

**P R E S S   R E L E A S E**

**Go East! – BUILDEX 2013 in Moscow**

**The Gateway to the Russian Market for German Firms**

**Following a successful premiere this year which attracted over 40,000 registered visits the next edition of BUILDEX, in 2013, will open with more exhibition space and many more new exhibitors. This show is an ideal platform for German firms with an interest in business on the Russian market.**

**Munich, October 4, 2012**

Russia is one of the world's growth markets. The building sector as a whole promises especially good prospects for German firms, whose products enjoy high regard in Russia. BUILDEX is well on the way to becoming the leading trade fair on the Russian market for building materials for building construction, interior fit-out, facades, architecture and design. BUILDEX is a valuable opportunity for trade visitors to review this entire spectrum, in just four days, at one location.

**Key facts – BUILDEX 2013:**

Dates:	April 2 to 5, 2013
Venue:	Crocus Expo International Exhibition Center, Moscow
Organizer:	MEDIA GLOBE LLC
Internat. partners:	IMAG - Internationaler Messe- und Ausstellungsdiens GmbH, A member of the Messe München International Group
Exhibition space:	up to 200,000 square meters
Exhibitors (2012):	300
Visits (2012):	40,000

**Cooperation with leading associations attracts key accounts to the fair**

A number of cooperation agreements have recently been signed with leading associations such as the Association of Vendors and Manufacturers of Door and Window Hardware and the Union of Manufacturers of Polymer Windows Profiles. The representatives of these associations and many Russian key accounts will be attending the event.

**One of Europe's most modern exhibition venues**

The Crocus Expo International Exhibition Center is one of Europe's most modern exhibition venues. Its 200,000 square meters of exhibition space are divided between 15 exhibition halls. The center is served by its own subway station and is located right by the Moscow ring road. 25,000 parking spaces are available at the site for those arriving by car.

## **Russian residential construction market has overcome the financial crisis**

Reports by GTAI (Germany Trade and Invest - *Gesellschaft der Bundesrepublik Deutschland für Aussenwirtschaft und Standortmarketing mbH*) confirm that the Russian residential construction market has now recovered from the financial crisis of 2008/2009 and is again recording strong growth. In the private residential segment alone, over 200,000 square meters of new space was completed in the first six months of 2012. Construction work is still ongoing on a further 85,000 square meters. However, this will still not be sufficient to meet demand on the housing market in the coming years, so further growth is predicted for this sector.

## **Exhibition space is booking up fast in some sections – It´s first come, first served**

Companies and associations interested in taking a booth at BUILDEX 2013 and exploring opportunities in the growth market of Russia should act now to secure their space at the show. Currently there is space available in all sections of the exhibition, for booths of various sizes, and this will be allocated on a first-come, first-served basis.

To book, please contact:

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Full details about BUILDEX 2013 are available at: [www.buildex-russia.org](http://www.buildex-russia.org).  
For information on the services provided by IMAG, go to: [www.imag.de](http://www.imag.de).

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**Background information:**

**IMAG - Internationaler Messe- und Ausstellungsdienst GmbH**

IMAG - Internationaler Messe- und Ausstellungsdienst GmbH, a member of the Messe München International Group, organizes its own trade fairs and presentations at trade fairs all over the world for public- and private-sector customers alike. It supports companies as they enter new markets abroad – at trade fairs, exhibitions, congresses and other industry events. IMAG´s customers benefit from the company´s expertise and experience built up in over 60 years of serving the business community. IMAG is the oldest established international trade-fair company in Germany.

The IMAG world atlas fills volumes. Since the company was established, it has organized some 5,000 trade fairs, trade-fair presentations, own events and exhibitions all around the globe. Its events program for the current year comprises around 30 events in more than 20 countries.

Further information: <http://www.imag.de>