

Press Release

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Successful premiere: MEX exceeds expectations

Around 15,000 visitors from 44 countries / Companies already indicate interest for 2017

Tool, pattern and mould making has a new meeting point for the sector. At the premiere event, Moulding Expo impressed both exhibitors and visitors alike. From the range of topics to the quality of exhibitors and visitors, as well as the international character – when we first take stock, the results are impressive. "It's not easy to launch a new industrial trade fair on the market. After four days of MEX, however, we can confirm that, with regard to development, planning and timing, we did everything right," says Ulrich Kromer von Baerle, President of Messe Stuttgart in summary. "Our premiere was a success, and we now look forward to continuing to work on this high level."

Figures confirm the mood in the halls

When preparing the event, Messe Stuttgart worked intensively in close cooperation with the four conceptual and promotional partners VDWF, VDMA, MF and VDW in order to develop a trade fair "by the sector for the sector". This claim was fulfilled – which is confirmed not only by the optimism in the halls, but also by the first figures. 98% of the visitors want to recommend MEX to others, and 94% want to return in 2017. Among the roughly 15,000 guests, all important branches of industry were represented: the automobile and automobile supply industry (31%), tool construction and mould making (27%), mechanical engineering and plant construction (20%), the plastics industry (16%), metal working, processing and production (11%), as well as various user sectors.

The visitor quality was also excellent: 78% stated that they played a decisive role in purchasing and procurement decisions in their company, or participated in the decision-making process, or had an advisory role. The percentage of visitors from abroad was 11 %. Altogether, they came from 44 countries, mainly from Switzerland, Austria, Italy and France.

Beside the intensive exchange of ideas and opinions at the stands, the various framework programme events and forums were also well received – for example, the BME Forum followed by a walking tour of the trade fair met with a positive reception.

"In the past few days, we have experienced one of the most successful débuts in the history of Messe Stuttgart," said Kromer von Baerle, "and we are now looking forward to 2017!"

Internationale Fachmesse
Werkzeug-, Modell-
und Formenbau

International trade fair
for tool, pattern
and mould making

Messe Stuttgart
05. – 08.05.2015

www.moulding-expo.com

75 Jahre
Mitten im Markt

Messe Stuttgart



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Ulrich Kromer von Baerle
(Sprecher der
Geschäftsführung)

The next Moulding Expo will take place in May 2017 in Stuttgart.

Views from the associations:

Prof. Dr. Thomas Seul, President of the VDWF (German association of machine tool and mould makers): "The premiere of Moulding Expo is a success. The positive mood in the run-up to the trade fair could also be felt everywhere during the event, both among the exhibitors and the visitors. What's most important for a trade fair is the people, and here in Stuttgart all you could see was satisfied faces everywhere. The sector has achieved a new milestone with regard to the perception of its products, expertise and efficiency. A genuine marketplace for tool construction and mould making has been created."

Markus Heseding, Managing Director of the precision tools association and the measurement and testing technology association in the VDMA (German Engineering Federation): "Despite the rail strike, MEX in Stuttgart far exceeded our expectations. We are delighted not only with the almost 25 per cent share of foreign exhibitors from around 30 countries, but also the good international mix of visitors. Thanks to the welcome combination of MEX and Control, around 80 renowned member companies of the VDMA from the areas of tool making, metal cutting, clamping technology, dimension measurement and testing technology were able to present their extensive know-how to visitors on roughly 6,400 square metres of floor space at the Stuttgart Trade Fair Centre."

Ulrich Hermann, President of the German Association of Pattern and Mould Making: "In close cooperation, the trade fair organiser, the exhibiting companies and the participating associations successfully presented the current themes in the sector to visitors. In this connection, the 2nd Hybrid Lightweight Construction Technology Day, which took place simultaneously with the trade fair opening, and the Forum MEX:bildung 4.0 should be especially mentioned. Here, schoolchildren were able to obtain first-hand information on training and further training opportunities in the tool, pattern and mould making sector in personal discussion with trainees."

Dr. Wilfried Schäfer, Managing Director of the VDW (German machine tool builders' association): "With the strong exhibitor participation, Moulding Expo has with its premiere event already positioned itself as the future leading trade fair for tool, pattern and mould making. All product areas from CAD/CAM and machinery to tool construction and mould making are represented with the most important companies in the sector. Our companies emphasise the high quality of visitors. In this respect, our expectations of the trade fair were fully met."

For photos for the press release and logos for the Moulding Expo go to:

www.messe-stuttgart.de/en/moulding-expo/journalists/press-material/

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