

**Interlight Moscow powered by light + building**

International Trade Fair for Decorative and Technical Lighting,  
Electrical Engineering, Home and Building Automation  
7-10 November 2017 | Moscow, IEC “Expocentre”

**December 2017****Post release**

**Interlight Moscow: International trade fair for decorative and technical lighting, electrical engineering, home and building automation successfully regained visitors**

Interlight Moscow powered by Light + Building took place in Moscow at IEC “Expocentre” on November 7–10, 2017. The exposition took four exhibition pavilions: 1, 7, 8 and the Forum. This year 497 companies from 23 countries participated with a booth. The overall exhibition space made 24 754 square meters, what represents a 10% growth in comparison with 2016.

During four days the exhibition was visited by 18 463 professionals from 58 countries and 78 regions of Russia<sup>1</sup>.

	2016	2017
Visitors	14,841	18,463
Visits	30,155	27,189
Exhibitors	446	497

This year 249 exhibitors including the participants of the National Pavilions of China, Hong Kong, Korea and Slovakia as well as the united national groups of Taiwan and Germany, presented the international market. Companies from Switzerland (Esave), Iran (Elena Light), USA (Holm), UAE (Multiplast Dubai) and Israel (Stav Led) participated at Interlight Moscow for the first time.

Interlight Moscow with the official support of the KNX International Association annually forms a joint KNX booth. Leading companies working with integrated building automation systems based on the international KNX standard took part in it. 33 companies represented the “Building Automation and Smart Home” section. There were companies as: ABB, Arlight, ESYLUX, E-life (PHIDIAS), Embedded Systems Rus, GIRA, iRidium mobile, Legrand, Real Electro, Rubetek, SGA, Songri Electric, Steinel, Vitrum, ARMO (Satel), Thermokon.

The fringe programme of Interlight Moscow has always been an important feature of the fair. This year 53 events were organized at three open conference platforms – AGORA, Electrical Engineering Academy and Interlight Design Academy.

Electrical Engineering Academy – is an open educational area that combines all the events devoted to the subject of «Electrical Engineering». A forum in cooperation with the Russian Association of Electrical Engineering Companies (RAEC) was dedicated to standardization, e-commerce, training and smart technologies in electrical engineering. The role of equipment in design, certification

<sup>1</sup> In 2017, organizers of Interlight Moscow powered by Light + Building changed the approach to the measurement of visitor traffic and switched to the international standard. According to the method of analysis accepted by The Global Association of the Exhibition Industry (UFI) and Messe Frankfurt GmbH

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and cost of buildings was the main theme of the conference "Building Economics: Effective Project Life", organized with the support of the Russian Guild of Managers and Developers.

The open conference platform Interlight Design Academy presented a 4-day programme of free lectures, seminars and master-classes for architects and designers. Competent speakers from Strelka KB, CLD ITMO University, School of lighting design LiDS, Moscow Architectural School (MARSH), School of Lighting design MPEI Light Lab, Union of Designers and architects held 25 lectures and cases on lighting in design, architecture and urban environment.

Among the traditional events of the exhibition, "Russian lighting design contest" is aimed at promoting innovation in the lighting field. This year organizers added one important nomination "Best Industrial Design of Lighting Fixture" to the Contest. The winner of the nomination – Konstantin Deltaurov, who made the project of lighting fixture called "Moonary", will participate at the world's leading trade fair for lighting and building services technology Light + Building 2018 and demonstrate his project at the Young Design Area together with the best newcomer designers from around the world. Eric Valeev (IQ studio) and Eduard Zhegalin (MDM-Light) with their project of lighting of retail and entertainment complex "Khorosho" became the winners of the nomination "Best Design of Outdoor Lighting". The "Best Design of Indoor Lighting" – the project of design of ABB office, showed Alexander Baymiev (MAD Architects) and Eduard Zhegalin (MDM-Light). Besides that, Eduard Zhegalin (MDM-Light) obtained the main prize for the "Best Design of Lighting Fixture". Oksana Shlykova, who prepared the project of architectural lighting of quay in Vladivostok, won the prize in the category "Best Student Project in Lighting Design".

For the first time at Interlight Moscow a seminar entitled "The Retail Purchasing Centre: Decorative and Technical Light" was held. The seminar was devoted to the communication between retail chains and suppliers of finished lighting production. Among the participants of the event were K-Rauta, Leroy Merlin, Formula M2, Hoff, Castorama, Texstile. Light. Interior, Saturn, Petrovich, Kenguru, Nash Dom, Domovoy and Pervomaster.

Young professionals of the Worldskills Russia movement were the debutants at Interlight Moscow. Training of the national team for the competence "Wiring" with an additional task for KNX equipment was held in Pavilion 1 for four days. The group of companies IEK helped in the installation of equipment, installation of the site and the creation of the most comfortable working conditions. The international KNX association, KNX Russia and the KNX-User Club of Russia, the CIS and the Baltic States also supported the event.

The All-Russian KNX Olympics was held within the framework of the exhibition for the fourth time. It is the only official competition in Russia for specialists in KNX building automation technology. Lyudmila Vechkanova won in the nomination "The

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best girl installer". The best student-installer was Vasily Sass. The team of the company Art-In. won the «Prof Team» nomination.

Eleven lectures, forums and discussions were devoted to various aspects of building automation based on the KNX protocol. All of them took place at all three conference platforms of the exhibition.

The Marketing Forum, a traditionally successful event, took place at the AGORA conference platform. Andrey Kozhanov, curator of the Brand design division at the Higher School of Branding considered business effectiveness, brand and customer's psychology during his lecture.

