

## Consumer Electronics & Photo Expo Moscow 2012

# The full range

The Consumer Electronics & Photo Expo will take place from April 12 to 14, 2012, at the Crocus Expo Center in Moscow, Russia. Designed as an international event, the trade show includes the well-known photo and imaging show Photo Forum, which will be complemented for the first time by the new Show Print exposition focusing on digital printing. The consumer electronics part of the event will be supplemented for the first time by an additional hall devoted to Home Appliances.

The Moscow Consumer Electronics & Photo Expo is jointly organized by the Russian trade show specialist, Midexpo Company, and the Association of Consumer Electronics and Computer Manufacturers and Distributors (RATEK). In 2008, the partners agreed to present the converging technologies of consumer electronics and photo in a comprehensive event located in Moscow's finest exhibition center, Crocus Expo. At a comprehensive presentation of the 2012 fair, which took place in October at the Lotte Hotel in Moscow, it was obvious that this concept is strongly supported by the consumer electronics and photo sector in Russia and abroad. Irina Nedumova, Director of Midexpo Company, and Alexandr Onischuk, President of RATEK, were able to welcome more than 100 representatives of leading manufacturers, distributors, retailers as well as Russian and foreign media. According to Darya Petrova, the Midexpo Deputy Director in charge of the Consumer Electronics & Photo Expo, the 2011 event was attended by 150,000 visitors, including 90,000 consumers and 60,000 trade delegates. With new sectors such as home appliances and digital printing to be added to the event in 2012, the organizers expect an even higher attendance next year, expanding the trade show's position as the biggest consumer electronics event in eastern Europe.



### Gathering of the big names

Major brands of the consumer electronics and photo industry have already contracted for next year's event, including Canon, Epson, Fujifilm, Kis/Photo-Me, Olympus, Nikon, Sony and Samsung, to name just a few. As a strategic partner of the show, Sony will present its full range of audio-visual products as well as cameras, notebooks and smartphones. Shiotani Masayuki, Marketing Director of the CIS headquarters of Sony Electronics, underlined the importance of the Russian market. After the 2008/09 financial crisis, consumer demand has picked up again, resulting in significant growth rates for smartphones, TV sets, home appliances and digital cameras. In terms of units, camera sales increased from 2.86 million in 2009 to 3.67 million in 2010, according to GfK. The improving economic climate in Russia is also reflected by rapidly increasing demand for home appliances, which showed an impressive 30 percent growth rate last year. In the consumer electronics segment, mobile devices including tablet computers and smartphones (2010: + 132 percent) are becoming more and more popular.

During the presentation of the event, attendees had the opportunity to touch and try the latest products of major manufacturers at a table-top exhibition.



The Consumer Electronics & Photo Expo Moscow 2012 was presented to the Russian industry as well as national and international media representatives in October at the Lotte Hotel in Moscow. "Petuschka", the traditional popular Russian joker, has been a symbol for fun and trade fairs in Russia for many centuries.

### Comprehensive portfolio

Consumer Electronics & Photo Expo 2012 will cover 30,000 square meters of exhibition space in halls 5, 7 and 8 of the Crocus Expo Center in Moscow. In hall 8, audio-video equipment including TV sets, blu-ray players etc. will be complemented by multimedia entertainment and a wide range of mobile and digital products including notebooks and PCs, tablet computers, smartphones and other digital entertainment devices. Professional and amateur photo and video products will be displayed in halls 7 and 8 at the Photo Forum show, which has made a name for itself since its premiere in 2001. For the first time, the range of professional and consumer cameras, camcorders, studio and lighting equipment as well as image and video processing, home printing and large format photo printing products and services will be complemented by the new "Show Print" in hall 7, which will feature laser and digital printing as well as on-site and on-demand printing equipment and software. With its comprehensive range of products, this segment not only targets imaging service providers, but also advertising and publishing businesses.

Hall 5 will be the home of the new home appliances trade show, while premium hifi products, high-end AW equipment and home theater systems will be presented at the Aquarium Hotel adjacent to the Crocus Expo Center.

More information on the Consumer Electronics & Photo Expo 2012 in Moscow is available at [www.cep-expo.ru](http://www.cep-expo.ru).



Leading manufacturers, trading and retailing companies support the Moscow event.