

Development Strategy



IEK Group of companies – International Electrotechnical Holding

Since its founding in 1999, the company is actively develops the Russian market of low-voltage equipment. IEK Group of companies is a leader in this market and forms a serious competition to the world's leading brands.

IEK group of companies has a modern scientific production base in Russia and abroad.

IEK goods are produced on its own plants in Russia, as well as in enterprises abroad.

Thanks to this IEK Group of companies supplies to the Russian market high quality products at an affordable price.

In its work IEK Group of companies strives to implement production potential, excitedly stimulating the solving of major problems in the development of electrical industry.

The goods of IEK Group

of companies – is a wide range of low-voltage equipment and products for the cable systems installation.

Our equipment goes through an accurate quality control.

The constant assortment increase – is an aspiration to maximize the market needs.

Several hundreds of new products under IEK® brand name appear on the market each year.

Today we can offer to our customers approximately 5,000 items of products.

IEK® wide products range allows mounting an electric service panel and the cable route of any complexity.

Electrical networks of social, cultural, residential, commercial, industrial and transport infrastructure objects are equipped with IEK® products.





IEK sales geography covers the entire territory of the former Soviet Union and East Asia. Annual sales growth confirms the leading position in the market and demand of our products. Certain product groups of IEK® goods are dominant in the market. You can buy our products in any Russia region and countries of the near abroad in more than 3,000 points of sale. Branching network of representative offices and branches allows to efficiently response on appearing needs in the best way. All this makes the IEK® products maximum available for the consumer.

IEK® Trademark – Our mark of quality
In many areas the company's products is a trendsetter of the industry.

Engineering department network, quality department, a group of research and technical analysis – we are constantly engaged in the development of new products, the introduction into practice innovative design solutions, monitoring of production processes. The company has implemented a full cycle quality control system – from preparation of pilot samples to shipment of products to the customer. Own technical service guarantees electrical equipment safety and reliability.

Branched logistics network covers Central Russia, Siberia, Eastern Europe, the North-West and East Asia. Modern distribution centers of IEK Group of companies and the latest technology in managing warehouse stocks guarantees high speed and accuracy of goods dispatch.





The optimal quality-price ratio and maximum availability throughout the country provides IEK® products the high customer loyalty and market dominance. We create products that meet all international standards.

IEK Group of companies partner support

IEK Group of companies offers a full range of implements for the products promotion: joint trade marketing campaigns, special showcases with the samples of products, printing materials, motivation programs and much more. Company specialists regularly hold technical training courses on the full range of IEK® products across the country. Corporate Social Responsibility is most evident in collaboration with leading Russia educational institutions.

Implementing a strategy of Russia electrotechnical market promotion, IEK Group of companies pays special attention to the young professionals support, actively encouraging the spread of innovations. All this makes the IEK Group of companies, perhaps the most innovative client oriented company in the Russia electrical market.



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