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## **Robe highlights Russia**

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The show then lasted for more than a week, and some exhibitors still remember the tough bureaucracy of the time, dictating that all goods must be sent four weeks prior to the show with the only accredited freight forwarder, "Sovtransauto". Back then, exhibitors stayed at the Intourist hotel and were also required to do the full tourist programme during their stay!

Moscow has now turned into a vibrant commercial city with a kaleidoscope of entertainment happening every day of the week. Concerts, clubs, discos ... whatever ... Russians love their entertainment, maybe even more than Westerners!

With lighting, sound and AV technologies so fundamental to the entertainment business, it's no surprise to see Muzika grow rapidly over the years. The show's home for the past two years has been the exhibition halls of Sokolniki Park, and Muzika 2003 occupied the biggest floor space since the show's inception back in 1989.

Robe - as a new international player - has entered the Russian stage dramatically and is fast advancing to become one of the key suppliers for intelligent lights in Russia and the former Soviet Union.

Represented by several companies, the Robe presence at the show was overwhelming!

While the various distributors and dealers address different geographical areas and market segments, all were promoting the full range of Robe products and the brand presence across the board.

Robe's international sales manager Harry von den Stemmen enjoyed a busy, active and highly positive show, supporting all the distributors and customers, and ensuring that the enthusiasm for Robe continues in this territory.





