

PRESS RELEASE

CLOSING REPORT

belektro and ehome 2008: Massive success for the industry, dealers and visitors

Innovative strengths and competence provide maximum satisfaction

Berlin, 20 October 2008 – The 283 exhibitors from nine countries were overwhelmingly positive in their assessment of the successful combination of the three trade shows, belektro, ehome and ecomove berlin. With a 10 per cent increase in attendance, to some 16,000 visitors and 135 journalists (2007:120) from seven countries, this year's event from 15 to 17 October on the Berlin Exhibition Grounds exceeded all expectations. The wide and varied range of new features at the fair, together with the services offered in the fields of electrical engineering, electronics, lighting and the networked home resulted in a highly positive response among representatives of industry, the trade and visitors.

Halls 1.2 to 4.2 at the southern end of the Berlin Exhibition Grounds presented interdisciplinary solutions and the latest quality products with the emphasis on comfort, safety and energy efficiency. The displays were accompanied by an outstanding technical supporting programme and a number of conferences, which were described by the trade visitors as highly successful and extremely interesting.

For the first time the belektro supporting programme focused on the three themes of energy efficiency, innovative urban lighting and training. The ehome congress programme concentrated on "Energy Efficiency" and "Assisted Living".

A positive impression was obtained by 90.4 per cent (2006: 88%) of exhibitors, while 87.1 per cent (2006: 82%) of exhibitors have already announced their intention of returning again for belektro 2010.

Carsten Joschko, Senior Master of the Berlin Electrical Guild:

The snap poll that we conducted revealed that the trade visitors were thoroughly satisfied with the quality of belektro and with the services and exhibits that it featured. Our own personal assessment is also entirely positive. The joint efforts by the industry, wholesalers and the skilled trades to market belektro as the region's number one project for 2008 succeeded in attracting more visitors.

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It was also apparent that belekto not only serves as a means of presenting products and services but also has a particular role in promoting contacts and communication.

Werner Mocke, Competence Director of Messe Berlin:

We are highly delighted with the success of this year's event. However, the synergies produced by these two events, belekto and ehome, offer an even greater potential. The combination of specialist skills in both of these fields provides an excellent basis for even greater successes for these trade shows in the future.

belekto

Using the slogan "Power on", wholesalers, guilds and trade associations were providing their support for these combined trade shows as the leading platform for the electrical engineering, electronics and lighting industries. In 2008 belekto continued to provide a fresh impetus for planning, sales, advanced training, image building and customer care.

The specialist supporting programme was more extensive and more attractive than ever before. The range of topics was extremely diverse and varied, with the LIGHTING DIALOGUE, the Avenue of Workshops, the Practical Forum for Electrical Experts, and the Tunnel Workshop.

Jürgen Zander, Sales Director, Northern Region, OSRAM GmbH:

Attendance figures throughout the three days were very good. There has been extraordinary interest in our LED lights. I was particularly impressed by one customer from the craft trades sector, who spent the whole of the first day obtaining advice from us, and returned on the next day, this time accompanied by a customer of his own, the world middleweight champion Arthur Abraham. This is the ideal situation for us, when specialist businesses also bring their own customers here. We support Berlin as a location, we have production facilities here, and there is no doubt that we will be taking part again in two years time.

Uwe Röhlig, member of the sales staff, Berker GmbH & Co. KG:

The customers that we expected to meet came to our stand. Although we would have liked to have seen more planners and architects, we are satisfied overall. There was keen demand for our TS Sensor, and our Gateway IP Control attracted enormous interest.

Wieland Engelmann, Director of Marketing, Siemens AG, Industry Automation and Drives Technology:

Overall we are very satisfied with the fair. As in 2006, this year we noted a very good response to our stand at the fair. Our target groups, consisting of installation specialists, planners and operators from the industrial sectors, were impressed by our extensive range and also by the new products on display.

Particular mention should also be made of the very keen interest shown by our industrial customers in the automation systems and on the all-inclusive approach represented by TIP, Totally Integrated Power. We will certainly be back again in two years time.

