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## INFORMATION

Essen, September 19, 2009

### **The Essen Welding Fair Exceeds the Expectations of the Exhibitors – Distinct Growth Stimuli for the Economic and Technical Fields**

### **A Quantum Leap with Regard to Internationality: Guests Came from 128 Countries**

### **60,000 Experts at the Leading Fair in the Joining Sector Anywhere in the World**

In spite of the globally difficult economic outline conditions, the 17th International Essen Welding Fair was able to maintain the high level of the last fair (in 2005) and thus to once again achieve one of the best results in its history. To equal extents, the exhibitors and the organisers registered a fair success which considerably exceeded their expectations. Six days' long on an exhibition area of 100,000 m<sup>2</sup> at Messe Essen, 1,015 exhibitors from 42 countries showed the most comprehensive range on offer since the premiere of the fair in 1952.

60,000 experts from all over the world obtained information about the newest joining, cutting and coating technologies which were presented live in action. In addition to quite a lot of sales transactions directly at the fair (in part, in the middle of the six-figure range), promising discussions were held and sales transactions were initiated.



**WELTMESSE  
FÜGEN TRENNEN  
BESCHICHTEN**

**INTERNATIONAL  
TRADE FAIR  
JOINING CUTTING  
SURFACING**

**14.-19.09.2009  
ESSEN GERMANY**



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Veröffentlichung kostenfrei –  
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The estimation of the visitors with regard to the economic situation of their companies corresponds to the very positive overall mood at the fair. Almost half of them rate it as very favourable or favourable in comparison with the current economic trend in the sector.

#### Foreign Commitments Are Paying Off

"With this great success, the Essen Welding Fair has, more strongly than ever, distinguished itself as the number one anywhere in the world, as the leading international fair in the joining sector," Frank Thorwirth, Chairman and CEO of Messe Essen, emphasised towards the end of the fair. Above all, the internationalisation strategy with "subsidiary events" in growth regions throughout the world has come off. "At the international level, they strengthen the parent event at Messe Essen and the brand of the Essen Welding Fair and, apart from extending marketing activities abroad, have made an essential contribution to increasing the internationality once again." For example, the number of nations from which the visitors have travelled has risen by over a third from 90 to 128 countries. Not least, according to Thorwirth, the Essen Welding Fair has once more shown: "The fair as a marketing tool with its diverse possibilities is more than a sales instrument and can therefore hardly be replaced."

#### Innovative Power is the Driving Force Behind the Joining Sector

Dr.-Ing. Klaus Middeldorf, Chief Executive Officer of Deutscher Verband für Schweißen und verwandte Verfahren e.V. ("German Welding Society"), also stresses that the fair has provided strong growth stimuli for the economy. In both economic and technological respects, the fair has, as the leading international innovation showcase, given important signals for the future development of the sector. "That is also being confirmed by our many discussions with exhibitors and visitors as well as by the results of the exhibitor survey which has turned out to be very positive." Thus, not only the high number of visitors in particular and the general course of the fair but also, above all, the business success were highlighted by the exhibitors. Middeldorf: "Nearly without exception, the exhibitors are expecting brisk post-fair business."

#### Supporting Programme with New Elements Went Down Well

The exhibitors and the visitors heaped a lot of praise on the Annual Welding Conference which, for the first time as the GST: Messe Forum, was integrated into the happenings at the fair. The newly designed GST: Messe Forum with changing main subjects went down well. The lectures and discussions close to practical needs met with avid interest amongst the visitors, as did the "QTI - Quality Testing International" and "Adhesive Bonding" subject pavilions with which the fair was devoted to these special fields.

The national qualifying round of the "Young Welders" competition which was staged within the framework of the fair for the first time proved to be a fantastic show, lively publicity for the welder's occupation and a unique experience for the young participants. The federal state winners determined in advance competed for the title of the national welding champion.

The 18th International Essen Welding Fair will take place at Messe Essen on September 16 - 21, 2013. Even now, over 90 percent of the exhibitors and of the visitors already declared: "We will be involved again in 2013." In conjunction with the next Essen Welding Fair, the Annual Assembly of the International Institute of Welding (IIW), linked with the IIW Congress, will take place at Messe Essen. With 54 member countries, IIW is the largest worldwide network for welding technologies and the allied processes.

The next dates:

Schweissen & Schneiden India in Mumbai on February 10 - 12, 2010;

Essen Welding Pavilion within the framework of Svarka in Saint Petersburg on May 19 - 21, 2010;

Beijing Essen Welding & Cutting in Beijing on May 27 - 30, 2010;

Schweissen & Schneiden Russia in Moscow in May 2011;

Essen Welding Fair at Messe Essen on September 16 - 21, 2013, with the IIW Annual Assembly and Congress

Exhibitors' Opinions about the Essen Welding Fair 2009

Paul Sekhri, CEO, Welspring Universal / India:

"We are exhibitors at the Essen Welding Fair for the fifth time already. Our business success has increased from fair to fair. For us, this year was the best appearance at the fair - that is excellent, above all considering the difficult economic situation. This year, we had a lot of orders at our booth and we are expecting further orders after the end of the fair. Our visitors were very international. For example, they came from Spain, Denmark, Algeria, Turkey and Brazil."

