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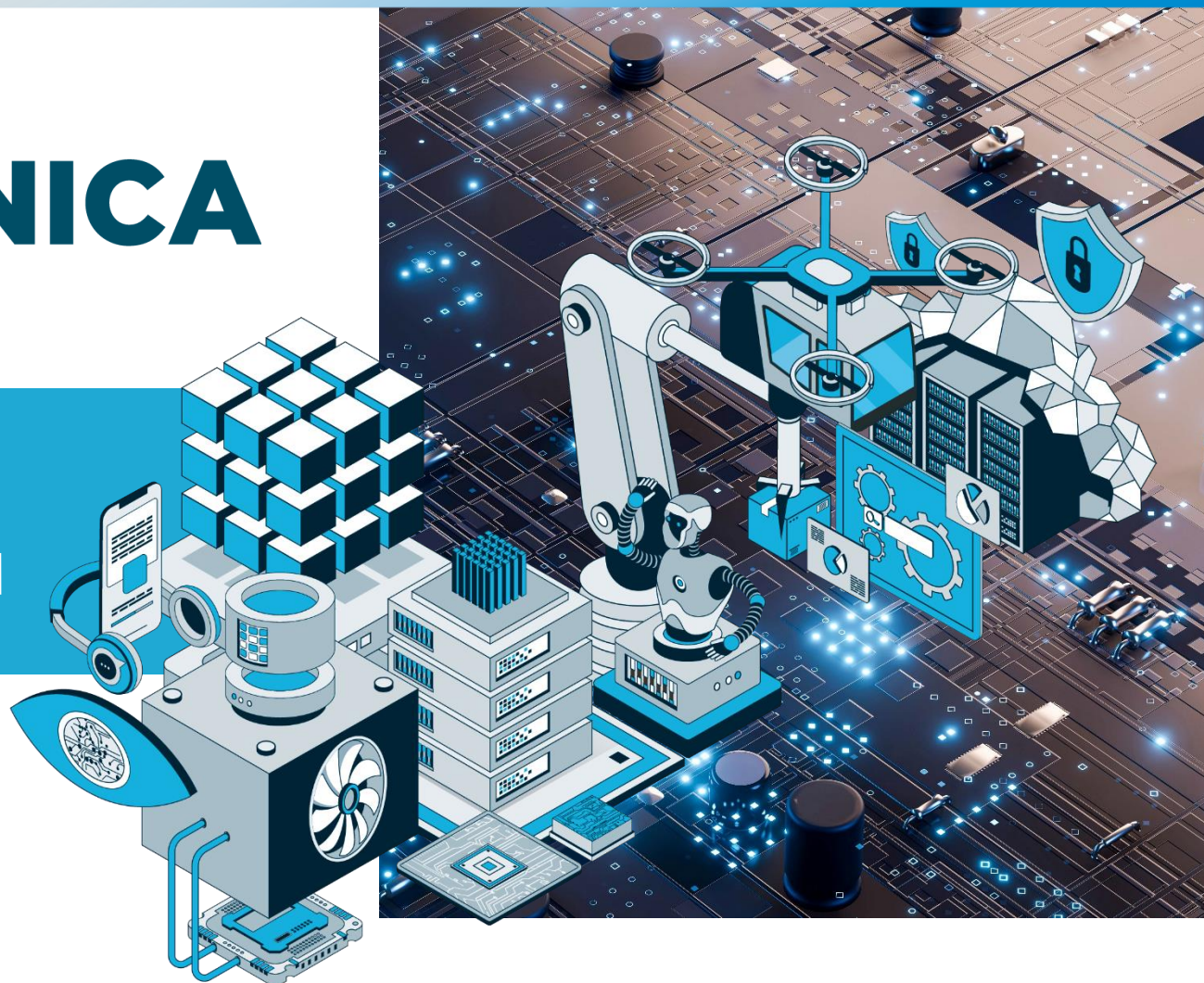


ELECTRONICA RUSSIA

INTERNATIONAL
EXHIBITION AND FORUM

25|26|27 NOVEMBER 2025
RUSSIA, MOSCOW, CROCUS EXPO

BOOK YOUR STAND
WWW.RUS-ELEKTRONIKA.RU
ELECTRON@MVK.RU
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Official support:



MINISTRY OF INDUSTRY
AND TRADE OF RUSSIA

Official Partners:



Organised by:



Exhibition and forum ELECTRONICA RUSSIA is a unique event organized by the MVK exhibition company with the support of the Ministry of Industry and Trade of Russia. Here the Russian producers demonstrate advanced achievements of the electronics industry from microelectronics to gadgets.

