

Die Welt der Metallbearbeitung
The world of metalworking
Le monde de l'usinage des métaux
Il mondo della lavorazione dei metalli



EMO
Hannover
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Generalkommissariat

Addendum to End-of-Show Report on EMO Hannover 2007: Comments by Exhibitors and Visitors

Exhibitors

Michael Jochem, Head of Machine Tool Sales, Bosch Rexroth AG, Fellbach, Germany:

“Once again EMO has asserted its role as the flagship fair for the international machine tool sector. This event offers us outstanding opportunities to reach not only machine tool manufacturers but also end customers, plus generate new business leads and build on existing relationships. We drew a lot of visitor traffic and had many excellent business talks.”

Peter Bole, DMG Training Academy, Bielefeld, Germany:

“Some 8,500 young people from general and vocational schools had already signed up to see us, and limited capacities forced us to put a cap on all the requests for appointments that kept pouring in. We received a grand total of around 10,000 requests, registered students included. We also noted greater interest on the part of trade professionals attending EMO Hannover 2007.”

Dieter Kollmar, Managing Director, EMAG Salach Maschinenfabrik GmbH, Salach, Germany:

“We were delighted at the keen interest shown in our machines and production systems. While we had expected the new developments and refinements featured at our four stands to draw big crowds, the tidal wave of visitors we experienced was truly astonishing. This was not only reflected in the number of queries; the number of orders we received during the show was also way up compared with 2005.”

Gerhard Glanz, Managing Director of EMCO Maier GmbH, Hallein, Austria:

“The EMCO Group was able to chalk up a major success and is extremely upbeat about EMO 2007. Compared with the previous EMO, we netted twice the number of orders. We see this as confirmation of our strategy of offering high-end machinery.”

Dr. Rüdiger Kapitza, Chairman of the Management Board of Gildemeister Aktiengesellschaft, Bielefeld, Germany:

“We had ambitious targets for EMO and succeeded in reaching them. The response by trade visitors to our 14 international product premieres and newly designed machine was excellent. The large percentage of attendees from abroad underscored EMO’s role as the world’s biggest machine tool exhibition, and Gildemeister experienced an additional upswing in orders at the event.”

Heike Wember, Software Development, Haas Schleifmaschinen GmbH, Trossingen, Germany:

“Things went very well right from the start. We generally approach EMO more as an opportunity to generate new leads, but this year we instantly sold a grinding machine and an airplane maintenance machine to Aerospace.”

Ruben Baranowski, Managing Director, Iscar Germany GmbH, Ettlingen, Germany:

“Our customers came from all over the world to attend this event. All the key decision-makers were present here.”

Christian Pristl, Head of Sales & Marketing, Junker-Group (Erwin Junker Maschinenfabrik GmbH, Nordrach, Germany):

“EMO is the most important exhibition for us anywhere in the world. Being represented here is a must. Our goal is to meet new customers, strengthen existing customer relationships and discuss ongoing projects.”

Valentin Kaltenbach, Owner and Managing Director, Hans Kaltenbach Maschinenfabrik GmbH + Co. KG, Lörrach, Germany:

“Our stand drew plenty of visitor traffic. Today hardly anyone attends EMO just to have a look. Most people are here to buy, making it more lucrative than ever for us to be here.”

Christian Rau, Marketing Engineer at Kyocera Fineceramics GmbH in Esslingen, Germany, speaking on the Lightweight Design Symposium:

“The informational value of the individual lectures was very high, and their concise format is also deserving of praise. We went away with a number of useful ideas.”

Friedrich Herdan, Managing Director at Lasco Umformtechnik GmbH, Coburg, Germany:

“For us as machine tool manufacturer, EMO is the most important exhibition of any in the world. We always get a lot of queries here. And a number of deals are also in the works. This year even brought us visits by interested parties with whom we had had no previous contact, and some of them are even considering closing deals with us before the show is over. I’ve been at it for about 30 years, but this is a completely new phenomenon and would be fantastic if it works out.”

Sven-Oliver Otten, Sales Director for Machine Tools, Leistritz Produktionstechnik GmbH, Nuremberg, Germany:

“EMO is one of the most important tradeshow for us. At least four deals are already signed and sealed. One machine is going to China, one to the U.S. and two will be shipped within Germany. We’ve had nothing but positive feedback.”

Dr. Klaus Finkenwirth, Managing Director at Liebherr Verzahntechnik GmbH, Kempten, Germany:

“This is the best show I ever experienced in my 16 years in the business.”

