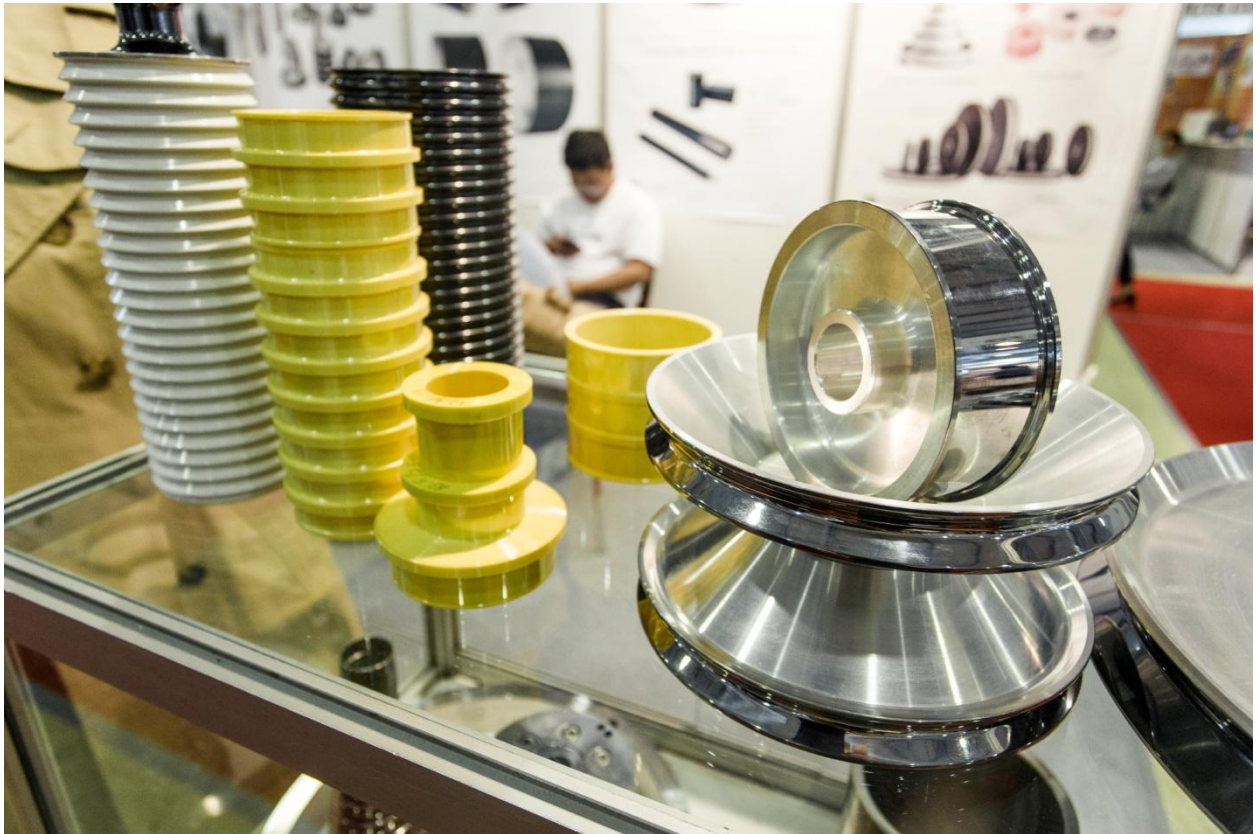


A complex of industrial exhibitions held in Moscow

From June 6 to June 8, Expocentre Fairgrounds hosted an exhibition of equipment for the production and processing of wire, cable and hardware products "Wire Russia 2023". This year, Wire was held in parallel with the Metallurgy, Litmash, Tube and Steel Structures exhibitions, which attracted even more high-quality targeted visitors, thereby expanding the sales channels for exhibitors. More than 300 companies took part in the exhibitions. Over the course of three days, over 8 thousand specialists had the opportunity to get acquainted with a wide range of products and services offered by Russian and foreign exhibitors.

The exhibition Wire presented both machines and installations for processing and improving the properties of wire, as well as ready-made solutions for cable and wire products.



Andrey Volegov, representative of Vassena, chief engineer of DALMEK-RUS LLC:

“Our company is engaged in the supply of carbide dies for wire drawing. In particular, we are engaged in the supply of devices for cleaning wire from residual lubricant. We have been representing Vassena on the market since 2008. We participate in every Wire Russia exhibition in order to meet with our existing clients first of all and discuss pressing issues, get feedback, and improve our interaction. The target client always comes to the exhibition, for this we show our products so that visitors can see that we are present on the market. Our manufacturing partners from Italy are always investing in modernization, some kind of innovation, and we, of course, must present these new products. The exhibition, as usual, bears fruit, gives the result that we expect.”