ELECTRONICA RUSSIA represents the industry's entire value chain. The exhibition is accompanied by the large-scale Forum with the participation of the industry stakeholders – government representatives, industry associations, consortiums, opinion leaders, top-managers of the key companies, and etc.

Being a crucial industry event ELECTRONICA RUSSIA offers companies the ideal setting for first-class networking, knowledge sharing, an international presence, and strengthening market position.



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DEVELOPMENT STRATEGY FOR THE ELECTRONICS INDUSTRY OF THE RUSSIAN FEDERATION



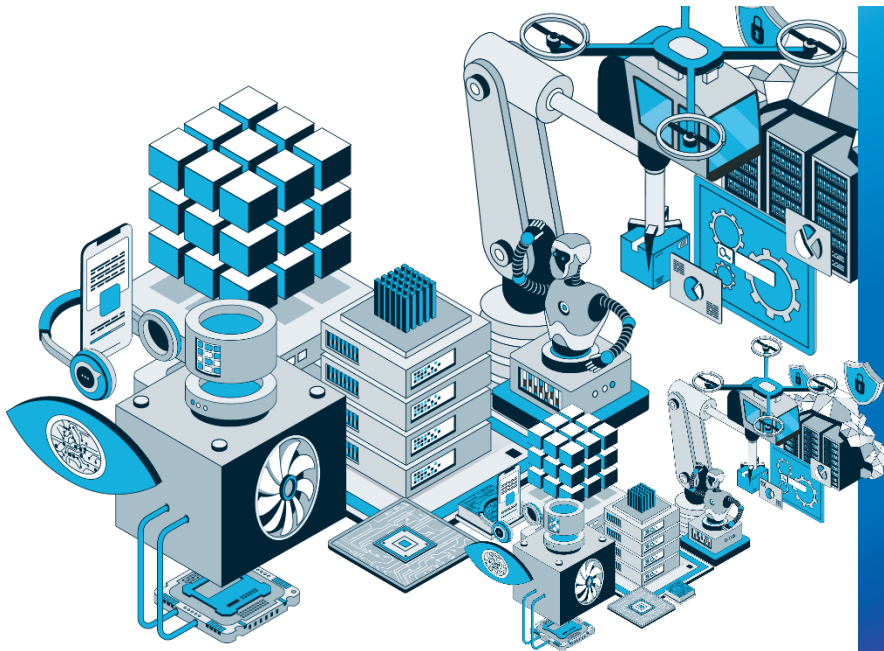
Five years ago, in 2020, a key document was approved that determined the development of the domestic electronics market - the Development Strategy for the Electronics Industry of the Russian Federation for the period until 2030.

Two years later, in addition to it, a national project was approved concerning the development of electronics and providing for the allocation of more than 3 trillion rubles for these purposes.

According to these documents, by 2030 it is planned to complete the formation of a product portfolio of Russian technologies. It is worth noting that at the first stages it is planned to launch measures to reengineer foreign technologies and launch production in Russia.

New market players, including those from **China, India, Malaysia and Turkey**, can take advantage of this. In addition, the construction of new Russian enterprises will require the supply of equipment, including from the above countries, which also gives manufacturers a chance to occupy a niche in the Russian market.

