



# INTERLIGHT MOSCOW

16<sup>TH</sup> INTERNATIONAL TRADE FAIR  
FOR DECORATIVE & TECHNICAL LIGHTING  
EXPOCENTRE FAIRGROUNDS  
NOVEMBER 9 - 12, 2010 IN MOSCOW

## Press Release

### INTERLIGHT MOSCOW 2009: Final Report

The 15<sup>th</sup> International Trade Fair for Lighting, Light Technology and Intelligent Building Technology drew to a close with plenty of optimism and an outstanding atmosphere. 305 exhibitors and 20,224 industry visitors who enjoyed excellent contacts and promising discussions are looking to the future with great confidence. As in 2008, the extensive supporting programme at INTERLIGHT MOSCOW proved a major attraction. Around 300 attending experts considered the LED FORUM MOSCOW, which was held in parallel, a great success.

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#### Satisfied exhibitors

305 exhibitors from 21 countries presented their products to the mainly Russian audience in 2009. The exhibitors viewed their attendance at the trade fair as very positive and praised the high number and quality of industry visitors in particular.

The importance of the Russian market was once again underscored by the level of international participation this year: 51 % of all exhibitors came from abroad. The national pavilions presented by Asia (65 participating companies), Germany (18 exhibitors), Spain (16 exhibitors) and Turkey (22 exhibitors) also confirm the position of INTERLIGHT MOSCOW as the leading international trade fair for the industry in Russia and the CIS states.

Renowned companies presented themselves at INTERLIGHT MOSCOW with attractive booths. Alanod, Amira, Boss Lighting Group, Eclo-Leuchten, EMME Pi Light, Fael Luce, Kolarz, Lighting Technology, Mabelek, Moslezard, Nichia, Search Light, Seoul Semiconductor, Technolight and Trilight were among those present.

The official survey of industry visitors showed that 86 % of them wanted to obtain information about innovations and market novelties. Exhibitors with product and live presentations enjoyed particularly lively attendance.

As an information and contact platform, INTERLIGHT MOSCOW remains one of the most important dates on the international industry calendar even in difficult economic times.

#### Industry visitors from all over Russia

20,224 industry visitors from all over Russia attended INTERLIGHT MOSCOW 2009 in the Russian capital. An increase of 11 % over 2008! The industry visitors came to INTERLIGHT MOSCOW from 44 countries. 32 % of the industry visitors travelled to the trade fair from the Russian regions.



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According to the results of the official survey, around 97 % of industry visitors were satisfied or very satisfied with their visit to the trade fair and said their expectations had been met. INTERLIGHT MOSCOW is important or very important to 94 % of trade fair visitors and more than 88 % of visitors in 2009 had attended before.

In addition to information about novelties and innovations, 67 % of industry visitors attended the trade fair to establish new business contacts.

These results support the attractiveness of INTERLIGHT MOSCOW for the Russian and East European lighting industry and they emphasise the importance of personal contacts in the Russian business community.

## Supporting programme

“Outdoor and Street Lighting”, “Lighting Control Systems”, “Problems of the abolition of incandescent lamps and the introduction of energy saving lamps” and “Architecture and Lighting Concepts” proved attractive to many industry visitors as the highlights of the INTERLIGHT supporting programme. The visitors informed themselves about new industry developments and insights in the many presentations.

### “Outdoor and Street Lighting” conference by RosGorSvet

The Russian government association for outdoor and municipal lighting RosGorSvet held its annual conference in 2009 as part of INTERLIGHT MOSCOW. Municipal representatives from the Russian regions and Moscow present projects and concepts to reduce energy consumption and improve energy efficiency in the field of municipal and street lighting at the conference.

### Lectures on “Lighting Control Systems”

Rising electricity prices and increasing demands on complex lighting applications in major construction projects have led to increasing interest in lighting control systems in Russia. As a result, this was selected as one of the focal points of the INTERLIGHT MOSCOW 2009 supporting programme. In presentations by Gira, Legrand Corporation, Lutron, Osram, Thorn Lighting and Vossloh-Schwabe, interested participants learned about insights in the field of lighting control and familiarised themselves with new products.

