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## **Trend barometer EuroBLECH 2010: The focus for the global sheet metal working industry**

From 26-30 October 2010 the 21<sup>st</sup> International Technology Exhibition for Sheet Metal Working, EuroBLECH 2010, will once again take place in Hanover, Germany. More than ever, this year's EuroBLECH will be the focus of the global sheet metal working industry for its role as the world's leading trade exhibition and trend barometer for this industry sector. After a difficult year, the latest economic outlook and forecast from the most important associations in this industry branch give reason for cautious optimism.

"1,100 companies from 37 countries have already reserved a total of 77,000 m<sup>2</sup> in net exhibition space. Given the current difficult economic situation, this gives a very positive picture, as it corresponds with the booking status of the same period of time before the very successful EuroBLECH 2006 show. Even if we compare it to the February booking status for the record show in 2008, it only represents a 5% decrease," reports Exhibition Director Nicola Hamann on behalf of the organisers, Mack Brooks Exhibitions.

### **Time for Innovation**

With its motto "Time for Innovation" this year's EuroBLECH will focus upon Research & Development, cutting-edge technologies and sophisticated solutions. "The current situation demands a great deal of innovative capacity from every single company. Making wise business decisions and sourcing the right equipment is now more important than ever. EuroBLECH, as the leading technology show for sheet metal working, will present a comprehensive range of the latest machines, fabrication systems, tools and materials," says Nicola Hamann. "Visitors can look forward to discovering a large number of machine demonstrations at EuroBLECH 2010. We know from our exhibitors that the live presentation of machines and systems will once again be a major focus for participating companies."

EuroBLECH 2010 will again occupy halls 11,12,13,14,15,16,17 and 27 at the Hanover Exhibition Grounds. The exhibition's layout is clearly structured and represents the 15 product categories of the show, including sheet metal, semi-finished and finished products, handling, separation, forming/flexible sheet metal working, joining/welding and surface technologies. Tools, process and quality control

systems, CAD/CAM applications plus factory equipment, safety at work and R&D complete the range of products on display.

### **Global business contacts**

EuroBLECH 2010 will again be a very international show, with a high percentage of exhibitors from all over the world. 45% of the 1,100 exhibiting companies that have already booked their stands are from outside Germany. After Germany and Italy, Turkey represents the third biggest group of exhibitors so far. China and Taiwan are also well represented; whereas the percentage of exhibitors from the USA, which has been the sixth biggest exhibitor country in 2008, has decreased.

“Overall, we can say that our exhibitors, more than ever, regard EuroBLECH as an enormously important event for the global sheet metal working industry, particularly with regard to future markets. The exhibition is known for its high numbers in international trade visitors: From a total of 69,400 visitors at the previous show, 35% came from outside Germany. While industry experts forecast that the pick-up of the industry production will widely differ from country to country, the development of an international business network has become ever more important,” explains Nicola Hamann.

“As the organisers of EuroBLECH we are in charge and we will therefore invest more than ever before in our global visitor campaign for this year’s show. Apart from selected Eastern European countries and Turkey, we will include the growth markets of India and China in our list of countries, where we will hold targeted information and press events to inform about EuroBLECH 2010,” concludes Nicola Hamann.

Detailed up-to-date information on EuroBLECH 2010 is available at [www.euroblech.com](http://www.euroblech.com).

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