

Statements by exhibitors about METAV 2012 in Düsseldorf from 28. February to 3. March 2012

Olaf Süßmann, Director of CMZ Deutschland GmbH, Stuttgart

“METAV was a tremendous success for us as the subsidiary of a Spanish manufacturer. In the first two-and-a-half days, we reached the average order intake of a month and succeeded in concluding business transactions that we had not expected.”

Gisbert Krause, Director of Hommel GmbH, Cologne

“Our customers’ order books are pretty full. They have plenty of projects to work on at the moment and are investing. Our machine sales at METAV were at the same level as before the crisis. The message METAV sent as the first major trade fair this year was important for us ourselves too. METAV demonstrated that customers are optimistic. Hommel and Wollschläger will therefore be continuing to invest themselves as well and will be recruiting new employees in 2012.”

Rudolf M. Hufschmied, Head of Hufschmied Zerspanungssysteme GmbH, Bobingen, for many years

“Our involvement in the joint CompositeWorld Area stand was a complete success. Carbon fibre processing is still a new issue for many customers, so there was a great need for information and advice. We made contact with numerous new customers as a result.”

Jörg Lettemann, Sales Manager of Ingersoll Werkzeuge GmbH, Haiger

“Machine manufacturers are still very keen to invest. They are focussing intensively on new investments because many new developments are imminent too. So we had very intensive, in-depth discussions on our stand.”

Rolf Rickmeyer, President of MAG Europe, Göppingen

“We are very satisfied with the way the fair went. We had many more specific inquiries than two years ago. Customers arrived with well-prepared projects and drawings and wanted quotations for them.”

Thomas Wengi, Head of Milling Sales Support, Mikron Agie Charmilles AG

“The platform at the ‘Metal meets Medical’ forum is an ideal opportunity for us to offer customers comprehensive solutions. The exhibitors complement each other here extremely well and promising contacts have already been established.”

Jens Wunderlich, Marketing Manager of Profiroll Technologies GmbH, Bad Dübén

“Customers are very willing to invest. It was apparent at METAV that small and medium-sized suppliers – of products to the automotive and wind energy industries, for example – are now making their investments too, following the lead taken by the key automotive industry. They use METAV as a decision-making platform and bought machines from us.”

Bernd Heuchemer, Vice President Marketing of the Siemens AG Industry Sector Drive Technologies Division, Erlangen

“METAV was excellently organised and the trade public was very knowledgeable – a unique experience anywhere in the world. It is in particular the heterogeneous nature of the visitors – from schoolchildren and students to machine operators and users – that makes METAV an optimum showcase for the industry. Although medical technology is still a moderately sized market, the special ‘Metal meets Medical’ stand gave us a platform via which we were able to exhibit our product portfolio appealingly to customers from different industries too by using examples of specific and innovative applications.”

Wilfried Rämér, sales department at SHW Werkzeugmaschinen GmbH, Aalen-Wasseraffingen

“We were surprised by the international spread of the visitors to the fair. We held interesting discussions with visitors from Austria, the Netherlands, Russia, Turkey and other countries. METAV was very important for maintaining contact with our customers as well.”

Peter Bole, VDW recruitment foundation manager, Bielefeld

“METAV was a great success. We are extremely satisfied. The special show for young people gave us the opportunity to present our projects to large numbers of school students, teachers and instructors in an appropriate setting. The very active involvement of the visitors is a thoroughly positive factor.”

Joachim Herberger, Director of Yamazaki Mazak Deutschland GmbH, Göppingen

“The proportion of total visitors to METAV accounted for by trade representatives was high. As a result of this, we did more business than expected.”

Alfred Bürvenich, Sales Manager of ZCC Cutting Tools Europe GmbH, Düsseldorf (Zhuzhou, Hunan, China)

“As a relatively young company on the German market with a Chinese parent company, we reached our objective of establishing new contacts very effectively. Large companies from the automotive supply, machine manufacturing and aerospace industries were here to inform themselves. We were very satisfied and will be returning to METAV next time with a larger stand.”