



The World's No.1

June 2009

## **EuroBLECH 2010: Exhibitor brochure available – stand reservation has started**

The new exhibitor brochure for EuroBLECH 2010, 21<sup>st</sup> International Sheet Metal Working Technology Exhibition, is now available from the organisers, Mack Brooks Exhibitions. EuroBLECH 2010 will take place from 26 – 30 October 2010 in Hanover, Germany. The exhibitor brochure is published in five languages and includes important information for companies interested in participating in the leading international trade show for the sheet metal working industry. Stand booking has already started. The exhibition will again occupy eight halls at the Hanover Exhibition Grounds: halls 11,12,13,14,15,16,17 and 27. Early reservation of stand space is recommended to ensure that companies are placed within their relevant technology sector.

The exhibition layout reflects the complete sheet metal working technology chain and covers the 15 exhibition categories of the trade show: Sheet metal, semi-finished and finished products, handling, separation, forming, flexible sheet metal working, tube/section working, joining/welding, surface technology, tool technology, process control and quality assurance, CAD/CAM applications, factory equipment, safety at work and R&D.

The sheet metal working industry currently faces some demanding challenges. Optimisation of fabrication processes, energy efficiency, innovation and R&D play a pivotal role for companies investing in their future. With its theme "Identify trends, seize opportunities, shape the future", EuroBLECH 2010 allows sheet metal working professionals, particularly in times like these, to make wise business decisions and to source the right machinery, systems, tools and materials. Internationally renowned as the global meeting point of the sheet metal working industry, EuroBLECH is regarded as the leading platform for innovation and know-how and the market place for business at an international level.

The previous exhibition – the 20<sup>th</sup> anniversary show – was the biggest event ever in EuroBLECH's long history, with 1520 exhibitors, 69,000 trade visitors and a net exhibition area of 87,700 m<sup>2</sup>. Exhibitors and visitors from Germany and abroad valued the exhibition as highly positive. 86% of the visitors had decision-making or advisory capacity and almost half of the visitors had come with concrete investment plans. In the exhibition survey, the show again received excellent marks for its international flavour: 44.5% of the exhibitors and 35% of the visitors had come from outside Germany. Exhibitors valued the event as thoroughly successful despite the

less favourable economic situation. The exhibition survey shows that 76% of the exhibitors intend to return for EuroBLECH 2010. (*Indications audited by FKM – Society for voluntary control of Fair and Exhibition Statistics*).

Companies interested in exhibiting at EuroBLECH 2010 will find detailed information on the exhibition at the newly designed, multilingual show website [www.euroblech.com](http://www.euroblech.com). Here the exhibitor brochure can be ordered online. Photos and a video give impressions of the previous exhibition.

Ends

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Editorial note: High resolution photo material can be downloaded at [www.euroblech.com/english/press/photos/](http://www.euroblech.com/english/press/photos/) or requested by email at [press@mackbrooks.co.uk](mailto:press@mackbrooks.co.uk)