

Post release

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It was epic: the long awaited trade fair for lighting and building services technology was held in Moscow after two-year break

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After two-year break International Trade Fair for Lighting and Building Services Technology took place on September 13-16 in Moscow. Interlight Russia respectively Intelligent building Russia became a long-awaited event for business: companies were able to find new partners from all Russian regions. Designers, architects, engineers and retailers finally had chance to get acquainted with new products of the market offline. The fair confirmed its status as an event in the Light + Building format: building automation and security technologies have become a full-fledged part of the exposition.

232 exhibitors from Belarus, China, Czech Republic, Germany, India, Italy, the Netherlands, Poland, Republic of Korea, Russia, San Marino and Turkey presented their technologies and design solutions at the trade fair, 24 companies chose the online format of participation, which was introduced for the first time. 38% of companies took part in the trade fair for their first. Despite the fact that Russia is still difficult to visit for citizens of many countries, the trade fair was attended by 18 911 professionals.

Part of the exposition was presented in a brand new conception of a dark pavilion. Firstly, it was flattering for the companies representing festive lighting. Secondly, the developing trend of the last year – luminous small architectural forms such as benches were shown. Thirdly, the leaders of retail design created a showcase exposition, demonstrating the professional work with lighting in a retail space using products of exhibitors.

In Pavilion 2.2, new participation formats were presented – Light box and Smart box. In Pavilion 2.1, the Smart Cube trend zone was extremely popular among visitors. First presented in 2019 and undergoing an ambitious rebirth in 2021 – the conceptual interactive space allowed guests to evaluate the capabilities of modern smart home systems showing must-have technologies, to try various scenarios of building automation and make a personal rating of the necessary functions for the projects. Complete immersion in the smart home reality was provided by the Smart Cube format, which is a full-fledged modern apartment with a smart wine storage, a table top with electric hob, voice assistants etc. Trend zone was supported by 32 partners, presenting solutions for creating a modern comfortable home. Smart Cube was made by Daria Makurova (Intelliger) Konstantin Tsepelev (Bright Buro), Lyudmila Verba (Verba Design Lab). The general partner of the Smart Cube trend zone was Larnitech.

The events of the fringe programme at the trade fair were held at a new level. On September 13, Lighting Engineering Consortium organized the signing ceremony of a seven-party agreement between the Consortium and federal executive authorities. The Ministry of Industry and Trade was represented by Deputy Minister Vasily Shpak. Also on September 13, LED FORUM was traditionally held – an event that annually brings together leaders of the lighting industry to discuss the prospects for market development. This year, special attention was paid to the issues of certification, declaration and testing in lighting engineering, as well as the development of energy services and public–private partnership in outdoor lighting.

On September 14, during two sessions of Intersec Forum Russia representatives of government and commercial structures were able to speak and discuss. The first session was dedicated to the development of a smart and safe city in Russia and the world. In particular, Evgeny Duk, Head of the Department for the Implementation of Smart City Technologies of the Design Directorate of the Ministry of Construction, Housing and Utilities of Russian Federation, spoke about the progress of the Smart City project; Alexander Pariy, Deputy Minister of Public Improvement of the Moscow Region, announced the implementation of an automated system for monitoring outdoor lighting in the region; the real estate inspectorate shared its experience of detecting illegal buildings in the city using quadcopters; NtechLab spoke about the introduction of smart surveillance technologies into the city's infrastructure to help prevent crime. The second session of Intersec Forum Russia brought together representatives of the largest developers (Samolet Group, Pioneer Group of Companies, PRIDEX) on one platform to discuss the experience of implementing smart home systems in residential and commercial real estate.

Interlight Russia | Intelligent building Russia trade fair was held with the official support of the Ministry of Industry and Trade of Russia, the Department of Entrepreneurship and Innovative Development of the city of Moscow.

Organizer: Messe Frankfurt RUS.

Interlight Russia and Intelligent building Russia are part of Messe Frankfurt's Light + Building Technology fair portfolio headed by the biennial [Light + Building](#) event in Frankfurt, Germany. The next edition will be held from 13 – 18 March 2022.

Messe Frankfurt organises a number of trade fairs for the light and building technology sectors in Asia, Argentina, Russia and the UAE. For more information on Light + Building shows worldwide, please visit www.brand.light-building.com.

Press materials:

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

Our social media:

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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

*Preliminary figures of 2020

Messe Frankfurt RUS, the subsidiary of the international exhibition organizer, works in Russia since 2002. The portfolio includes 15 international exhibitions and forums. Messe Frankfurt RUS is the exclusive operator of two national Chinese trade fairs organized by the Ministry of Commerce of the PRC, China Commodity Fair, and China Machinery Fair. The staff of the company is more than 50 competent specialists with strong expertise in organization different kinds of events.

In 2015 together with Hyve Group (ex-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.

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