ELECTRONICA RUSSIA IS AN EXPOSITION OF ADVANCED ACHIEVEMENTS OF THE ELECTRONICS INDUSTRY IN THE FOLLOWING AREAS:



 **ELECTRONICA
RUSSIA**

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- Electronic components. Equipment and materials for their production
- Computer technology, data storage systems
- Telecommunications equipment and facilities
- Unmanned aerial vehicles
- Navigation equipment
- Television equipment
- Robotics / Industrial robots
- Security systems and digital identification
- Optical, optoelectronic and laser technology
- Automated management systems
- Light engineering
- Medical device engineering
- Educational telematics
- Consumer electronics
- Design services for electronic products
- Software

THE EXHIBITION AND FORUM ELECTRONICA RUSSIA IS SUPPORTED BY MINISTRY OF INDUSTRY AND TRADE OF THE RUSSIAN FEDERATION, LEADING INDUSTRY CONSORTIUMS AND MASS MEDIA

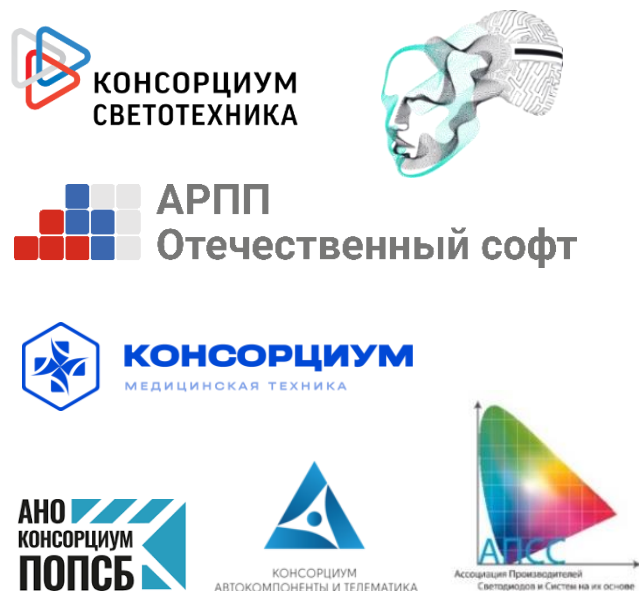
Official Support:



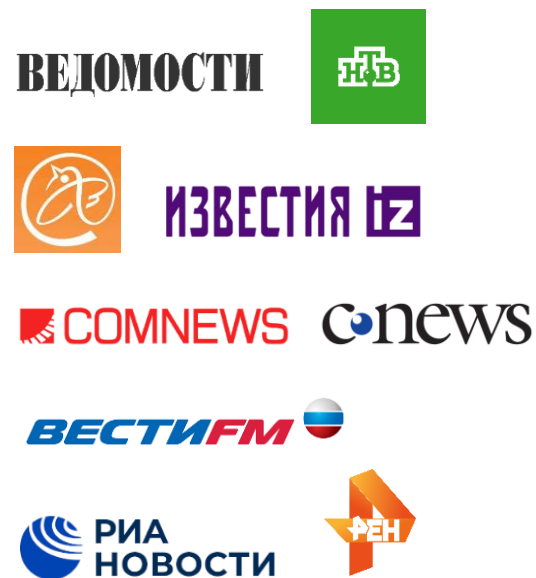
Official partners:



Industry partners:



The exhibition is covered in:



Media partners:



Official Internet Partner:



