

belektro

Trade Fair for Electrical Engineering,
Electronics and Lighting

17–19 October, 2012

www.belektro.com

ZVEI:

VEG



 Messe Berlin

belektro 2012

Energy efficiency: The power which drives growth in the electronics industry.

belektro 2012 combines the technical challenges of our time with the growth opportunities of intelligent solutions. The current focus of the electronics industry is energy efficiency. This trade fair presents all the latest developments – from efficient lighting to cooling, from switches to sockets, from electro-mobility to systems engineering. Energy-efficient technology is now in demand – so show an inquiring market what your company has to offer. We are looking forward to your application.

Get in touch.

Organizer:
Messe Berlin GmbH

Project Management:
Werner Mocke
Director Competence Center
Facility & Construction

Project Organization:
Mandy Gutzeit

Tel. +49 (0)30/3038 - 2043

Maja Lorenz

Tel. +49 (0)30/3038 - 2112

Fax +49 (0)30/3038 - 2120

belektro@messe-berlin.de
www.belektro.com

Thematic Sponsor:
Elektro-Innung Berlin

Partner:
Landesinnungsverband Elektrotechnische
Handwerke Berlin/Brandenburg

VEG Landesgruppe Berlin/Brandenburg

ZVEI Fachverband Installationsgeräte
und -systeme

Think Tank for Efficient Electrical Engineering

- > Trade fair for innovative products and services in electrical engineering, electronics and light
- > Top brands, top public audience, top customer support for each exhibitor
- > Forum for advanced training and promotion
- > Direct communication channels, no coverage losses
- > Advantage belektro: Quality, knowledge, forward-looking expertise

Networking Capital

Getting around in Berlin is easier than anywhere else. The creative, young attitude towards life is contagious. The quantity and quality of what the city offers is inspiring - just have a look at www.be.berlin.de. Berlin is a center for political decision-making as well as a city of science and media - it offers your company many advantages. New challenges to save energy and reduce CO² emissions, the increasingly high level of demand to improve the quality of building restoration, attractive constructive projects and concepts of living which are in accordance with different generational requirements open up future potential for the industry and tradesmen. Take advantage of the opportunity to establish top-class contacts.

Your Target Groups ARE the Visitors:

- > Planners and architects
- > Representatives from the housing industry
- > Facility managers
- > Builder-owners
- > Trainees and students
- > Technicians

Facts & Figures 2010: Satisfied trade visitors*

Overall impression and prospects

Intending to return	90,0 %
Recommending belektro to others	91,9 %
Positive overall impression	93,3 %

Facts & Figures 2010: Satisfied exhibitors*

Degree of target achievement at belektro | Relevance for participation

Company image building and cultivation	96,1 %	98,9 %
Establishment of new business contacts	69,5 %	88,6 %
Fostering established business relationships	94 %	84,2 %
Information for trade visitors	89,9 %	80,7 %

* Source: Hopp & Partner Kommunikationsforschung, Berlin