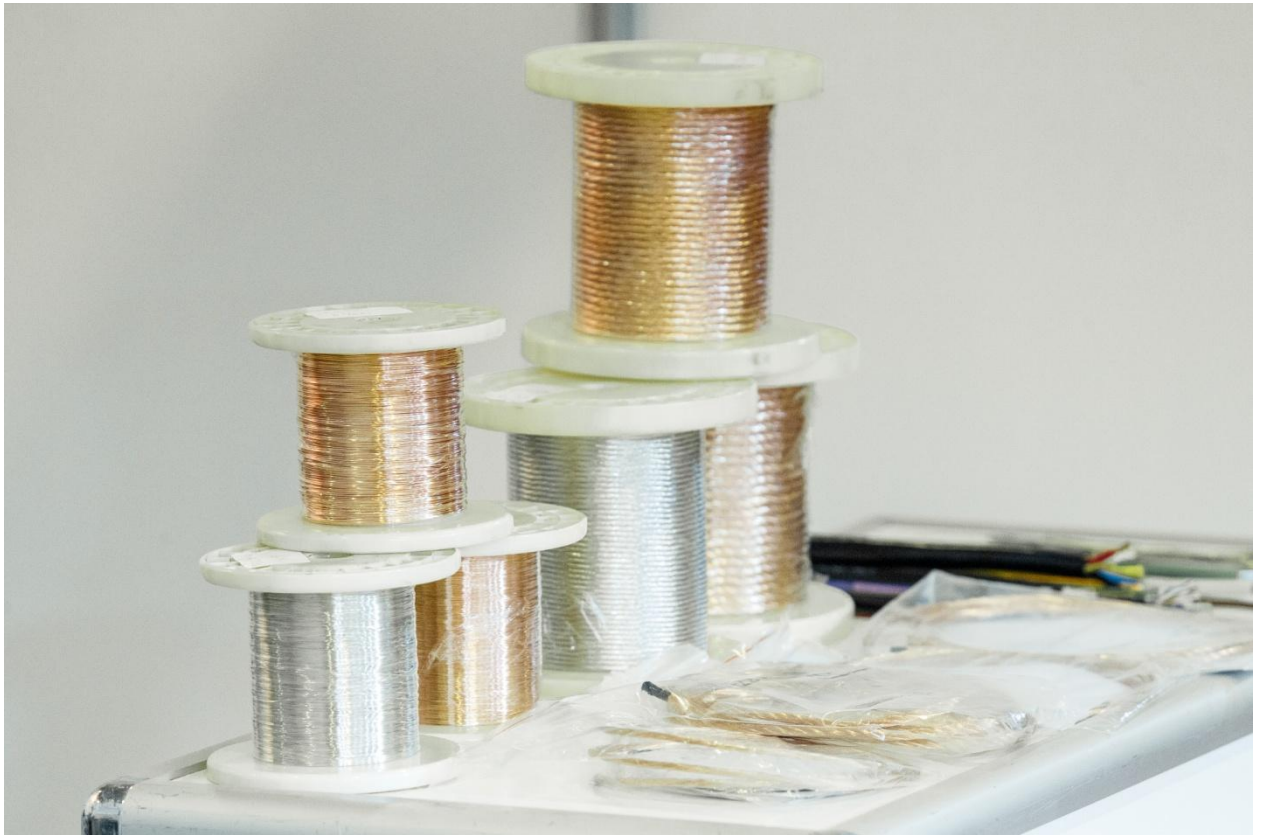
Piotr Branovitsky, senior manager of the Jiangsu Listrong Mechanical & Electrical Co., Ltd representative company:

“We have been participating for a long time, every time the exhibition takes place, because it is directly related to our theme. Our company is distinguished by high quality products at a fairly affordable price. Our customers come back to us because they appreciate the service we give them, as well as the quality of the equipment. The exhibition allows you to communicate with clients live, after all, personal communication helps in building a dialogue and, subsequently, in concluding successful deals. Therefore,

we try to attend all exhibitions related to cable and wire topics. I must say that this year pleased us, I personally expected a much smaller number of visitors, but in general there were a lot of people. There are a lot of new acquaintances, a lot of communication with old clients, a lot of requests, which cannot but rejoice, so next time we will definitely take part in the exhibition.”

Natalya Golubtsova, General Director of KIT-TRADE LLC, representative of AVAR KOMPOZIT:

“We are very grateful for the invitation of our partners, the Turkish company AVAR KOMPOZIT, to represent their company in Russia and participate in this exhibition. I can say that the flow of people is very large, especially on the second day of the exhibition. We were pleased to see a large number of cable factories here, to communicate with them. For us, the exhibition is a success. I think that next year we will definitely participate, since the KIT-TRADE company represents not only Turkish companies, but also Chinese partners who also participate in this exhibition. Demand for Turkish and Chinese products has increased significantly in recent years. Therefore, I will recommend participation in this exhibition to my business partners. I think we will only expand and increase the stands.”



