

**Press
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Even in difficult times, the Moscow trade fair trio, Metallurgy Litmash, Tube Russia, Aluminium/ Non-Ferrous is making positive momentum

Interest in innovative plants and machinery is still very high / 4,100 specialist visitors gathered information

The current tense political situation, the weak rouble and the deterioration of the price of oil is affecting the Russian metallurgy industry market and the pipe sector as well as international trade. However, it is also offering new opportunities. In Russia and neighbouring nations, there is still a considerable need to invest. The interest in modern machinery, production and processing plants, as well as high-tech materials, continues to be at a very high level. In addition to this, Russian companies have to improve their own competitive position in order to be able to substitute imports. Against this background, the trade fair trio, Metallurgy Litmash, Tube Russia and Aluminium/ Non-Ferrous being held from 8 to 11 June 2015 is making positive momentum for the industry: Around 4,100 specialist visitors gathered information during the course of the trade fair on innovations from the fields of foundry technology, machinery and plants for the metallurgy industry, as well as machinery, materials and accessories for the production, processing and treatment of pipes.

The representatives from just about 200 exhibiting companies originating from 21 countries took advantage of the dialogue with the specialist visitors to exchange their experiences and making new contacts. Several exhibitors were even able to make unexpectedly good business deals. For others, the main issues included the observation of the market and maintaining customer relationships, which have, in part, existed for many years. The specialist visitors primarily came from Russia and other CIS regions. In addition to this, several neighbouring countries were also represented. The exhibitors consistently reported having interesting and long-lasting discussions with experts and praised the high level of technical knowledge and



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specific request for information. Currently, on the Russian market, there are still highly promising projects. Many of them, however, have been put on hold since it is difficult for the companies willing to invest to obtain required loans. Although uncertainty regarding the political future of relations and economic implications is predominate among both providers as well as customers, the Russian market has been evaluated as being positive over the long term.

Metallurgy Litmash, Tube Russia and Aluminium/ Non-Ferrous 2015 took place at the Moscow Expocentre Krasnaya Presnya and was organised by Messe Düsseldorf GmbH and its subsidiary Messe Düsseldorf Moscow in cooperation with its Russian partner, Metal-Expo. The trade fair trio was provided support by the International Tube Association ITA, as well as the Metallurgical Council of China/Council for the Promotion of Trade – Metallurgical Center for International Exchange and Cooperation MC-CCPIT.

The next Metallurgy Litmash, Tube Russia and Aluminium/ Non-Ferrous is taking place from 6 to 9 June 2016. Further information is available from www.metallurgy-tube-russia.com as well as at Messe Düsseldorf GmbH, Daniel Ryfisch (Tel. +49-211-4560-7793, RyfischD@messe-duesseldorf.de) and Katja Burbulla (Tel. 0211-4560-7741, BurbullaK@messe-duesseldorf.de).

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**Exhibitor comments on Metallurgy Litmash, Tube Russia,
Aluminium/ Non-Ferrous 2015:**

Elena Krashennikova, ALS Engineering, Manager

We used to take part in the trade fair through our Italian office and represented our products within the Italian exhibition. But due to some overlapping with several other field-specific trade fairs we now represent the Russian office of ALS Engineering. This year is a bit complex and challenging, and yet no forecasts can be made. Our company continues to support its partners. Within this trade fair we confirmed our existing project arrangements as well as renewed our long-standing business contacts.

**Wang Fei, China Petroleum Technology & Development Corporation,
Corporate Program Manager**

In addition to the Moscow trade fair we take part in various projects in Germany, Thailand and Dubai. Usually we have the biggest booth at the trade fair, as we represent the Chinese national oil corporation, which is the largest energy group in China. The positive image of the trade fair as well as the way the company presents its product is very important for us as it is crucial to underline our place on the market to the competitors. We sell our products in different countries. We have a lot of foreign offices, acting each in its own field. We are experts not in technical production but in the art of selling our own product. Today tube and pipe industry are of great importance for our company. Unfortunately not so many tube and pipe manufacturers were represented at the trade fair, for example compared to the trade fair in Germany. The reason, why it's so important for us to be represented at this trade fair, is to make a statement about the scale of our business. Generally our clients are not individuals but governments of any country that is interested in partnership. Surely, working has become more challenging due to the exchange rate fluctuations. The competition becomes even bigger. We would like to see more international companies at the trade fair! But we are planning to support this trade fair every year, as it is very important for our partnership with Russia.

**Aleksandr Gulyanitsky, OOO Inductotherm, Head of the Spare Parts
Department**

We are the leader in our field and represent a wide range of products and services. That is the reason why we traditionally have one of the biggest

and most impressive booths at the trade fair! Every year we take part in the exhibition and consider it to be an excellent platform for communication and for exchange of experience. Of course, we sense a certain decline in the industry: these are difficult times. Most likely that is also the reason for the decreasing number of visitors and spontaneous customers. We would like to point out the brilliant organisation of the trade fair – everything has been organised on the highest quality level!

Peter Byroslawsky, International Tube Association, Dipl.-Ing., Executive Secretary

As industry partner to Messe Düsseldorf for all its major tube exhibitions worldwide the ITA was happy to participate and support again this year's Tube Russia. Unfortunately, the difficult business conditions in the pipe industry worldwide and in the CIS countries and Ukraine markets have particularly influenced the attitude of many exhibitors. A Russian visitor to our ITA booth said: In such a political and economic times, you get to know your friends. In addition to these problems the separation of the two fairs, wire Russia and Tube Russia, was not helpful. Some exhibitors who are represented on the wire as well as in the pipe industry had to decide which exhibition they wished to participate. Added to this was the temporal proximity to the GMTN 2015. In spite of all these circumstances, such kind of exhibitions will always be necessary. They offer the invaluable opportunity to show face and to tell our customers and partners that we are present. It is always a good possibility to listen, to talk and to discuss actual problems and to intensify existing relationships. The next months will prove to which extend exhibitors and visitors have reached their expectations.

Maxim Shilkin, MMS International, Deputy Head of the Representative Office for EU, Russia and the CIS

Tube Russia and Aluminium / Non-Ferrous positively stand out for their highly professional visitors; we were able to hold all our scheduled meetings and conduct negotiations on the most important issues. Of course, the current economic situation has affected our company's business activities. And yet we still plan to continue expanding our economic business component. We will not reduce our products' quality, level like some other manufacturers do, because we value our customers and partners.

Natalia Fedorenko, OOO Vacuumtech, Project Manager

Vacuumtech company took part in the trade fair many times. This year's division of the trade fair into Metalloobrabotka (metalworking) and Metallurgy/Litmash has been very convenient for us - we got highly specialised customers and visitors. The unstable economic situation didn't have any significant impact on us, being one of the largest companies in our industry sector.