### Conference “Russia: Problems of the abolition of incandescent lamps and the introduction of energy saving lamps”

Awareness of the need to protect the environment is also increasing steadily in Russia. Just like the European Union, the Russian government is planning a law to eliminate the filament bulb. And so the Russian lighting industry is preparing for the nation-wide introduction of the fluorescent bulb. Russian and international industry representatives provided information and discussed the changes, associated problems and possible solutions during the conference at INTERLIGHT MOSCOW.



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### Lectures on "Architecture and Lighting Concepts"

Lighting and the correct use of light is becoming increasingly important in architecture. This is why Russian architects and engineers showed great interest in the architectural lighting concepts presented at INTERLIGHT MOSCOW. International lighting designers and experts spoke on this topic. They included Martin Lupton, President of PLDA (Professional Lighting Designers Association), Karsten Winkels of Winkels & Partner, Torsten Henze from LIH Light Impex Henze and Knut Seelig from Alanod.

### Workshop "Lighting Concepts for Halls and Façades"

Paolo Spotti, Italian lighting designer from Ferrara Palladino, offered information on the possible implementation of lighting in halls and at façades. How do I properly light a cathedral? How do I illuminate a romantic façade with indirect light? How do I prevent light pollution? Paolo Spotti provided answers to these questions in his workshop with products from the Italian company Futuroluce.

### Other events during INTERLIGHT MOSCOW

The Russian lighting trade association CTA once again met with the representatives of international companies for a Round Table Talk at INTERLIGHT MOSCOW in 2009. The participants discussed the role of distributors and strategic options during the recession.

As in 2008, the Russian light research institute VNISI hosted the finals of its annual lighting design contest at INTERLIGHT MOSCOW. The supporting programme concluded with the annual conference of young light engineers by Prof. Dr. Artem E. Ataev, member of the Academy of Electrical Engineering.

### Highly popular 3<sup>rd</sup> LED FORUM MOSCOW

After its great success in 2008, the LED FORUM MOSCOW 2009 was bigger and better. Positive feedback even before the event confirmed the importance of LED technology for the Russian industry. Registration for the LED FORUM MOSCOW had to be closed several weeks before the start of the conference.

The LED FORUM MOSCOW was divided into plenary lectures and workshops this year. Around 220 participants obtained information on current developments and LED technology standards in the plenary lectures on the first day of the event. After the opening speech by the premium sponsor Osram Opto Semiconductors, renowned international companies including Alanod, Cree, Nichia, Philips Lighting Russia, Philips Lumileds, Polymer Optics and Seoul Semiconductor talked about state-of-the-art technology.

Three parallel workshops were held on day two of the LED FORUM MOSCOW. Simone Mariotto, the Milan lighting designer of Liteq Design, offered information on current developments and fundamental principles for the use of LEDs in shop lighting during the workshop "Shop Lighting with LEDs". The workshop was sponsored by iGuzzini, a leading provider of high-end indoor and outdoor lamps.

The second workshop "Interior and Exterior Lighting with LEDs" was moderated and conducted by Osram Opto Semiconductors, premium sponsor of the LED FORUM MOSCOW. Claudia Dippold, Dieter Soukup and Leonid Moiseev offered insights into current products from Osram Opto Semiconductors along with their applications.



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“Lighting Control Systems and LEDs” was the topic of the third workshop sponsored by the German company Insta Elektro GmbH. Simon Osipov, light planner at Insta, informed workshop participants about energy-saving options through the implementation of lighting control systems with LEDs.

### INTERLIGHT MOSCOW 2010

The 16<sup>th</sup> INTERLIGHT MOSCOW will be held from **November 9 to 12, 2010** at the Expocentre Fairgrounds in Moscow.

Current information, images and other materials related to INTERLIGHT MOSCOW can be found on our website: [www.interlight-moscow.com](http://www.interlight-moscow.com)

For information about the LED FORUM MOSCOW, please visit our website: [www.ledforum-moscow.com](http://www.ledforum-moscow.com)

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### Public relations:

Public and media relations for INTERLIGHT MOSCOW are provided by EMPOREX GmbH. Please do not hesitate to contact us if you have any questions or to request information materials.

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