

WIRE

12TH INTERNATIONAL EXHIBITION
FOR WIRE AND CABLE INDUSTRY IN MOSCOW

EXHIBITION ALLIANCE



VISITOR STRUCTURE

TOTAL NUMBER OF VISITORS 9000*

* – The total number of visitors of the Alliance of Exhibitions is indicated

VISITORS WIRE

INTEREST IN PRODUCT RANGES

several possible answers

Software and various services for the wire and cable industry	86%
Machinery for the manufacture of rods, wires and strips	83%
Tools and auxiliary materials and agents for the manufacture of drawn wire and the further processing of wire products	79%
Environmental technologies and resource efficiency for the wire and cable industry	78%
Wire and wire products	78%
Machinery for the processing of rods, wires and strips	77%
Testing technology, sensor technology and quality	45%

AREA OF RESPONSIBILITY

Head manager	30%
Employee/qualified worker	24%
Manager	19%
Technical specialist	14%
Student, intern	9%
University lecturer/professor, teacher, researcher	4%

PURPOSE OF VISIT

several possible answers

Professional development	87%
Information on prices / conditions	82%
Information about new products/trends	82%
Cultivation of existing business contacts	79%
Making new business contacts	79%
Collecting information on competitors	78%
Concluding purchase	76%
Information about products/systems/applications	75%
Finding new suppliers	75%
Purchase negotiations	74%

79% OF VISITORS ATTEND WIRE EXHIBITION ACCORDING TO BUSINESS INTERESTS

SATISFACTION REGARDING

several possible answers

Structure of the exhibition	86%
Presence of leading market players	80%
Product range completeness	77%

85% OF VISITORS WOULD RECOMMEND THEIR COLLEAGUES TO VISIT THE EXHIBITION

FINAL REPORT

VENUE



ORGANIZERS



WIRE

12TH INTERNATIONAL EXHIBITION
FOR WIRE AND CABLE INDUSTRY IN MOSCOW

EXHIBITION ALLIANCE



EXHIBITOR STRUCTURE

TOTAL NUMBER
OF EXHIBITORS

>500* COMPANIES

* – The total number of exhibitors of the Alliance of Exhibitions is indicated

TOP 3 REASONS TO PARTICIPATE IN WIRE EXHIBITION
ACCORDING TO THE EXHIBITORS' OPINION:

1. ACQUIRING NEW CUSTOMERS
2. COMMUNICATION WITH CURRENT CLIENTS
3. DEVELOPMENT OF NEW MARKETS

EXHIBITORS WIRE

SATISFACTION WITH ACHIEVING GOALS

several possible answers

Communicating with current clients	82%
Informing about available products	76%
Recruiting new employees	74%
Introducing new products and latest developments	71%
Gaining an overview of the market	67%
Acquiring new customers	63%
Development of new markets	62%
Comparing competitors	57%
Establishing new sales distribution channels	56%
Preparing/forming sales at a trade show	50%
Exchange of specialized knowledge	50%
Finding dealers/representatives	43%
Presentation/PR/image maintenance	43%

**95% OF EXHIBITORS WOULD RECOMMEND
TO PARTICIPATE AT THE EXHIBITION**

PRODUCT CATEGORIES PRESENTED AT THE EXHIBITION

several possible answers

Machinery for the manufacture of rods, wires and strips	58%
Tools and auxiliary materials and agents for the manufacture of drawn wire and the further processing of wire products	57%
Machinery for the processing of rods, wires and strips	40%
Wire and wire products	34%
Testing technology, sensor technology and qual	26%
Environmental technologies and resource efficiency for the wire and cable industry	17%
Software and various services for the wire and cable industry	10%

**86% OF EXHIBITORS ARE PLANNING
TO PARTICIPATE IN WIRE 2025**

SATISFACTION REGARDING

several possible answers

Competence of visitors and level of their authority to make decisions	64%
Effectiveness in terms of your company's image and publicity	60%
Visitors' commitment to sign a contract for your products	59%
Total number of visitors	54%
Reaching your target audience	54%

**93% OF PARTICIPANTS ARE SATISFIED
WITH PARTICIPATION ALONG ALL ASPECTS
OF THE EXHIBITION**

VENUE



ORGANIZERS



FINAL REPORT