



September 2015

## **Stand reservation for EuroBLECH 2016 has started**

### **Platform for smart sheet metal processing**

Stand reservation for the 24<sup>th</sup> International Sheet Metal Working Technology Exhibition, EuroBLECH 2016, is now in full swing at the organisers' offices of Mack Brooks Exhibitions. EuroBLECH 2016 will take place from 25 – 29 October 2016 at the Exhibition Grounds in Hanover, Germany.

“As the leading international trade exhibition for the sheet metal working industry, the coming show will be a platform for interlinked sheet metal working production. The Internet of Things, or Industry 4.0 as it is called when it refers to manufacturing production, poses big challenges for the sheet metal working industry and raises a multitude of questions. We are currently experiencing a revolutionary development in industry production and for manufacturers and suppliers of machines and systems, it is vital to be actively participating in this development. The exchange of expertise with users and the build-up of networks play a significant role for smart production, as the increased use of automation and software requires customised solutions that fit precisely into each individual networked fabrication plant”, explains Nicola Hamann, Managing Director of the organisers, Mack Brooks Exhibitions.

“Manufacturers of machines, IT systems and tools for sheet metal working have to position themselves now, in order to rank first as a provider of expertise and innovation for this new era of industry production. EuroBLECH 2016 thus offers a unique opportunity to be involved in designing the future of sheet metal working”, says Nicola Hamann.

### **High rate of returning exhibitors and big demand for stand space**

An exhibitor brochure with detailed information about the exhibition and stand options is now available from the organisers. The revamped show website [www.euroblech.com](http://www.euroblech.com) offers detailed information about the international event, such as an exhibition profile, facts and figures about the show, details for stand bookings, an interactive floor plan as well as video footage and photos from the previous event. With its modern responsive design the new show website is user-friendly for desktop and mobile use.

“As in previous years, we see a large number of returning exhibitors at EuroBLECH 2016 and thus recommend all companies interested in exhibiting to reserve their stand spaces as

soon as possible, to insure the company is placed within the relevant technology sector. We are delighted to say that we have already received numerous stand reservations and, therefore, we might quickly run out of stand space in some halls", says Nicola Hamann.

EuroBLECH presents the entire sheet metal working technology chain: sheet metal, semi-finished and finished products, handling, separation, forming, flexible sheet metal working, joining, welding, tube/section processing, surface treatment, processing of hybrid structures, tools, machine elements, quality control, CAD/CAM/CIM systems, factory equipment and R&D.

### **Review EuroBLECH 2014**

Cutting-edge technology, business on a global scale and a positive mood throughout – this is how EuroBLECH 2014 can be summarised. With 1,573 exhibitors from 38 countries on a net exhibition space of 86,500m<sup>2</sup> and 59,618 trade visitors from 105 countries the show could, once again, emphasize its status as the leading technology showcase and international industry barometer for the sheet metal working sector.

EuroBLECH 2014 ended with a 5% growth in exhibitor numbers and a 3% growth in floor space compared to the previous event, and recorded a constant number of visitors. The exhibition was, once again, more international: 52% of exhibitors and 37% of visitors were from outside Germany. There was a substantial gain in visitors from Europe and North America. The quality of the visitors was excellent, with a high quota of visitors from top management and with decision-making capacity. Every second visitor came to the show with the definite intention of investing. The high percentage of first time visitors (48%) demonstrates that EuroBLECH is highly attractive for a new generation of management.

The large majority of exhibitors either fully or largely reached their target groups. Major target markets were the EU-countries, particularly Germany, other European countries, Asia and North America. EuroBLECH 2014 received excellent feedback from exhibitors and visitors for the show overall, its organisation, its marketing and the venue. More than two thirds of exhibitors intend to return to EuroBLECH 2016. Reservation of stand space for the next EuroBLECH has now begun.

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