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interzum moscow / Interkomplekt 2012: Optimised trade fair organisation guarantees continued success at VVC Moscow

- Russian partner MVK has now joined ITE Group PLC – with many advantages
- Furniture trade fair EEM with new power through ITE
- interzum moscow / Interkomplekt moves to another trade fair site in Moscow
- Country pavilions from Germany, Italy and Turkey ensure strong international participation

interzum moscow / Interkomplekt will be taking place for the sixth time in April 2012. Since 2004, the trade fair duo has firmly established itself in the Russian and Eastern European furniture industry alongside the furniture trade fair Euroexpofurniture (EEM). Since the start of 2011, our Russian trade fair partner MVK has been part of the strong ITE Group. The British ITE Group PLC organises a number of specialized trade fairs in Russia and Eastern Europe. Thanks to the support of a well-networked organisational structure in Russia, the CIS countries and throughout Eastern Europe, interzum moscow / Interkomplekt 2012 will be significantly optimised for entering the market in this region. In the coming year, both trade fairs will be moving from “Crocus Expo” to the “VVC”, All-Russian Exhibition Centre, where they can seamlessly tie into the success of past trade fairs.

After all internal structures of MVK and the ITE Group had been reorganised, the targeted planning of the regional event in Moscow for 2012 began just in time for the international interzum cologne. Together with interzum moscow / Interkomplekt, the spring furniture trade fair “Euroexpofurniture” (www.eem.ru)



interzum moscow /
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will also be moving to the VVC All-Russian Exhibition Centre (www.vvc.ru/eng/). The furniture trade fair will thus remain a complementary parallel event, simultaneously creating considerable synergies for exhibitors and visitors to both events.

The Moscow Metro optimally connects the "VVC" exhibition centre to the heart of the city. Thanks to the combination of a trade fair site, a neighbouring park and several restaurants, it offers a special spring atmosphere during the trade fair from 24-27 April 2012. A regular shuttle service is planned inside the exhibition grounds, which will go from the main entrance to pavilion #69 (interzum moscow / Interkomplekt 2012) and pavilion #75 (Euroexpofurniture 2012 furniture trade fair). The interzum moscow (every 2 years) and Interkomplekt (annual) trade fairs are generally considered to be important platforms for machines, devices, materials and semi-finished products for furniture production in Russia and Eastern Europe. It is not without good reason that both trade fairs are supported by the Ministry for Industry and Trade of the Russian Federation as well as the government of the city of Moscow. In 2010, 276 companies exhibited on nearly 14,000 square metres of exhibition space; around 45,000 visitors from Russia and Eastern Europe visited this trio of furniture trade fairs.

Evidence of Russian economic growth in the furniture industry

In 2012 the international nature of exhibitors will play a significant role at interzum moscow. In addition to individual exhibitors, there will also be country pavilions from Germany (sponsored by the German Federal Ministry of Economics and Technology), Italy and Turkey (sponsored by the Turkish government). At an average of 80 percent, the percentage of trade visitors among all visitors to the trade fair is very high: buyers from important companies throughout Russia, Russian and Eastern European representatives from furniture stores and chains, as well as designers and architects visit the trade fair. A survey in 2010 revealed high satisfaction on the part of exhibitors. In addition, visitors emphasised the outstanding opportunity to make new contacts. As in past years, there will be a comprehensive supporting programme to accompany interzum moscow / Interkomplekt.

The continuing upswing of the Russian economy will also contribute to the success of the trade fairs. After the crisis two years ago, this large and significant market is recovering very quickly. In the first quarter of 2010 alone,

sales from exports rose six percent. For 2011 and 2012 the Russian government is again expecting continuous growth of at least 3.5 to 4 percent.

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More information about entering the Russian market:

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