Irene Adler, Stand Manager, Mori Seiki GmbH, Wernau, Germany:

“This year’s EMO has been a complete success for us. We were almost overrun by all the visitors. And it’s not just the amount of visitors; many of them are high-caliber leads. We have had more sales than anticipated and exceeded our targets.”

Dr. Stephan Kohlsmann, R&D, Profiroll Technologies GmbH, Bad Düben, Germany:

“It’s going great. We have spoken with far more potential customers than two years ago, including a pleasingly high number of Russian leads.”

Georg Obermaier, Product Manager, Schuler SMG GmbH & Co. KG, Waghäusel, Germany:

“Our range includes mechanical and hydraulic presses and solid forming machinery. We are back at EMO after a long break. The response has been very favorable indeed.”

Dr. Christian Braun, Marketing & CRM at Trumpf Werkzeugmaschinen GmbH & Co. KG, Ditzingen, Germany:

“EMO Hannover 2007 has been a complete success for us. Despite having a somewhat smaller stand than in 2005, we have had at least as many visitors as before. Overall we are definitely satisfied with this year’s EMO and the decision to exhibit in Hall 12.”

Dr.-Ing. Roland Ruppel, Managing Director of Zimmer + Kreim, Brensbach, Germany:

“Our satisfaction with the current EMO rates from “good” to “great”. It was obvious that our products for automation in tooling and mould-making were ideally positioned at the show. Our visitors, many of them brand new leads this year, showed a marked interest in finding complete solution approaches. The quality of talks was vastly better, leading us to expect brisk after-show sales.”

Dr. Dieter Kress, Managing Partner of Mapal Dr. Kress KG, Aalen, Germany:

“We are extremely satisfied with the run of the event and are highly appreciative of the remarks made by Federal President Horst Köhler on the significance of our industry in his opening speech.”

Werner Haug, Managing Director of Marposs GmbH, Weinstadt, Germany:

“EMO 2007 was significantly better for us than EMO 2005. Around half of our visitors came from abroad, with about 25 per cent of these coming from Asia.”

Dr. Dieter Brucklacher, Managing Director of Leitz Holding GmbH & Co. KG, Oberkochen, Dr. Marc Fleckenstein, Head of Product Management at Fette GmbH, Schwarzenbek, Germany:

“This trade fair has been a dream. We had lots of excellent talks and closed several deals.”

Rolf Wohlhaupter-Hermann, Managing Director of Wohlhaupter GmbH, Frickehausen, Germany:

“EMO Hannover 2007 topped previous shows by getting off to a roaring start right from day one. We are highly satisfied.”

Peter Tausend, Managing Director of WTE Präzisionstechnik GmbH, Kempten, Germany:

“EMO Hannover 2007 was the best exhibition I ever experienced. The visitors came well-prepared and were in the market for concrete production solutions. For the first time ever, we closed deals even on the very first day of the show.”

Visitors

Kauko Lahtinen, Fastems Oy Ab, Finland:

“There are lots of companies here with interesting products and impressive stands. We appreciate the chance to meet competitors, customers and providers all at the same time and place.”

Wu Xiao Yun, Han's Laser Technology Co., Ltd, China:

“We are attending EMO from Hong Kong for the first time. We came here mainly in order to gather information, but are noticing that it might be quite worthwhile for us to make purchases here, too.”

Uwe Lux, Kapp GmbH, Coburg, Germany:

“For me as a mechanical engineer, EMO is the most important of all trade fairs – not just in Europe, but anywhere in the world. I came here to get offers on equipment for cooling and exhaust purposes. After the show I'll get in touch with various exhibitors.”

Bernhard Brand, Kaeser Kompressoren, Screw Compressor Production Center, Coburg, Germany:

“We attend EMO regularly to check out the latest machine tool trends. We gather information and talk with different companies about prices to facilitate our purchasing decisions.”

Paolo Beltramo, SIRMEN S.r.l., Italy:

“Today is my first visit to EMO, but I am already very impressed with the diversity of nations represented here – and by the high quality on exhibit. These are the world’s best suppliers.”

Arne Zühlke, Einkauf, ZAE – AntriebsSysteme GmbH & Co. KG, Hamburg, Germany:

“In terms of our needs, EMO ranks as one of the most important exhibitions. We might even commit to a purchase here if the offer is right.”

All information can obtained at www.emo-hannover.de/presseservice