Burkhard Rarbach, Director Marketing Services, MENNEKES Elektrotechnik GmbH & Co. KG:

Following rather a slow start on the first day we received a steady stream of visitors to our stand. One particularly positive feature was the predominantly good to very good quality of our discussions with visitors from the wholesale sector, skilled trades and industry. We were also able to establish numerous new contacts. There was also an encouraging attendance by trainees in the avenue of workshops.

Ulrich Köhler, Sales Director for the North-East, Philips GmbH, Lighting Division:

We are very satisfied with the fair, which was well attended. Our visitors included many electrical planners and installers, who showed a great deal of interest in our products, and especially in the new trends. We can also include the innovative, energy-saving lighting systems and the dynamic market in LED technology, which met with an excellent response.

Andreas Kühn, Regional Sales Manager for Berlin-Brandenburg, Leipziger Leuchten:

The fair is very innovative and well designed. It is evident that visitors and exhibitors are once again very aware of the region and its challenges. We regard this as a very important trade show for the region, to which we are also committed. There was a very good response to the fair and to our stand.

Wolfgang Ebeling, Regional Sales Director, Busch-Jaeger Elektro GmbH:

Once again we made use of belektro in order to cultivate existing contacts as well as to display our new products and innovations. We were thoroughly satisfied with the visitor flow. In addition belektro enables us to present our existing joint ventures with Bang & Olufsen, Miele and Poggenpohl. This also met with a great deal of interest among the visitors.

ehome

The exhibition featured advanced products for safer, more comfortable and more up-to-date homes, as well as services and solutions for the home networking sector. The applications and networking solutions on display are suitable for use in private homes and in modern housing construction.

The experts attending the ehome Congress 2008 took part in discussions about the main themes of "Assisted Living" and "Energy Efficiency". The main focus was on simplifying everyday procedures and on current networking trends and developments in the provision of care and support in the home.

The new driving forces behind the still-expanding market of integrated electrical and building systems engineering are quality, added value, ease of operation and enhanced quality of life.

Markus Hülksen, Technician, OEHLBACH Kabel GmbH:

This was our first time at ehome. Our presentation at the fair was intended to open up a new market in electrical installation. We observed keen demand for our installation series, and especially for our solderless HDMI connectors. We regard ehome as an interesting trade show and it went very well.

ecomove berlin

For the first time ecomove berlin was held parallel with the trade fairs belectro and ehome on the Berlin Exhibition Grounds. This successful event focused on the themes of mobility and energy. The ecomove berlin Congress was organized by bsm Bundesverband solare Mobilität e.V.

Thomic Ruschmeyer, Member of the Board, Bundesverband Solare Mobilität e.V.:

The ecomove Congress was a great success. We attracted participants from every sector, from people interested in driving electric vehicles to decision-makers from the automobile industry. The discussions and the get-together evening featured a lively debate about the question of "What form of mobility will we use in the future?".

Jennifer Ostermann, student of mechanical engineering, Bochum College, and stand assistant for the Solarcar team:

The response was fantastic. We wanted to make our solar-powered racing car, the 'SolarWorld No. 1', known to as many people as possible, and we were highly successful. Our appearance at ecomove berlin has probably enabled us to attract new sponsors too. We definitely want to be here again next time.

The three events, belectro, ehome and ecomove berlin 2008, have become firmly established as the communication platform for the electrical sector and home networking. The belectro 2010 will be taking place from 6 to 8 October on the Berlin Exhibition Grounds.

The belectro is organized by Messe Berlin. Its technical and non-commercial sponsors are the Berlin Electricians' Guild in association with Vattenfall Europe GmbH, the electrical wholesalers' association Bundesverband des Elektro-Großhandels (VEG) e.V., the regional association Landesverband Berlin-Brandenburg e.V., and Fachverband Installationsgeräte und -systeme im ZVEI (Trade Association for Installation Equipment and Systems in the ZVEI).
