

Die Welt der Metallbearbeitung  
The world of metalworking



## PRESS RELEASE

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### **EMO Hannover 2013 – Accompanying events address manufacturing technology trends**

**Johannesburg, 20 February 2013.** – EMO Hannover, the world's leading metalworking trade fair, opens its doors from 16 to 21 September 2013. It is the largest international meeting place for all things metal. Manufacturers from around the world present their products, solutions and services for meeting the challenges that face industrial production in the current decade.

“EMO Hannover is not only the most important meeting place for all those involved in metalworking, on both the manufacturer and user sides, but is also traditionally an information forum and a trendsetting event,” said Christoph Miller at the EMO press conference on 20 February 2013 in Johannesburg, adding: “The show addresses major issues in metalworking to help move the industry forward.” A wide-ranging events program will once again cover technology and business topics in 2013.

#### **EMO conference “Producing more intelligently”**

In conjunction with this year's EMO theme “Intelligence in Production” the German Engineering Federation (VDMA) is hosting its 2013 conference in its “Producing more intelligently” series at EMO Hannover. The event's focus areas under the title “Inspired by Technology” are innovative power, flexibility

and technology know-how, which are crucial success factors for companies competing in the international arena. International decision-makers from the user industries, manufacturing technology and supplier sectors report on the strategies at the top. Three forums address innovative power: Excellence – Lean production and flexible value creation chains; Efficiency – Sustainable and resource-conscious manufacturing; Intelligence – Smart factories with Industry 4.0. The high-caliber program is complemented by themed tours of the trade fair.

### **Blue Competence promotes energy efficiency in manufacturing**

Today sustainability is one of the most important prerequisites for progress in policy, business and research. Political officials, industry and universities understand this, and have begun to initiate change. A paradigm change of this magnitude also requires much of manufacturing. This is why the “Blue Competence – Engineering a better world” initiative was launched by the European machine tool industry and the German mechanical engineering sector. For the second time, EMO Hannover hosts a special Blue Competence stand to complement discussions at the “Smarter manufacturing” conference. Products and solutions for energy efficient industrial manufacturing are on display here.

### **EMO conference “New manufacturing technologies in the aerospace industry”**

New manufacturing technologies in the aerospace industry are under the spotlight at EMO Hannover 2013, at the two-day conference hosted jointly by the Leibniz Universität Hannover’s Institute for Manufacturing Technology and Machine Tools and the Machining Innovations Network based in Varel, Germany. For the 13th time, this renowned conference with an international focus brings together experts from industry and research to discuss current developments and future challenges. Numerous distinguished experts from around the world took advantage of this event at EMO Hannover 2011.

**“Innovations yesterday – today – tomorrow: Cost-effective process solutions for quality modules” special event**

Manufacturing companies rely on cost-effective processing solutions to ensure their competitiveness. The Machining Innovations Network and its members demonstrate what innovative and practical complete solutions for high quality components look like today, enlarging upon the EMO conference “New manufacturing technologies in the aerospace industry.” Of particular note is the historical presentation of the innovation process. A look at the past highlights the innovative leap to today’s manufacturing technology, and how it will develop in the future. Visitors get to see current solutions that can be immediately put to use, as well as the quantum leaps that will further boost productivity in the future.

**EMO focus on India**

India is one of the international growth markets for the machine tool industry. In the past five years alone, machine tool consumption rose by almost 30 percent to USD 2.6 billion in 2011. The country currently ranks seventh among machine tool markets. It is an equally important import market that offers excellent business opportunities for international machine tool manufacturers, with a volume of USD 2 billion last year generated by such user industries as automobile manufacturing and its supplier industries, the electrical and electronics sector and general mechanical engineering. However, doing business in India also requires that certain things be taken into account when exporting or founding companies there.

It is against this background that VDW (German Machine Tool Builders’ Association) is organizing the EMO focus on India at EMO Hannover 2013. Experts present the country’s economic, political, legal and tax environment, as well as specific features of sales, service and customer structure.

**Enterprise Europe Network**

Once again, Stuttgart-based Enterprise Europe Network is organizing entrepreneur meetings at EMO Hannover 2013. The online platform suggests the right business partners for specific topics before the trade fair even begins.

Because the parties share mutual interests, the resulting meetings are both useful and efficient. At least, that is what the 2011 entrepreneur meeting participants found. More than 500 meetings were organized by Enterprise Europe Network that year between 156 business partners from 25 countries. They expected many collaborative efforts and contracts to result.

#### **“Mechanical engineer – A powerful career” youth career event**

The machine tool industry will continue to need more qualified workers in the future, to maintain and increase the pace of innovation and value for its international clientele. Given evolving demographics and shrinking interest in technical careers, the German machine tool industry adopted a proactive approach several years ago. In 2009 the VDW even created its own youth foundation to take sustainable action in this area. Under the slogan “Mechanical engineer – A powerful career” the VDW and its industry, professional school and university partners welcome more than 3,000 young people from generalist and professional schools to EMO Hannover 2013. This is an example of how German industry is addressing an issue that exists around the world in both industrial and emerging countries. The aim is to take advantage of the EMO flair for internationality, innovation and exhibiting plenty of hands-on manufacturing technology to get young people excited about technical careers in mechanical engineering. A varied events program allows young people to experience real-world technology with and through machines. The VDW youth foundation also offers guided tours for special school groups. Participants can look over apprentices’ shoulders at the machines, ask questions and try things out for themselves. The goal for the VDW youth foundation and exhibiting companies is to attract qualified and interested new workers to the industry.

#### **Trendsetter for international manufacturing technology**

“EMO Hannover is once again accompanied by a fascinating and comprehensive events program,” sums up Christoph Miller. “It gives many visitors and exhibitors guiding ideas for the topics and discussions that are important in their own companies,” continues Christoph Miller. EMO defines the upcoming trends in manufacturing technology. This is true for machine tool

technology as well as for developments in strategies and markets. Topics and trends addressed at EMO Hannover will continue to be talked about for weeks and months to follow.

**EMO Hannover 2013 – the world’s premier trade fair for the metalworking sector**

From 16 to 21 September 2013, international manufacturers of production technology will be spotlighting “Intelligence in Production” at EMO Hannover 2013. The world’s premier trade fair for the metalworking industry will be showcasing the entire bandwidth of the sophisticated metalworking technology which is at the heart of every industrial manufacturing process. The fair will be presenting the latest machinery as well as efficient solutions, corollary services, means of achieving sustainability in production processes and much, much more. The principal focus of EMO Hannover is on metal-cutting and forming machine tools, production systems, high-precision tools, automated material flows, computer technology, industrial electronics and accessories. The trade visitors to EMO come from every major branch of industry, e.g. machinery and plant manufacturing, the automotive industry and its component suppliers, the aerospace sector, precision mechanics and optics, shipbuilding, medical technology, tool and die manufacturing, steel and lightweight construction. EMO Hannover is the most important international meeting point for production technology specialists from around the world. EMO Hannover 2011 featured a lineup of over 2,000 exhibitors and attracted some 140,000 trade visitors from more than 100 different countries. EMO is a registered trademark of the European Association of the Machine Tool Industries (CECIMO).

Texts and images from the EMO press conference can be found on the web at <http://www.emo-hannover.de/home>. You can also visit EMO at our social media pages



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