

**interlight**  
RUSSIA











**intelligent building**  
RUSSIA

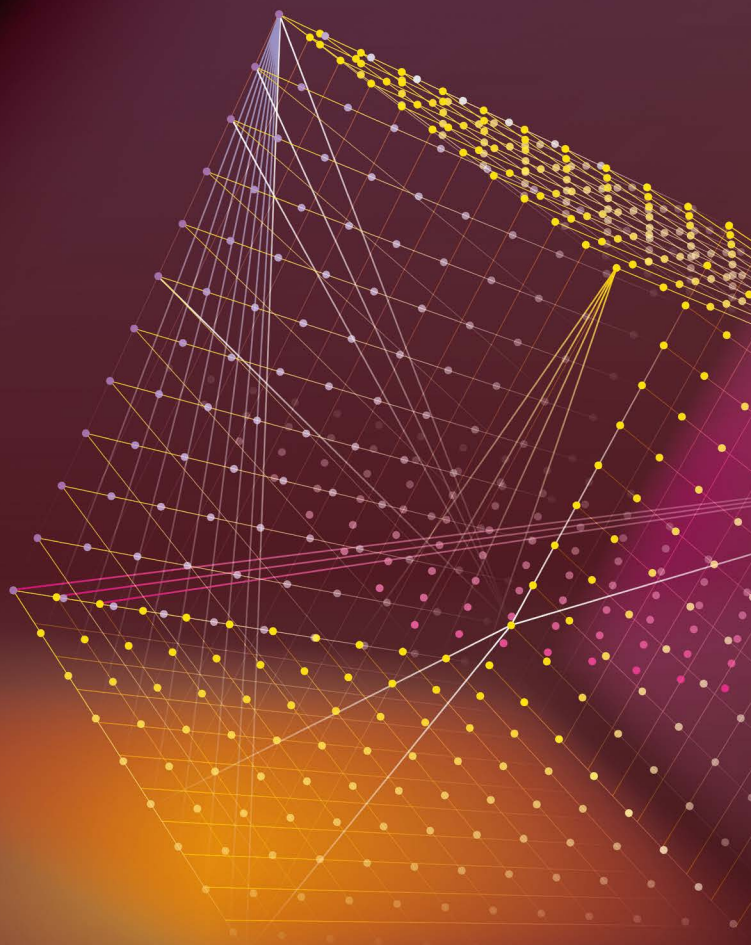
**28** years  
in Russia

International Trade Fair for Lighting  
and Building Services Technology

**18–21.09.2023**

Expocentre, Moscow

			<b>BUILDING</b>	
Technical Lighting				
Decorative Lighting				
Electric Lamps				Electrical Engineering
Components				Building Automation
Festive Lighting				Integrated Security Systems
	<b>LIGHT</b>			Smart Home
				Smart City



Organizer

 **GEFERA MEDIA**

[www.interlight-building.ru](http://www.interlight-building.ru)

# interlight | intelligent building

RUSSIA | RUSSIA

International Trade Fair for Lighting and Building Services Technology

## Exhibition

**13 750 m<sup>2</sup>**

Exhibition Area

### Including:

- Turkish National Pavilion
- Chinese National Pavilion

**209** exhibitors

### Trend Zones

**Smart Cube 3.0** Trend Zone  
**Smart Light B2B** Awada by Varton

26 partner brands

## Visitors

**19 756** visitors

**+5%** more than in 2021

**38%** first time visitors

more than **60%** are purchasing decision makers

**11** countries

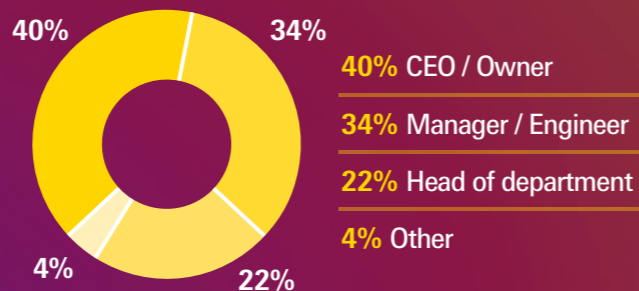
**83** regions of Russia

## Visitors Profile

- 47% Distribution / Wholesale trade
- 33% Retail trade
- 20% Manufacturer
- 20% Architecture / Design
- 15% Construction / Engineering
- 9% Installation / Integration

Respondents could select multiple options

## Visitors by Job Title



## Visitors Interests

Respondents could select multiple options

### Light

- 69% Decorative lighting
- 68% Technical lighting
- 34% Electric lamps
- 28% Components
- 26% Festive lighting

### Building

- 40% Smart home
- 38% Electrical engineering
- 22% Building automation
- 19% Smart city
- 17% Security systems

## Among Our Visitors

**Retail**

**Integrations**

**Architecture / Design**

**Cultural / Sport Institutions**

**Construction / Development**

**Direct Customers**

## Business Program

116 speakers | 50 events | 7 venues

Российский Светодизайн | Консорциум Светотехника | Молодые Светотехники | Interlight Design Academy | LED Forum | Intelligent Tech Forum | Interlight Business Talks

Russian Light Design | Lighting Engineer Consortium | Junior Lighting Engineer

## New Formats 2023

**Trend Zones**

- SMART CUBE 4.0**: Experience opportunities of cutting-edge home automation systems with popular technologies in the most modern interior of the living space
- Design Stories**: Global lighting trends from European brands

**Open Conference Venue**

**Intelligent Building Academy**

Events of the Building section of the exhibition – forums, workshops, presentations on the following topics: electrical engineering, building automation, security systems, smart home, smart city



## Overlap of the Trade Fairs' Audience\*

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### hometextile & design

International Trade Fair  
of Interior Fabrics, Home Textiles  
and Decorating Materials

**116** participants  
**14 178** visitors

Pavilion **Forum**

**25%** of visitors are interested in Interlight  
Russia | Intelligent Building Russia

**Visitor Profile:**

- Architecture / Design
- HoReCa

### light + **audio tec**

International Trade Fair of Technologies  
and Services for Entertainment, Integrated  
Systems and Musical Instruments

**110** participants  
**8 686** visitors

Pavilion **1**

**56%** visitors are interested  
in Interlight Russia | Intelligent Building Russia

**Visitor Profile:**

- Technical support of events
- Hotels, restaurants, cafe
- Exhibition centers, multifunctional venues
- Sport objects

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\* According to 2022 visitors surveys

## Contacts

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**Vsevolod Zlotnikov**

Show Director  
+7 495 649 87 75 (ext. 138)  
Vsevolod.Zlotnikov@gefera.ru



**Julia Zhidovko**

Key Account Manager  
+7 495 649 87 75 (ext. 140)  
Julia.Zhidovko@gefera.ru



**Kristina Evlampeva**

Corporate Account Manager  
+7 495 649 87 75 (ext. 122)  
Kristina.Evlampeva@gefera.ru

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