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Essen, March 5, 2019

SCHWEISSEN & SCHNEIDEN Strengthens Foreign Commitment:

Messe Essen is the New Partner of Weldex - Russia's Most Important Fair for Welding Technology

Cooperation Allows Companies to Enter a Market with a High Demand

From now on, Messe Essen is closely collaborating with Weldex, Russia's most important fair for welding technology. Within the framework of this cooperation, Messe Essen's team is responsible, amongst other tasks, for the German-language marketing of Weldex in the region covering Germany, Austria and Switzerland and is organising the "German Pavilion" promoted by the Federal Ministry for Economic Affairs. With this collaboration, the world's leading fair in Essen SCHWEISSEN & SCHNEIDEN is strengthening its foreign commitment. Companies are thus being given the possibility of presenting themselves on the Russian market in an easy and uncomplicated way.

"This collaboration entails genuine synergetic effects for the international welding sector," according to Oliver P. Kuhrt, CEO of Messe Essen. "In Russia, there is a great need for welding technology, equipment and material. Weldex is the optimum platform in order to reach this promising market. The impressive visitor growth of 14 percent last year shows the significance of this trade fair."

DVS - German Welding Society which has successfully proposed the German Pavilion also sees the German participation in Weldex positively: "We are giving the companies in welding technology the possibility of gaining a foothold in the international market," emphasised DVS General Manager Dr.-Ing. Roland Boecking. "Weldex is a good format for German industry to present itself in Russia and to build business relationships. Here, attention will focus on topical subjects such as automation, occupational health and safety and, of course, new welding technologies."

The target group for the visitors to Weldex includes decision takers, wholesalers and local companies and over 6,000 of them came to the last event at ECC Sokolniki in Moscow. In 2018, 177 exhibitors from 14 nations presented, amongst many other products, welding technology, industrial robots, tools and equipment



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for quality control. The event will be rounded off by top-class symposia, workshops and competitions.

Russia is an Important Market for the SCHWEISSEN & SCHNEIDEN Fair

As a result of the cooperation with Messe Essen, Weldex is expanding its international profile. It is now addressing Western-European exhibitors and trade visitors in a considerably stronger form. Mark Shashoua, CEO of ITE Group plc, organisers of Weldex, commented: "We look forward to working with Messe Essen. This cooperation agreement illustrates the importance of Weldex, as a market-leading event and will open the door to the Russian market for those companies participating in the German Pavilion."

For Messe Essen as the organiser of the world's leading fair SCHWEISSEN & SCHNEIDEN, the cooperation is an important milestone in order to offer the optimum fair platforms to the international welding sector.

The next Weldex will take place on the ECC Sokolniki exhibition site in Moscow from October 15 to 18, 2019.

Further information: www.schweissen-schneiden.com