



**cecimo**  
*Where manufacturing begins*

**EMTE | EASTPO**  
Machine Tool Exhibition  
**2014**

**PRESS RELEASE**  
For Immediate Use

## **First EMTE-EASTPO exhibition in Shanghai receives positive response from machine tool manufacturers**

---

**Shanghai, 2 July 2013** - The EMTE-EASTPO Machine Tool Exhibition to be held in Shanghai in 2014 has received warm response from leading names of the machine tool industry. Following the announcement of the joint exhibition in February, there has been a steady stream of space applications and enquiries from well-known brand names.

The joint exhibition will be held at the Shanghai New International Expo Centre (SNIEC) from 14 to 17 July 2014. It is expected to cover a gross area of about 100,000 square metres according to the show owners - CECIMO, the European Association of the Machine Tool Industries, and Shanghai EASTPO Culture Development Co., Ltd.

The exhibition has the full support of CECIMO and all its 15 national member associations representing the machine tools industry in their respective countries all over Europe. Mr Martin Kapp, CECIMO president and chairman of VDW, the German machine tool builders' association, explained: "CECIMO saw the strong need to have a machine tool show in China and therefore we came up with the idea of having a joint exhibition – EMTE-EASTPO in Shanghai. This exhibition will be an ideal place for European machine tool companies and other leading manufacturers to show their newest products in China and Asia."

Mr Li Qiong, EASTPO chairman, said: "We warmly welcome CECIMO's collaboration. Leveraging on our respective strengths, the show will be able to attract global industry brands to have a bigger presence, and this will lead to more established Chinese and other Asian manufacturers to follow suit. More importantly, it will be a quality showcase of the latest technologies and innovative solutions by manufacturers for the vibrant Asian market, especially the huge China marketplace."

Mr Filip Geerts, director general of CECIMO, explains: "China is the most important export market for CECIMO member countries. The exports to China have trended upwards since 2005. In 2012, it hit 3.7 billion euros worth of machine tools, accounting for almost 20 per cent of the total foreign sales of CECIMO countries. On the other hand, CECIMO countries import 348 million euros of machine tools from China in the same year. This makes China the fourth biggest overseas supplier to Europe."

Mr Geerts continues: "Against this strong demand for European machine tools in China, there was a real need to have a machine tool exhibition in Shanghai. We want an exhibition which is in line with the high quality standards that we have been used to in Europe." CECIMO and its member national associations have a lot of experience in organising exhibitions in their respective countries, and of course the EMO exhibition.

Mr Graham Dewhurst, director general of The Manufacturing Technologies Association (United Kingdom), said: "The EMTE-EASTPO exhibition will deliver high quality, innovative, world class names into the Chinese market. Increasingly, China is a much more important market for Europe than it has ever been; two thirds of the machine tools now are consumed in China and it is a place that European manufacturers need to be in. With this new exhibition, we expect high quality European companies to exhibit with live machinery."



# cecimo

*Where manufacturing begins*

**EMTE|EASTPO**  
Machine Tool Exhibition  
2014

Mr Giancarlo Losma, President of Losma S.p.A., speaking in the name of UCIMU – the Italian machine tool manufacturers' association: "The Chinese demand for Italian machine tools is steadily increasing. Therefore, the Italian manufacturers are always interested in new opportunities to present their products on this important market".

Vincent Schramm, general manager of SYMOP, The French Association for Manufacturing Technologies, added, "Following the strong tradition of European exhibitions, the participation in EMTE-EASTPO will imply the respect of strict exhibitor admission rules. We will also ensure that the intellectual property rights are not infringed and there will be live demonstrations of exhibits, presented according to product sectors."

The exhibits at EMTE-EASTPO 2014 will be displayed by sector, including machine tools, precision tools, parts, components, accessories, manufacturing and process automation, metrology and quality assurance, and services.

### **Leading industry names confirm participation**

An established European manufacturer, Fastems is delighted that there will be a high quality exhibition in China to market its flexible manufacturing systems and robot cells to the metal cutting industries. The Finnish company is a leading supplier of machine tool automation in Europe and North America and operates a sales and service office in China since 2012.

Fastems' director of marketing Juhani Rantalainen, enthused, "We are really excited about the EMTE-EASTPO exhibition. Our current sales in China are expected to double in a very short period of time and the exhibition will be one of the key marketing investments to introduce our automation technology to Chinese customers."

