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EuroBLECH 2014 attracts international audience ready to invest

EuroBLECH 2014, the 23rd International Sheet Metal Working Technology Exhibition, closed its doors today in Hanover, Germany, after five successful exhibition days. A total of 59,600 trade visitors came to visit the world's biggest sheet metal working show to find out about the latest technology trends for sheet metal processing. A record number of 1,573 exhibitors from 38 countries put a wide range of innovative solutions, cutting edge technology and an enormous amount of live machine demonstration on display, on a total net floor space of 86,500 square metres.

While the exhibitor numbers were up by 5% compared to the previous show, and the exhibition space increased by 3%, the visitor numbers remained basically the same. The results of the preliminary visitor survey showed a further shift towards highly qualified trade visitors.

"The prevailing mood at the show was positive throughout. There was lively trading activity in the eight exhibition halls and many exhibiting companies reported large numbers of international business contacts and buoyant sales figures. A first analysis of the exhibitor survey shows that participating companies were highly satisfied with the outcome of EuroBLECH 2014. A vast majority of exhibitors were able to fully or largely reach their target groups; they praised the quality of trade visitors and the internationality of the audience", explains Nicola Hamann, Managing Director of the show organisers, Mack Brooks Exhibitions.

The busy atmosphere at EuroBLECH 2014 reflects the overall positive outlook of the sheet metal working sector. The exhibition survey shows that companies assess the current business climate as more favourable than two years ago. Approaching new markets was the main aim for the exhibitors at this year's exhibition and EuroBLECH 2014 was more international than the previous exhibition.

"We are delighted to be able to report that 52% of our exhibitors came from outside Germany compared to 48% last time; and we could also increase our traditionally high percentage of international visitors. 38% of this year's visitors came from outside Germany compared to 34% at the previous show," says Nicola Hamann.

The first visitor survey data show that top visitor countries outside Germany were the Netherlands, Austria, Switzerland, Italy, Poland, Sweden, Turkey, the Czech Republic, Spain, Great Britain, Belgium and the USA .

The quota of visitors from top management was, once again, very high (41% of all visitors), and there was a high percentage of visitors with decision making capacity (81% of all visitors). Almost half of all visitors came to EuroBLECH 2014 with the definite intention of buying.

EuroBLECH 2014 received excellent evaluations from both, visitors and exhibitors, from inside and outside Germany. Participants were highly satisfied, particularly with the comprehensive range of products on offer and with the international flavour of the exhibition. More than two thirds of all exhibiting companies intend to exhibit again at the next show. EuroBLECH 2016 will take place from 25 – 29 October 2016, in Hanover, Germany.

Next year, Mack Brooks Exhibitions will again hold a series of sheet metal working exhibitions in selected target markets. BLECH Russia 2015 will take place from 24 – 26 March 2015 in St. Petersburg and BLECH India from 22 – 25 April 2015 in Mumbai. The first AsiaBLECH will be held from 11-13 May 2016 in Suzhou, China. AsiaBLECH will replace and enhance BLECH China which has taken place successfully since 2013.

Information on EuroBLECH is available at www.euroblech.com and on the BLECH events at www.blechevents.com.

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