Eginhard Vietz, Managing Director, Vietz / Germany:

"For us, the Essen Welding Fair was the platform on which we have presented our Vietz Pipeline Laser project, which is being promoted by the German Federal Ministry of Economic Affairs and Technology, to the trade public for the first time. The response was gigantic. Visitors from all over the world are interested in it. The Essen Welding Fair 2009 was more international than ever before. Until Thursday, we have concluded business deals worth half a million Euros here."

Éva Sólyom, Sales Manager, Cooptim / Hungary:

"At our booth, we were able to greet substantially more visitors than we would have expected. These included not only many customers but also many new contacts. We have modernised our product line and that met with great interest. Due to the Essen Welding Fair, we are hoping for a lot of transactions."

Keith Birmingham, Aerospace Welding Engineering Consultant, VBC Group / Great Britain:

"For us, the Essen Welding Fair was the beginning of a new cooperation measure. As the manufacturer of a welding machine with a constricted arc, we have decided to collaborate closely with the American attachment manufacturer CK as well as with the Swiss firm Eyerex and the American company Sellstrom which produce a helmet which is light-sensitive and shows magnetic pulses. The combination of these three products entails optimum welding results for the user. Now, we will mutually recommend and distribute our products. We have got to know our partners here at the fair. So to speak, it is a coincidental cooperation measure which we owe to the Essen Welding Fair 2009."

Dr. Ing. Walther Spies, Managing Partner, Dalex Schweißmaschinen GmbH & Co. KG / Germany:

"As an exhibitor from the first hour, we have been involved since the first Essen Welding Fair in 1952. This year's fair is the best for us. We had prepared for fewer visitors in view of the crisis but were very pleasantly surprised. We have never had as many visitors as this year. The frequency at our booth at the Essen Welding Fair was over 20 percent higher than at other fairs."

Stelvio Rocco, President, Trafilerie di Cittadella / Italy:

"We are extremely satisfied with the fair and are glad about the large number of good and qualified visitors. For us, the fair is primarily an opportunity to bring those deals and negotiations which have been prepared well in advance to a definite conclusion in situ. We have also managed to do this."

Antonella Pierobon, Person Responsible for the Fair, Selco / Italy:

"The Essen Welding Fair is the number one anywhere in the world. Neither the exhibitors nor the visitors can dare miss it. Due to the four-year frequency, they would then have a gap of eight years and would have lost touch with the sector in every respect because the global innovations are shown in Essen. Great praise also to Messe Essen for the good and worldwide canvassing of visitors. The fair has been communicated very well all over the world."

Ing. Riccardo Bignardi, Sales Department, Istituto Italiano della Saldatura / Italy:

"The Essen Welding Fair is a fair at the very highest technical level. When you have seen Essen, you do not need to see any other fair in the world. One particularly impressive aspect at the fair this year relates to the innovations in the field of laser welding, a technology which has been revolutionising traditional welding technology for a few years."

Jack Walters, President, American Torch Tip Corp / USA:

"The fair was much better than I had expected. In view of the global economic situation, I had counted on fewer visitors."

Chris Desmond, International Sales Manager, Burny/Kaliburn / USA:

"We are very pleasantly surprised by the quality and quantity of the contacts."

Steve Kaiser, International Business Development, AMET / USA:

"These were great days for us. The prospects are good. We want to be involved once again in four years."

Brandon Boyd, Global Sales Manager, Mathey Dearman / USA:

"Of all the fairs which I have experienced until now, this here was the one which has been most worthwhile."

Dr. Mathias Hallmann, Chairman of the Management Board, Böhler Welding Holding GmbH / Germany:

"We had actually expected that a few of our customers would stay away from the fair this year. However, the opposite was the case. The fair went really surprisingly well for us. Here, we have met with an outstanding response to our industrial concept and to our booth. Our booth concept has been a real hit. At the next fair, we will do something similar once again."

Wolfgang Janssen, Management Board, Carl Cloos Schweißtechnik GmbH / Germany:

"Very positive signals are emanating from the Essen Welding Fair. On our booth, we had a lot of competent visitors who brought potential with them. These were not only many new contacts but we have also received a lot of concrete inquiries. Many plants want to invest."

Felix Binzel, Managing Director, TBi Industries GmbH / Germany:

"I would never have thought that this fair would be so successful for us. We had highly qualified contacts without exception - and those from all continents. For the first time in a long while, we have once again written orders for niche markets at a fair. For example, these included a laser welding application with cold wire and a cleaning system for the automated welding process. In 2013, we will definitely be an exhibitor at the Essen Welding Fair once again - and will enlarge our booth by half at least."