

## PRESS RELEASE

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## Let's talk about innovation

**Launching on 15 June 2020, the METAV Web Sessions are the digital platform for metalworking aimed at providing information on production solutions in the post-corona era**

**Frankfurt am Main, 12 May 2020.** – The METAV organiser VDW (German Machine Tool Builders' Association), Frankfurt am Main, is inviting all those interested to take part in its METAV Web Sessions – entitled "Let's talk about innovation" – from 15 to 19 June 2020. "METAV 2020 has had to be postponed by a year due to the corona pandemic, and so now we want to offer visitors and exhibitors an alternative in the form of the METAV Web Sessions," says VDW Executive Director Dr. Wilfried Schäfer. In good time before the rescheduled METAV in March next year, the METAV Web Sessions will provide a platform which allows users from the metalworking industry to keep abreast of the latest innovations in production technology.

"The biggest challenge for the companies now will be knowing how to ramp up production again after the lock-down, how to stabilise their sales and return their delivery system to full working order in a short space of time," says Schäfer, describing the situation. This is why so many METAV exhibitors accepted the VDW's invitation so quickly, he explains: the METAV Web Sessions provide an opportunity for compa-

nies to reconnect with their customers and to show how their products can help in the restructuring of production. Jasmin Herter, spokesperson from Gühling KG in Albstadt, Germany, says: "The VDW's METAV Web Sessions are turning challenges into opportunities. They are highlighting new solutions, which we at Gühling are keen to explore. We're looking forward to shaping such a virtual trade fair and to discovering what possibilities it has to offer."

Over five days, nearly 90 companies will be giving specialist talks from 9:00 to 17:00 in the following topic areas: Digitalisation, Precision Tools, Machine Tools and Systems, Software, Measurement Systems and Quality Assurance, Additive Manufacturing, Components and Systems, Medical Technology and Services, in German and partly in English. "The METAV Web Sessions are now fully booked," says a delighted Stephanie Simon, Trade Fairs Project Officer and organiser of the event. Just as at the METAV itself, visitors will be able to compare and contrast what the suppliers are offering and, of course, ask questions and discuss with the production experts, she continues. "We're really looking forward to all the exciting and inspiring presentations. The exhibitors will be able to work with many different formats – from PowerPoint presentations to photos, videos, simulations and much more, besides," says Simon. She is convinced that the corona crisis also offers an opportunity to explore new web formats that could complement actual trade fairs in the future.

Udo Hipp, Head of Marketing at Maschinenfabrik Berthold Hermle AG in Gosheim, Germany, takes a similar view: "We see the METAV Web Sessions as a good way of making and staying in contact with interested parties and customers. We're looking forward to seeing what response and feedback we get. The Web Sessions will certainly represent a good addition to the marketing mix in the future."

Indeed, digital events are currently enjoying a boom. "Together with our partner, IndustryArena, and the highly motivated team, we've very quickly succeeded in developing an effective platform for the week-long METAV Web Sessions and in staging digital versions of a large number of presentations," says Schäfer. He added that the METAV Web Sessions have already become the top digital event in the metalworking industry in terms of exhibitor numbers and the breadth of topics.

The website [www.metav-websessions.com](http://www.metav-websessions.com) has now gone online. All those interested can view the complete programme and register there.

Further information: Stephanie Simon, VDW Trade Fairs Project Officer, Tel. +49 69 756081-53, [s.simon@vdw.de](mailto:s.simon@vdw.de).

### **Background – METAV 2020 in Düsseldorf**

METAV 2020 - 21st International Trade Fair for Metalworking Technologies has had to be postponed by one year due to the corona pandemic. METAV 2020 reloaded will take place from 23 to 26 March 2021. It displays the full spectrum of manufacturing technology. The focus is on machine tools, manufacturing systems, precision tools, automated material flows, computer technology, industrial electronics and accessories. Added to this are new topics such as Moulding, Medical, Additive Manufacturing and Quality. They are firmly established in so-called Areas in the METAV exhibition programme, each with its own nomenclature. The target group of METAV visitors includes all branches of industry that process metals, in particular mechanical and plant engineering, the automotive and supply industry, the aerospace sector, the electrical industry, energy and medical technology, tool and mould making as well as metalworking and trades.

Articles and pictures relating to METAV can be found in the Press section at [https://www.metav.com/en/Press/Overview\\_Press](https://www.metav.com/en/Press/Overview_Press)

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