



May 2021

EuroBLECH Digital Innovation Series in April ended with positive results: Digital Event with focus on Forming Technology attracted global visitor audience and provided plenty of webinar content, networking and insights into latest technologies

The first event of the EuroBLECH Digital Innovation Series on Forming Technology, which took place online from 27 – 28 April 2021, provided the first meeting platform this year for the international sheet metal working community. More than 2,000 visitors registered for the event, with 1,384 visitors from 70 countries worldwide active on the event platform. Participants have used the opportunity to log on to the platform during the two virtual event days to network, watch webinar content live and on demand, view product demonstrations and visit virtual showrooms of exhibitors. This new event format proved successful in current times, as many participants from all over the world joined to discover innovations, trends and current solutions in the sheet metal working industry, with the most important visitor countries being Germany, Turkey, Spain, Italy, India, the UK, the Netherlands, Brazil, Japan, Austria, Belgium, Sweden, Finland, the USA and Poland. The event registered a high percentage of participants from the top management with decision-making and buying capacity. More than 80% of participants indicated their involvement in decision-making in their company.

“We are pleased with the results of the first event of the EuroBLECH Digital Innovation Series and thank all our exhibitors and participants for joining us at this important digital event for the sheet metal working industry in 2021. We have seen a good level of engagement and received positive feedback – and of course we will use the valuable feedback we receive following this first event to prepare for the following events in the EuroBLECH Digital Innovation Series in 2021”, says Evelyn Warwick, Event Director of EuroBLECH, on behalf of the organisers Mack-Brooks Exhibitions. “The internationality of participants underlined once more that EuroBLECH is the world’s leading platform for sheet metal working professionals from all over the world. In times like these, it is very important for us to regularly bring our industry together on a global scale to trade and network; in our view this will also support the industry’s recovery from the Covid-19 pandemic”, continued Evelyn Warwick.

The EuroBLECH Digital Innovation Series in April was an online trading, networking and webinar event for professionals from the sheet metal working technology area of forming technology.

Visitors could virtually meet relevant exhibitors in pre-booked meetings and drop-in meetings, use a new online chat function, watch informative product presentations and follow webinars on current industry trends, followed by live Q&A Sessions. The most important sectors the participants belonged to were mechanical engineering, sheet metal products and the automotive industry.

EuroBLECH goes DIGITAL: The Webinar Programme

A daily programme of webinars by industry experts provided an opportunity for participants to gain useful insights into the latest market developments as well as technical expertise concerning new industry applications and solutions. Key players from the industry as well as associations provided exclusive insights into latest technologies and case studies on Forming Technology. A total of 13 speakers, five webinar sessions and three exhibitor product showcases featured during the event, with participants watching the content for almost 500 streaming hours in total. On average, participants viewed two webinars on the platform during and after the event.

The second event of the EuroBLECH Digital Innovation Series 2021 is planned for 29 – 30 June 2021 and will put a focus on Separation and Joining Technologies and Additive Manufacturing. Companies interested in participating as an exhibitor or as a speaker for the webinar programme can contact the organisers now.

Further information on EuroBLECH can be found at www.euroblech.com and www.euroblechdigital.com.

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