

## 40th Electrical Engineering and Engineering Systems Forum in Yekaterinburg

On April 4, 2024, ETM will host the 40th anniversary Electrical Engineering and Engineering Systems Forum. This key industry event for the region will take place at the «Yekaterinburg-EXPO» International Exhibition Center. Participants will be introduced to the latest products from manufacturers in the fields of electrical engineering, water supply, heating, ventilation, video surveillance, building automation, technological processes, fastening, and tools. During an extensive business program, ETM experts and company partners will share best practices in procurement and production supply, while guests will have the opportunity to discuss productive tripartite interactions between business, manufacturers, and the government.

Over 100 Russian and international companies have already registered to participate in the Forum. Through direct dialogue with manufacturers, attendees will gain broader insights into developments and new technologies being produced in and for Russia—from electrical engineering and fasteners to security systems and engineering plumbing.

The Forum will feature more than 70 thematic conferences and seminars. There will also be workshops for specialists from electrical installation organizations and private professionals, where participants can directly acquire knowledge and skills from manufacturers on the use of new tools and equipment, immediately applying them in practice.

An interactive "Pro Installation" zone and the digital platform iPRO—an online service developed by ETM—will be operational at the Forum.

Prysmian Russia will participate in the Forum and present its cable products to the participants and guests. The longstanding cooperation between Prysmian Russia and ETM has been fruitful and mutually beneficial. The Forum will strengthen established business connections, promote the Prysmian brand in the Ural region, and clarify the needs of this market.

