

AMB

POINTS TOWARD RECOVERY



With 86,202 visitors, The International Exhibition for Metal Working (AMB 2010) in Stuttgart, Germany, managed to slightly exceed attendance from the 2008 show (85,143). The metalworking industry celebrated its comeback with visitors from more than 80 countries. In addition, AMB 2010 set a new record with 1,346 exhibitors (2008: 1,306).

The focal points of AMB 2010 were metal cutting and metal removing process machine tools and precision tools. Dr. Wilfried Schäfer, managing director of the Association of German Machine Tool Manufacturers (VDW) said, "In our opinion, AMB 2010 was a great success. Visitors demonstrated a high level of expertise and they were very keen to make investments."

Attendance at AMB 2010 was also worthwhile for manufacturers of precision tools. "Right from the beginning, AMB 2010 was very positive in every respect. The exhibition halls were full every day just 15 minutes after the exhibition opened. Our members were all totally satisfied," said Dr. Wolfgang Sengebusch, managing director of the Precision Tools Association in the German Engineering Federation (VDMA).

"We were extremely busy and welcomed far more visitors to our stand than at AMB 2008, including much larger numbers of foreign visitors. It was noticeable that companies have again relaxed their travel budgets. After three days we had sold more machines than over the entire duration of AMB 2008," said Marcus Kurringer, global head of marketing at Gebr. Heller Maschinenfabrik GmbH in Nürtingen.

Dr. Rüdiger Kapitza, chairman of the board of management of Gildemeister AG, added, "AMB 2010 proved to be very successful for our company and also showed that the

demand for machine tools in Germany is picking up again. We achieved excellent results at this important German industry exhibition by selling 260 machines."

Seventy-five percent of visitors came from industry, primarily from the mechanical engineering sector, metalworking and metal processing companies, the automobile industry and tool-making firms. However, the visitors also included employees from metal construction enterprises; component suppliers; the iron, steel and metal goods industry; precision engineering/optics; the electrical engineering and electronics industry; medical technology; commission working companies and the aerospace industry.

Forty-one percent of visitors said that they worked in the area of production/manufacturing. Company management, development and design each accounted for 11 percent of visitors. Ten percent of visitors came from planning and production planning, respectively. Visitors were mainly interested in milling machines, lathes and automatic lathes, machining tools/chucking tools and CAD/CAM/CAE. Exhibitors were therefore extremely satisfied with the expertise of visitors and were expecting good business after the event.

Alain Reynvolet, sales director, Haas Automation Europe, Zaventem, Belgium said, "We had good contacts with trade visitors from Germany, but also from Eastern Europe, Russia, Switzerland, Pakistan, Malaysia and Egypt. Our customers are suppliers from the automobile and aerospace industries. In our opinion, AMB is the barometer for the German market. Following our discussions with customers at AMB, we are confident that the economy is recovering again."