messe Frankfurt RUS», – Peter Blattner, President of International Commission on Illumination (CIE) said.

From now on Interlight Russia respectively Intelligent Building Russia combine all technologies required for building comfortable and energy-efficient projects. Moreover, the jubilee trade fair has fully proven its motto “25 bright years” as the exhibition of lighting technologies was traditionally extensive. Everyone – exhibitors, partners and visitors – highly appreciated positive changes of the trade fair. The number of visitors interested in building automation markedly increased in comparison with the last year.

«Interlight embodies the evolution of the industry, even to some extent predicts how the industry will develop in the near future. Indeed, at present we are seeing global technological processes when various systems are being integrated: these are light, security, and other systems. And in this regard, from this year the Trade it is not only Interlight but Intelligent building Russia as well», – Yuri Khakhanov, Project Manager of Skolkovo Foundation Energy Cluster said.

The specially created interactive trend zone “Smart Cube” attracted visitors' attention during all days of the trade fair. Two parts of the cube demonstrated technologies for commercial and residential real estate. Visitors had the chance of feeling technologies at their fingertips that make spaces smarter – such as: schools, shopping centers, storages or

apartments.

For the first time residents of Skolkovo Technopark, a key Russian high technology project, participated at the trade fair. Russian companies, working on development of innovative building automation and lighting technologies, demonstrated innovative energy efficient technologies.

Also, the intensive fringe programme of the trade fair attracted lots of attention. For instance, the newest trends and technologies were discussed in the sphere of lighting and building technologies. The lighting part was represented by the LED Forum – the largest business conference in Russia and CIS devoted to the opportunities of LED technologies, and Interlight Design Academy that traditionally ran all days of the trade fair. Intersec Forum Russia and Electrical Engineering Academy were aimed to highlight the challenges of building automation and integrated security systems.

«I loved the audience: structural engineers, designers and architects. I could talk to each of them about difficult situations, difficult projects and way of using LED. It's very inspiring for me to talk with them about it», – Paolo Data Blin, Creative director of 997a, speaker of Interlight Design Academy said.

Intersec Forum Russia was held for the second time: speakers shared their professional opinion about different aspects of building «smart city».

«Unfortunately, city cannot become smart just in one day. No matter how high the level of technology, its implementation takes time. In case of the «smart city», a serious and large-scale infrastructure is needed - sensors, communication channels, network, storage and data processing systems», – Denis Serechenko, Development director Huawei Enterprise in Russia, speaker of Intersec Forum Russia said.

The General partner of the trade fair – BOOS LIGHTING GROUP – showed comprehensive lighting solutions integrated into the technological infrastructure of the «smart city». Thematic sections embodied all its elements — buildings and structures for various purposes, the road network and landscape zones. Solutions were shown for functional urban infrastructure (street, pedestrian crossing, tunnel, sports facility and airport), architectural and landscape lighting, as well as interior lighting for all applications.

429 companies from 23 countries – Armenia, Belarus, Finland, France, Germany, Hungary, Italy, Japan, Kazakhstan, Korea, Kyrgyzstan, Poland, Portugal, Russian Federation, Spain, Thailand, the Netherlands, the Czech Republic, Turkey, Ukraine, as well as China including Taiwan and Hong Kong – took part in the trade fair.

22 224 visitors came to the Trade Fair.

Press materials:

<https://interlight-moscow.ru.messefrankfurt.com/moscow/en/press.html>

Our social media:

<https://www.facebook.com/InterlightIntelligentBuildingRussia>

https://vk.com/interlight_building

https://www.instagram.com/interlight_moscow

<https://www.youtube.com/channel/UC5tttd62ylzqyV03M8stQBCg>

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

Messe Frankfurt RUS, the subsidiary of the international exhibition organizer, works in Russia since 2002. The portfolio includes 16 international exhibitions and forums in Moscow and Kazan. Messe Frankfurt RUS is an exclusive operator of two Chinese national shows in Moscow - China Machinery Fair and China Commodity Fair, organized by Ministry of commerce of China. The staff of the company is more than 50 competent specialists with strong expertise in organization different kinds of events.

In 2015 together with ITE Expo OOO established a joint-venture ITEMF Expo. The company operates the leading events in automotive sector – MIMS Automechanika Moscow, COMTRANS and Busworld Russia as well as international forum IMAF.

For more information, please visit:

www.messefrankfurt.ru | www.facebook.com/messefrankfurtrus |

www.youtube.com/MesseFrankfurtRUS/

Messe Frankfurt also organises a series of light and building technology exhibitions in Asia including Guangzhou Electrical Building Technology, Guangzhou International Lighting Exhibition and Shanghai International Lighting Fair. The company's light and building technology trade fairs also extend to markets in Argentina, India, Thailand, Russia, the UAE and other countries and regions.

For more information on Light + Building shows worldwide, please visit www.light-building.com/brand

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