

Deutsche Messe AG enters into joint venture with wood industry tradeshow specialist in the Ural region

9 July 2013 by Deutsche Messe

Hannover/Moscow. On 8 July 2013, Deutsche Messe AG signed a joint venture agreement with the Russian tradeshow organizer LLC Interregional Exhibition Company-Ural (IEC-Ural) for the staging of LESPRON-Ural Professional in Yekaterinburg, Russia. This represents another move on the part of Deutsche Messe to extend its international operations as an organizer of woodworking trade fairs.

Thanks to the joint efforts of Deutsche Messe's subsidiary OOO Deutsche Messe RUS and IEC-Ural, LESPRON-Ural – formerly held in May – will be staged next year alongside EXPOMEBEL-Ural at the Yekaterinburg-Expo international exhibition center. The dates for LESPRON-Ural Professional – the Ural region's most important trade fair – are 23 to 26 September 2014. The event serves as a marketing instrument for exhibitors from throughout the region and around the world. The show gives attendees the chance to acquaint themselves with the latest and best equipment for and approaches to woodworking and furniture-industry applications. Exhibitors from outside of Russia rely on the show for generating new leads and getting and staying in touch with their customer base. The Eurasian Wood-Processing Forum is being held parallel to LESPRON-Ural Professional, with support by Yekaterinburg's State Forest Engineering University (USFEU).

"The Ural Federal District boasts huge wood reserves amounting to about 8.1 billion cubic meters, i.e. roughly 10% of Russia's total. Plans now call for greater domestic processing of these natural resources, in an effort to stem the nation's loss of value-adding opportunities when resources are exported for processing abroad. This means that Russia's woodworking sector is currently faced with a great need for equipment modernization and expansion. LESPRON-Ural Professional gives our domestic and foreign clientele from the primary and secondary wood industries the chance to boost their sales in a region experiencing strong growth, thanks to its local furniture industry," emphasized Wolfgang Lenarz, the responsible Senior Vice President at Deutsche Messe's headquarters in Hannover, Germany. Dr. Bernhard Dirr, Managing Director of the German Woodworking Machinery Manufacturers' Association within the German Engineering Federation (VDMA), commented: "We welcome this strategic decision on the part of Deutsche Messe to make LESPRON-Ural Professional the most important event for its sector throughout the Ural region. We see this as a prime opportunity for our association's members to step up their involvement in this dynamic marketplace and reach a wide regional audience with their machinery and equipment. In the course of the past few years,

Germany's woodworking equipment manufacturers have become one of the Russian Federation's primary foreign sources of machinery, particularly for stationary use, with Germany's market share having grown by as much as 30–50% depending on the segment involved. Beyond this, foreign investors are needed for ongoing modernization initiatives in the target region. This translates into excellent market entry opportunities German system providers."

Deutsche Messe is in command of the necessary forestry and woodworking industry know-how thanks to its role as the organizer of the sector's world-leading LIGNA event, which is staged every two years at the world's largest exhibition center in Hannover, Germany. The next LIGNA is scheduled to run from 11 to 15 May 2015.

Your contact for further information:

Hartwig von Saß

Tel.: **+49 511 89-31010**

E-mail: **hartwig.vonsass@messe.de**

Source: Deutsche Messe AG, Hannover Fairs International GmbH.