The most active discussion at AGORA took place at the Discussion Rally of the Russian Association of LED and SSL manufacturers. Alexander Bogdanov, the chairman of the Association Standardization Committee brought up the topic of standards, Sergey Borovkov, CEO of Lighting Business Consulting presented research results on lighting technique and LED market.

The key research tendencies in the contemporary lighting technology, appliance, measurement rate setting and many other questions were discussed at the "Light the future" Forum. The Forum united the scientific sessions, which previously were held at LED Forum and the Forum "Lighting engineering: norms, standards, measuring equipment".

The International forum on LED technologies, the LED Forum could be called the main business event of the exhibition. Representatives of Russian government authorities, Associations, leading LED producers as well as LED consumers held overall more than 50 speeches during two days of the Forum. More than 150 delegates from Russia, Finland, Germany, Belarus, Ukraine and Kazakhstan took part.

The forum together with the exhibition demonstrated the present and the future of the LED industry and the main aspects of the future development of the key players of the market.

Interlight Moscow is changing and in 2018 the trade fair will further develop the important building automation segment and the whole schedule of the fringe programme. Organizers plan to enhance the cooperation with industry associations and regional producers. The next edition of Interlight Moscow will take place from 6 to 9 November 2018 at IEC "Expocentre", Moscow.

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**December 2017****Post release****Exhibitors and visitors statements****Alexey Vlasov****Uniel, Head of Regional Sales Management**

We have been participating in the exhibition for several years in a row, and our main goal was to maintain contacts with the main active partners. For us, this event is a platform for negotiations and solutions to issues that accumulated during the year. We really liked the idea of meeting with network buyers, it must be developed and expanded further. Similarly, with the "Project Day" event — a great idea and looking forward to seeing it's growing to the next level event.

**Peng Xiaolin****Lisun Instruments Ltd, General Manager**

Lisun's target was not only to find more customers, but also to boost Lisun Group brand awareness in the Russian market. The team met different customers during the exhibition. Russian customers including the government institutes, university professors and LED manufacturers checked Lisun hardware and software products. In my opinion, it will help us a lot for the future sales strategy.

**Alexey Bayanov****NationStar, Overseas Trade Department**

We have achieved all the goals set before the participation in the exhibition. In particular, we conducted a number of meetings with existing clients. Time will tell, but we already have made many new contacts. We notice that the Russian market is developing steadily, and thanks to participation in the exhibition, we gain new clients.

**Алексей Суляев****Artbronze, Project manager**

The aims of participation in the exhibition are the same for most people — to find new partners, clients, to develop more connections. The exhibition was successful, and these goals were achieved. Also imaging component is important, and we, as a manufacturer, attach importance to this. This is our seventh exhibition, from year to year everything is stably well organized.

**Alexander Pletnev****Horoz Electric, Sales Manager**

Initially, we set ourselves the goal of meeting key customers and signing agreements on further cooperation. And also interested potential customers came to us. The audience this year is quantitatively less than at previous exhibitions, but new and necessary contacts for all the days of the exhibition we received.

**Maria Stepanova****Energoatlas.ru, Chief Editor**

I want to thank you again for your acquaintance and joint work, and first of all for the invitation to lead a plenary session of the LED-forum. For me, the exhibition and forum are

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experience in the new industry, here thanks to the colleagues who are carrying out the guidance, and the forum has become a bright opportunity for a quick dive.

My impressions of the "newcomer" - the exhibition and forum are very lively, crowded, you can see the interest of the audience (both by the fullness of the halls and the work at the stands, and that at the events people sit till evening and on the activity in the discussion). Having a certain experience in organizing events, I can imagine what the Messe Frankfurt team is behind it. I think it is absolutely justified that the organization relies on industry partners, such as the APSS, to organize the team, because with such a rhythm of events, the exhibition business does not allow to know the situation, including subjects, in each of the industries. And here you need a healthy division of functions. And trust to each other, as well as qualitatively constructed communications can significantly improve the effect.

**Evgeny Dolin**

**Association of LED Manufacturers and Systems based on them (APSS), General Director - Member of the Board**

The exhibition as a form of event organization was, is and will be a powerful tool for marketing, branding, presentation of novelties, show industry and its showcase for consumers. Here you can and need to compare yourself, your team and your products with others.

We must learn to work and understand the format correctly. Indeed, at the exhibition, not all booths boil from the energy of managers. On the other hand, the exhibition itself should work ahead of schedule, offer new technologies for information delivery, new ways of communicating with visitors. The exhibition sells exhibitors not squares, but targeted visitors, and they need to work with them all year round. As for the business program, I think that a series of events accompanying the exhibition is balanced and clearly structured for the purpose of the exhibition. Whatever it was, market participants now will consider the results of the exhibition and the outgoing year, outline plans for the future.

I want to thank the team Messe Frankfurt Rus for the changes that have begun for the better, to wish them success and perseverance in change and improvement. And participants - the successful development of the contacts received, the analysis of new information and the successful 2017-2018 season.

**Lyudmila Ushakova**

**The operational director of the Russian Association of Electrical Engineering Companies**

This year our association took part for the first time in the exhibition, having conducted the RAEC Forum on the basis of the Electrotechnical Academy. We presented our projects - the Nomenclature Center and ETIM and the RAEK University, and also discussed the problems and possibilities of digitalization of the electrical industry. The projects are unique, and aroused great interest among the audience.

The business program of Interlight was wider and more saturated than last year. We are satisfied with our participation, having received a lot of feedback from industry professionals and having formed a number of agreements. The holding of the RAEC Forum at the exhibition gave us a significant effect. RAEC will develop a partnership with Messe Frankfurt RUS, and we are already planning to participate in the next year.

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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. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. Thanks to its far reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organizing and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters 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:

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