"In line with this strategy, we plan to take a 200-square-metre booth at EMTE-EASTPO. We are confident that the show will be a great platform to reach a massive number of potential buyers who are looking for more advanced manufacturing technology" added Robert Ding, Fastems area sales manager of China.

Another European name that will exhibit is Schneeberger of Switzerland. Founded in 1923, it is well-known for its unique range of highly precise and reliable linear technology products, which runs the gamut from standard components to complete systems.

Dr Hans-Martin Schneeberger, CEO, Schneeberger Holding AG, said: "We are excited that CECIMO has decided to have an exhibition in Shanghai focusing on high technology equipment. We will be exhibiting products exactly along the same lines at this inaugural presentation, showcasing our latest range of unique bearings."

China's leading machine tool maker, Dalian Machine Tool Group, has also confirmed its participation. Ma Junqing, president of the group, said: "We have taken part in many EASTPO shows. EASTPO's collaboration with CECIMO will draw a higher level of participation from European industry members. This provides the burgeoning Chinese market with an international platform that will feature a variety of cutting edge technologies and solutions, drawing more serious buyers to the exhibition. We will continue to support the event with a big display of our latest technology and products."

EMTE-EASTPO 2014 will also be complemented by a series of knowledge-sharing activities. The main highlight will be a high-level conference focusing on sustainable innovations for the machine tool industry. Technical seminars and technical visits are also being planned. Programme details will be announced shortly.

For more information on how to participate in EMTE-EASTPO 2014, please contact MP Organisation, visit [www.emte-eastpo.com](http://www.emte-eastpo.com) or email: [info@emte-eastpo.com](mailto:info@emte-eastpo.com).



# cecimo

*Where manufacturing begins*

**EMTE | EASTPO**

Machine Tool Exhibition

**2014**

---

### **About CECIMO**

Since its creation in 1950, CECIMO has committed itself to the promotion of the machine tool industry worldwide and a European Machine Tools Exhibition was created for this reason in 1951. It was organised for the first time under the name of EMO® in 1975 in Paris. EMO® is a registered trademark by CECIMO. It receives the support of its 15 CECIMO member associations which represent and promote the interest of approximately 1,500 European companies, accountable for 99% of the European production of machine tools and 31% of the world production of machine tools. More than three quarters of CECIMO's production is shipped abroad, whereas half of it is exported outside Europe. For more information visit [www.cecimo.eu](http://www.cecimo.eu).

### **About EASTPO**

Shanghai EASTPO Culture Development Co., Ltd is a leading exhibition company in China, specialising in providing quality platforms for trade and information exchange for the mechanical industries. It is the organiser of the Shanghai International Machine Tool Fair (EASTPO) since 1999. The show is well-known among machinery industry exhibitors and buyers. For more information please visit [www.eastpo.net](http://www.eastpo.net).

### **About MP Organisation**

MP Organisation Pte Ltd is a fully owned subsidiary of the MP International group. Established in 1987, MP specialises in organising exhibitions, conferences and special events. The group has organised and managed over 1,000 national, regional and international events, including the Asia-Pacific Economic Cooperation (APEC) 2009 Leaders' Week. It is a leading international organiser of trade exhibitions, including ITMA and ITMA ASIA. MP is headquartered in Singapore with a global footprint across Asia and Europe. For more information visit [www.mpinetwork.com](http://www.mpinetwork.com).

###

*Issued by CECIMO, EASTPO & MP Organisation*

For more information please contact:

CECIMO

Maude Choquette

Tel: +32 2 502 70 90

Email: [maude.choquette@cecimo.eu](mailto:maude.choquette@cecimo.eu)

MP Organisation

Daphne Poon

Tel: +65 6393 0238

Email: [daphnepoon@mpinetwork.com](mailto:daphnepoon@mpinetwork.com)

EASTPO

Jane Gao

Tel: +86 21 5239 6345

Email: [janegao@eastpo.net](mailto:janegao@eastpo.net)

CECIMO - European Association of the Machine Tool Industries

Avenue Louise 66 B-1050 Brussels  
T +32 2 502 70 90 F +32 2 502 60 82

[information@cecimo.eu](mailto:information@cecimo.eu)

[www.cecimo.eu](http://www.cecimo.eu)