

November 13, 2018

Berlin gets smart: belektro, the trade fair in the capital, gathers the region's electrical engineering industry

- **13,543 trade visitors attend belektro 2018**
- **Around 250 exhibitors from ten countries take part in the Capital's Trade Fair for Electrical Engineering, Electronics and Lighting**
- **The next belektro will take place from 3 to 5 November 2020 in Berlin**

From 6 to 8 November a total of 13,543 trade visitors came to Messe Berlin to find out about the latest technologies and intelligent solutions presented by around 250 exhibitors from ten countries. They represented smart home systems, interconnected building systems, innovative lighting technology, electro-mobility and other industry themes.

The wide range of topics met with keen interest from trade visitors, many of whom said they would recommend belektro to others. 96 per cent of visitors expressed this view in a survey, a significantly larger number than at belektro 2016 (83 per cent). Among the exhibitors polled, the number of those who would recommend the fair rose too (83 to 86 per cent). Accordingly, there was also a marked increase in satisfaction with business results (78 to 86 per cent).

Karel Heijs, divisional head at Messe Berlin, the organiser of the event, gave a positive assessment: "Interconnected digital technology will be an even bigger success story when the industry and the skilled trades tread this path together. Only when individual players network with one another can the technologies become interconnected. As belektro's organisers we see it as our task to provide the right setting for this dialogue. This year we achieved just that."

At belektro 2018 there was a special focus on information and advanced training services. "Our programme was very well received by young people. Over the three days of the event we were able to offer training to more than 1,000 electrical engineering trainees at the Row of Workshops. Particularly now, with the current shortage of specialists, this is a good sign for our industry", said Constantin Rehlinger, managing director of the association E|HANDWERKE Berlin/Brandenburg. The services on offer to trainees were highly appreciated by this audience."

There were positive reactions from many visitors to the 50-page Innovation Report which was available on the information counters in the display halls, as well as to the new signage system for visitors which featured a red symbol on all the stands where some of the over 80 new products were on display. The Innovation Report can be downloaded at www.belektro.de/Presse/Neuheiten-Report.

The next belektro will take place from 3 to 5 November 2020 on the Berlin Exhibition Grounds.

Exhibitors' views on belektro 2018

Carsten Joschko, chairman, E|HANDWERKE Berlin/Brandenburg:

Press contacts:

Messe Berlin GmbH
Emanuel Höger
Press Spokesman and
Press and Public Relations
Director
Corporate Communications
Messe Berlin Group
Messedamm 22
14055 Berlin
www.messe-berlin.com
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

belektro

Christine Franke
PR Manager
P: +49 30 3038 2275
c.franke@messe-berlin.de

That was the best belekro ever. The cooperation between the electrical engineering professions, the trade fair and wholesalers was particularly good. Everyone pulled together as one, developed new ideas, resulting in a well-rounded supporting programme of events.

Andree Fischer, Marketing and Communications, Bals Elektrotechnik GmbH:

belekro lived up to its reputation as the leading trade fair for the industrial region of Berlin/Brandenburg. After a few years away from the fair we made the right decision to return. We were very satisfied with the meetings we had, and equally with our new and old customers. It is worth noting how professionally the event was organised in the run-up and during the fair itself.

Jürgen Köchling, head of sales (DACH) and Alexander Schwarz, regional sales head Deutschland (North), Günther Spelsberg GmbH & Co. KG:

Berlin is simply another planet – and I mean that in a positive way. Even after a year full of trade fairs it is always invigorating to be back here at belekro. The fair addresses the right topics and the combination of visitors ranging from users to service companies is just right. Taking part is worth it.

Oliver Born, head of Sales Marketing DEHN + SÖHNE GmbH + Co. KG:

What was positive for us this year was the keen interest in the supporting events – particularly at the Electrical Practitioners' Forum and the Planners' Forum. As a result of this interest we can say that visitors come to belekro not only to find out about manufacturers and their products from a practical angle, but also for training and advanced training offers. For us that is a very positive trend.

Heiko Reichel, regional sales manager, Leipziger Leuchten GmbH:

We were delighted with the many good talks and numerous meetings with existing customers. However, we had hoped for more in terms of meeting new customers. We are happy to say that our Smart City illuminated stele PABLO and our energy supply bollard PETRA met with keen interest from visitors.

Winfried Mader, head of Sales (East), OBO BETTERMANN Holding GmbH & Co. KG:

Looking back at belekro, it was very positive for us. We established contacts in the skilled trades, planning, commerce and with numerous representatives of industry and local authorities, and we were very satisfied with that. belekro is very important for us. We were able to meet the skilled trades and planners from Berlin, Brandenburg, Mecklenburg-West Pomerania, Saxony-Anhalt and Saxony.

Karlheinz Reitze, chief executive officer, Viessmann PV + E-Systeme GmbH:

belekro is very important for us. Under our slogan "We electrify – electricity and heating are coming together" we were able to make use of this excellent platform to present our products and services to highly qualified trade visitors. Members of the electrical engineering professions in particular were fascinated by our wide range of products, including electricity generators, storage, electric boilers and convection heaters, as well as our ViShare flat rate and a comprehensive range of services featuring numerous software tools.

Emre Onur, editor of the specialist magazine LICHT:

This year the talks we had on our stand with exhibitors and at the LIGHTING DIALOGUE interactive were particularly good. Visitors were very keen to find out more about innovations in lighting technology and lighting control. At the newly launched LIGHTING DIALOGUE interactive participants were able to engage in a direct in-depth dialogue with speakers. The wide-ranging programme of events, ranging from the subject of daylight, HCL to concrete examples of planning in Berlin, provided visitors to the LIGHTING DIALOGUE interactive with an opportunity to network and gain information.

About belekro

belekro, the Trade Fair for Electrical Engineering, Electronics was launched in 1984. The organiser is Messe Berlin, and the Berlin Electrical Guild is the non-commercial and technical sponsor of the event. The other sponsors, supporting associations and institutions are the ZVEI – Trade Association for Electro Installations, the

Berlin/Brandenburg Regional Group of the National Association of Electrical Wholesalers (VEG), the Berlin/Brandenburg Regional Group of the Technical Lighting Society (LiTG), the Berlin/Brandenburg Association of Electrical Professions (LIV), and Stromnetz Berlin GmbH www.belektro.de