The following companies took part in the exhibition: U-Technology Group Ltd., Selenite LLC, VASSENA Filieri S.R.L., SZMP LLC, Gemwell Electrical Technology Co., Ltd., Jiangsu Habsans Trade Development Co., Ltd., Golden Technologies Wire & Cable Equipment CO., Ltd., VLC Instrument LLC, SM Industries, Avar Kompozit Ürünleri San Tic A.Ş., Longvision (Shanghai) Cable Materials Co.,Ltd., BEIJING ORIENT PENGSHENG TECH. CO., Ltd., DONGGUAN QINGFENG ELECTRICAL MACHINERY CO., Ltd., DONGGUANSHI ZHANGLI MACHINE FITTINGS CO., Ltd., GUANGDONG RIFENG ELECTRIC CABLE CO., Ltd., Hefei Smarter Technology Group Corporation, Sichuan Jiuxun Technology Co.,Ltd. , Shanghai Dielec Electrotechnics Co., Ltd., Shanghai Yupin Communication Technology Co., Ltd., Jiangsu LISTRONG Mechanical and Electrical Co., Ltd., JR Mica Products Co. Ltd., Jiangyin Success Electromechanical Co., Ltd., Sanmenxia DongQi Electric Co. Ltd., QINGDAO EDS INTERNATIONAL TRADE CO., Ltd., Zhejiang Harbor Technology Co., Ltd., JIANGYIN JINGU MACHINERY MOLD CO., Ltd., Jiangyin Xianchuang Metal Products Co.,Ltd, FAR EAST(CHINA) GROUP Ltd., EUROLLS SHANGHAI CO., Ltd., JIAOYANG WELDING INDUSTRIES HEBEI CO., Ltd., Huzhou Gelei Cables Co.,Ltd., Yangzhou Tengfei Electric Cable and

Appliance Materials Co., Ltd., SHANGHAI SINO HOLDING MACHINERY CO., Ltd., Changzhou Aibang Machinery & Science Technology Co., Ltd. G.I. Budker SB RAS, Shanxi Yitaike Electrical Equipment, RUSCABLE.RU, Kablo Tel Dünyası, FEC Polymer New Materials Co., Ltd., QINGDAO MERLIN CHEMICALS CO., Ltd. and other companies.

Kirill Piskarev, Director of the Wire Russia project:

“The exhibition Wire Russia is one of the leading industrial exhibitions in this area. This year, a whole group of exhibitions is being held in parallel: Metallurgy, Litmash, Tube and Steel Structures. Together, more than 300 companies are participating in these projects, which is a good result at the moment. Companies from China and Turkey are showing great activity this year. Also noticeable is a significant revival on the part of visitors. Now the Wire project has become an annual event, and we will be glad to see everyone at the same place in 2024 from June 4 to 6.”



As part of the business program, the general information partner of the Wire Russia exhibition, the RusCable.Ru portal, held a session on advanced technologies in the cable business. The session was devoted to projects for the transformation of cable enterprises and their rapid restructuring and adaptation to changes in the nomenclature, digitalization of cable equipment and applied issues of implementing SCADA and ERP systems at cable enterprises. A separate block was devoted to the modernization of the existing equipment fleet, import substitution of spare parts and replacement of components. During the session, presentations were made of current lines of Russian and foreign equipment used in cable enterprises, product marking technologies, anti-counterfeit protection, and software and hardware systems used in digitalization projects.

Sergey Kuzminov, Deputy Director for Marketing and Special Projects at RusCable.Ru:

“We all understand that Wire is our response to sanctions. The platform is effective in any case, because it is a meeting place for specialists, exchange of experience, here you can see everything live and get targeted contacts. New brands of cable equipment have appeared that did not come here before. At the Wire 2023 exhibition, we held a business session on Cable Business Technologies, which are unusual

cable business technologies that can be implemented at minimal cost. It was these topics and such reports that were at the top of the discussions. We were looking for chips, life hacks, the experience of market players, where you can find the answer to the question of how, having spent less than 1%, you can get much more from it. And we found the answers. We had experts on China, representatives of the cable production digitalization business. The community that came to the exhibition was very actively involved, these were logistics companies, consumers of cable products, and, in fact, the cable companies themselves, for whom this is a target exhibition.”



As for the exhibitions Metallurgy and Litmash, compared to last year, the number of expositions, as well as visitors to exhibition events, has increased significantly. The number of delegations of domestic and Asian manufacturers has sharply increased. Many new players are entering the market. This indicates that the Russian heavy industry has ceased to be guided by departed brands and has embarked on the path of active development. Existing and emerging industries need high-quality equipment and materials, and now all this has to be looked for anew. In Russia, there is an increased demand for modern equipment and solutions for the foundry and processing industries.

See you in 2024!