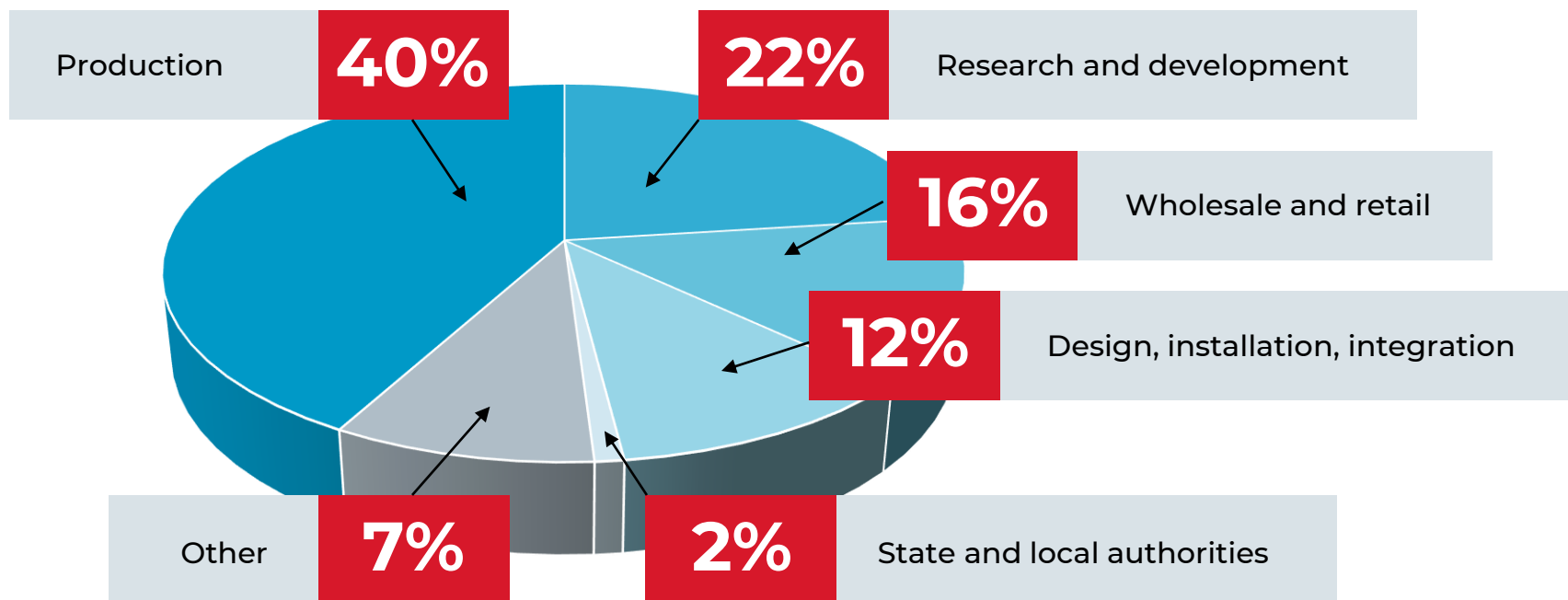
YOUR TARGET CUSTOMERS VISIT THE EXHIBITION AND FORUM ELECTRONICA RUSSIA

VISITOR PROFILE FOR 2024

40%

specialists visit exclusively the exhibition and forum ELECTRONICA RUSSIA

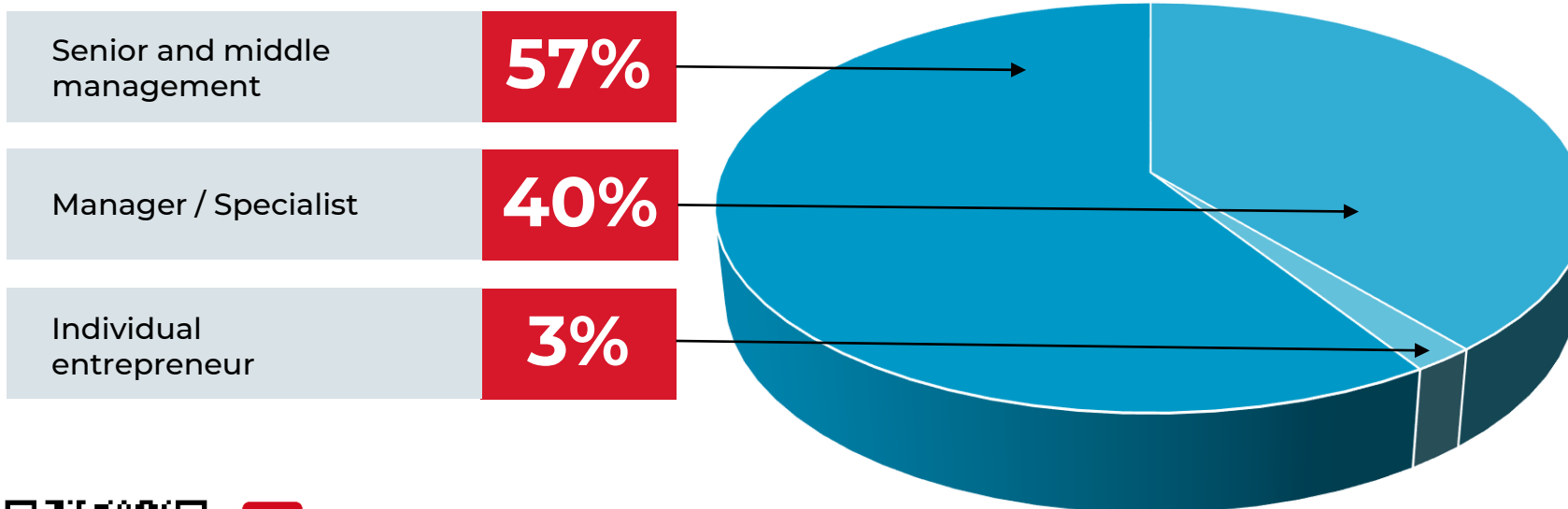
TYPE OF ACTIVITY OF ENTERPRISES, WHICH WERE REPRESENTED BY THE EXHIBITIONS VISITORS



