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Stand reservation for EuroBLECH 2020 has started **Presentation platform for innovations for smart sheet metal working of the future**

EuroBLECH 2020, the 26th International Sheet Metal Working Technology Exhibition, takes place from 27 – 30 October 2020 at the Hanover Exhibition Grounds in Germany. At the organisers' offices of Mack Brooks Exhibitions, the stand reservation phase has started with a strong demand for stand space and a high rebooking rate. For the next exhibition, digitalisation of manufacturing processes, e-mobility and sustainable production as well as innovative materials are important topics.

“At the last EuroBLECH, the degree of digitalisation within the industry was already high. This was the starting point for the future of smart sheet metal working. Now it is time to firmly establish and optimise these digital production processes and enhance their efficiency and flexibility”, says Evelyn Warwick, EuroBLECH Exhibition Director, on behalf of the organisers Mack Brooks Exhibitions. “At EuroBLECH 2020, manufacturers of machines, IT systems and tools for sheet metal working have the possibility to present themselves to a global audience of visitors ready to invest. Visitors at the show are specifically looking for flexible and cost-efficient solutions in order to operate successfully in a competitive environment”, explains Evelyn Warwick.

EuroBLECH on course for growth: new technologies boost increase in exhibition space

“Almost sixteen months before the next EuroBLECH, we have a strong demand for stand space and we are experiencing a high rebooking rate“, says Evelyn Warwick. “The sheet metal working industry is in the process of a dynamic development and innovative technologies are playing an important role. Therefore, exhibiting companies are interested in larger stand spaces this time in order to present a lot of new machines. We are hence expecting a further growth in exhibition space for EuroBLECH 2020”, explains Evelyn Warwick.

An exhibitor brochure with detailed information about the exhibition, stand options and prices is now available from the organisers in three languages. The detailed exhibition profile, most important facts and figures as well as relevant information for exhibiting at EuroBLECH are also included. The brochure can be requested directly from the organisers or on the show website www.euroblech.com. Companies interested in exhibiting at EuroBLECH 2020 can also reserve via the new online reservation form on the website.

The EuroBLECH exhibition profile is clearly structured and covers 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 2018

The leading sheet metal working exhibition EuroBLECH 2018 ended last October with positive results: a total of 1,507 exhibitors from 40 countries, 89,800 square metres net exhibition space and more than 56,300 visitors from 105 countries. The general development towards digitalisation and Industry 4.0 in manufacturing was the predominant trend of the 25th International Sheet Metal Working Technology Exhibition. The EuroBLECH exhibition survey results, which have now been completed and are audited by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, confirm the exhibition's renowned standing within the international sheet metal working industry.

In addition to a record net exhibition space there was also an increase in internationalisation at EuroBLECH 2018 compared to the previous show: 58% of exhibitors at the show came from abroad, an increase of 4%. The biggest exhibitor countries, besides Germany, were Italy, China, Turkey, the Netherlands, Spain, Switzerland, Taiwan, Denmark, the USA and Austria. Around 49% of visitors travelled to Hanover from abroad to discover the latest solutions in sheet metal working, an increase in internationalisation of 10%. The most important visitor countries, besides Germany, were Italy, Poland, the Netherlands, Austria, Sweden, Denmark, Switzerland, Spain, Belgium, France, the Czech Republic, the United Kingdom, China, Russia and Turkey. Traditionally, EuroBLECH attracts a high percentage of visitors with decision-making and buying capacity. At EuroBLECH 2018, 79% of visitors were decision makers or involved in the buying process. Around 23,300 visitors came to the show with the definite intention of buying.

According to the exhibitor survey, the main reasons for exhibiting were to attract new customers and approach new markets. The large majority of exhibitors either fully or largely reached their target groups (more than 92%). Major target markets were the EU countries, in particular Germany, followed by other European countries, Asia and North America. When asked about key future markets, exhibitors referred to Germany, the USA, China, Italy and Poland. Exhibitors and visitors gave excellent feedback on the show overall. Three quarters of all exhibitors already confirmed at the last show that they intended to exhibit again at EuroBLECH 2020.

Further information on EuroBLECH 2020 is available directly from the organiser Mack Brooks Exhibitions or at www.euroblech.com.

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Issued by:

Melanie Kaufmann, PR & Marketing Manager
EuroBLECH Press Office, Mack Brooks Exhibitions Ltd
Romeland House, Romeland Hill, St Albans, Herts AL3 4ET, United Kingdom
Tel: +44 (0)1727 814400, Email: press@mackbrooks.co.uk