

Seminar Metalworking Growth 21.09.2017

**Overview of the trends in metalworking in the
USA and Mexico**



GARDNER
Business Media, Inc.


EMO
Hannover
18-23.9.2017

Welcome

For international manufacturers of production technology they were major beacons of hope: the USA with its re-industrialisation programme, and Mexico, which had evolved into one of the world's most important automaking locations. After all, in 2016 the USA was the second-biggest market for machine tools worldwide with a consumption of 7.8 bn euros and Mexico ranking 7th in the rank order with 2.2 bn euros.

In fact across the US and Mexico, manufacturers' optimism is soaring. This new optimism will incite a wave of growth and change. The Metalworking Growth Seminar is designed to put you, the metalworking equipment manufacturer and supplier, in the best position to take full advantage of this opportunity and outperform your competition.

The Metalworking Growth Seminar is a leadership-focused event designed to engage and inform manufacturing professionals about market and technology trends across the US and Mexico while addressing the strategic growth opportunities and key challenges facing these markets today.



Travis Egan
Gardner Business Media



Dr. Wilfried Schäfer
VDW

Programme

10:00 Welcome

Dr. Wilfried Schäfer, Executive Director of VDW

10:05 Trends in the international machine tool market, with a particular focus on the USA and Mexico

Steve Kline Jr., *Director of Market Intelligence, Gardner Business Media*

10:40 Technical trends in the US machine tool industry

Pete Zelinsky, *Editor-In-Chief, Modern Machine Shop*

11:10 The machine tool industry in Mexico: opportunities and challenges

Claude Mas, *Publisher, Modern Machine Shop Mexico*

11:40 Discussion

12:00 Ending with a snack

Moderator: **Travis Egan**, *Group Publisher, Gardner Business Media*

Learning from Experts ...

“The Metalworking Growth Seminar is an excellent opportunity for executives and global sales managers to see what direction the U.S. market is headed and the equipment types companies are planning to buy in 2018.”

Steve Kline Jr.

“This is the most dynamic and promising time for U.S. manufacturing I’ve seen in my career. In my talk, I aim to bring out some compelling examples of small U.S. firms and offer thoughts on what their success suggests about the changing landscape of U.S. manufacturing.”

Pete Zelinski

“Mexico is not a short-term strategy! It is time to take this market with a more serious approach. With an economy circling around 4 to 5 per cent GDP in 2017, the young Mexican population could step into a new middle-class and create purchasing power as the consumer base grows causing demand for production increases over the next 20 years.”

Claude Mas

“For addressing our highly topical seminar theme, we’re partnering with Gardner Business Media, a company possessing excellent knowledge of both these markets. Soundly based expert information is indispensable for every corporate leader from the manufacturing sector doing business with these two countries. It’s all the more valuable when the experts concerned are able to base their assessments and appraisals on how the situation is actually viewed from within these two markets.”

Dr. Wilfried Schäfer

Venue

**Convention Centre (CC), Room 15/16, Hannover Exhibition Centre
30521 Hannover, GERMANY**

You will find directions on how to get there at:

<http://www.emo-hannover.de/en/info/for-visitors/maps/>



Your investment

Fee: € 85 plus VAT

The above price includes an entrance ticket to EMO Hannover 2017 trade show, participation in the conference, conference documentation, refreshments and lunch. You will receive an entrance code for registration to access the show by email from the VDW once we have received your registration, as well as an invoice by the MBI (Maschinenbau-Institut), our partner for the billing process. Since this is a binding registration, refund of the attendance fee is not possible. A replacement attendee from the same company can be nominated. We recommend early registration because space and the number of participants are limited. Deadline: August 31, 2017.

Organizer

VDW – German Machine Tool Builders’ Association, Corneliusstr. 4,
60325 Frankfurt am Main, GERMANY, www.vdw.de
in cooperation with Gardner Business Media, Cincinnati, Ohio,
USA, www.gardnerweb.com

Contact person

Sylke Becker, VDW
Phone +49 69 756081-33
Email s.becker@vdw.de

Registration

Please fill in the following form and return it by mail,
email or fax to us as a binding application:

**VDW – German Machine Tool Builders' Association,
Corneliusstraße 4, 60325 Frankfurt am Main, GERMANY
Theodora Laser
Phone +49 69 756081-21
Email t.laser@vdw.de
Fax +49 69 756081-11**

You can also submit a binding application online using the
following link: www.emo-hannover.de/conferences

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Title

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Surname

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First name

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Company

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Street

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Post code/Town

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Telephone

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Email

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Place/Date

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Signature