YOUR TARGET CUSTOMERS VISIT THE EXHIBITION ANF FORUM ELECTRONICA RUSSIA

2024 VISITOR PROFILE

VISITORS JOB LEVEL



VISITORS

GEOGRAPHY

77%

Moscow
and Moscow region

5%

St. Petersburg
and Leningrad region

18%

Other regions of Russia



More detailed
visitor statistics



PARTICIPATION IN THE EXHIBITION AND FORUM ELECTRONICA RUSSIA IS AN OPPORTUNITY TO:



HOLD PERSONAL MEETINGS

Electronica Russia is visited by specialists from the most regions of Russia. 65% of exhibition visitors make or influence purchasing decisions in the company. Hold direct negotiations with potential clients who are difficult to target on the Internet - a personal meeting increases the probability of concluding a successful contract by 70%.



GET QUICK FEEDBACK

Use the unique opportunity to present your products to a wide audience of specialists. Get free access to key buyers and distributors - find out the needs of your target audience and create the best offers to increase sales



MEET YOUR REGULAR CUSTOMERS

Your clients and partners attend Electronica Russia to select suppliers, new products or equipment. If your company is not at the exhibition, competitors can "intercept" your regular customers.

PARTICIPATION IN THE EXHIBITION AND FORUM ELECTRONICS RUSSIA IS AN OPPORTUNITY TO:



DEMONSTRATE YOUR CAPABILITIES

Demonstrate your equipment opportunities and the technological features of your products, so that when returning from the exhibition, the specialists will make a decision to purchase a product that they have already evaluated for its manufacturability and quality.



COMPARE YOUR PRODUCT WITH YOUR COMPETITORS

Evaluate the competitiveness of your products and compare them with competitors' offers - the leading industry companies take part in the exhibition. Use this unique information to build your sales strategy.



INCREASE YOUR SALES AND MARKET SHARE IN RUSSIA

The exhibition Electronica Russia was attended by over 4,100 professionals from more than 200 cities of Russia – from Kaliningrad to Russia's Far East. Expand your sales geography and find new customers from leading industrial enterprises from all over the country, IT companies, banks, financial institutions, insurance and logistics companies.

EXTRA INFORMATION

Click on the icon to go to the website
or scan the QR code



**BENEFITS OF
EXHIBITING**



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AND VIDEO**



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AND ADVERTISING**



**MORE INFORMATION
ABOUT THE EXHIBITION
AND FORUM ON THE
WEBSITE:**

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GALLERY



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ELECTRONICA RUSSIA

- ✓ Demonstrate innovations in the electronics industry to potential customers
- ✓ Increase your sales and market share in Russia
- ✓ Hold negotiations with over 6000 industry specialists, find new customers and distributors

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