

5 Reasons to Exhibit at ExpoElectronica 2025

The chance to connect with new clients and business partners, gain insights into market trends, and expand their reach into new geographical markets

The chance to connect with new clients and business partners, gain insights into market trends, and expand their reach into new geographical markets

The 27th International Electronics Exhibition, ExpoElectronica, will be held in Moscow, Crocus Expo IEC, from the 15th to the 17th of April 2025. Read about the value of the exhibition for business in this article.

As the largest exhibition in Russia and the EAEU by number of exhibitors and visitors, ExpoElectronica presents the full production chain, from component manufacturing to the development and assembly of final electronic systems. Next year, ExpoElectronica will be held in parallel with ExpoCifra, a pioneering new exhibition showcasing information technologies and solutions for digital transformation.

How ExpoElectronica is good for business: five opportunities for growth

Find new business prospects: ExpoElectronica 2024 welcomed 22,473 specialists, representing a high-quality target audience. 66% of participants reported that they had identified new clients and partners for business development among the event's specialist attendees.

Increase sales volumes: The exhibition format allows for a clear presentation of equipment, materials and technologies, while personal contact with potential customers increases the conversion rate into a deal. According to a survey of ExpoElectronica visitors, 93% of them are influenced in their purchasing decisions by the products presented at the exhibition, and 42% have a purchasing budget of 50-500 million rubles.


Expand your global reach: The exhibition attracted specialists from 77 regions of Russia and 22 countries worldwide. This diverse geographical reach enables us to expand our sales market and establish new sales channels.

Study the competitive landscape: ExpoElectronica 2024 welcomed 760 Russian and international companies from Russia, Belarus, Kyrgyzstan, China, and the UAE. The exhibition area totaled over 30,000 square meters. The exhibitors included manufacturers and distributors of electronic components, semiconductors, printed circuit boards, suppliers of manufacturing equipment and materials, developers and suppliers of

embedded systems, manufacturers and developers of robotics and industrial automation, and numerous other industry players.

Learn from industry experts: In just three days, your company will be able to not only solve its business objectives but also learn the latest industry trends from market experts at the conference program's event. In 2024, ExpoElectronica hosted 40 events with more than 150 speakers for an audience of nearly 1,180 attendees.

Book a stand at ExpoElectronica 2025 and see the tangible commercial impact of your participation.

 **Dates: 15 – 17 April, 2025**

 **Venue: Crocus Expo, Moscow, Russia**

 **Learn More: <https://electronicaexpo.com/>**

