

## PRESS RELEASE

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### First EMTE–EASTPO joint exhibition opens with strong participation of European and Asian machine tool industry names

14 July 2014, Shanghai, China – EMTE–EASTPO 2014, a strategic east–west partnership of two established machine tool show owners from Europe and China, opens its doors today at the Shanghai New International Expo Centre (SNIEC). Some 650 international manufacturers from 23 countries are showcasing their latest technologies and machinery from today to 17 July.

The biggest group of exhibitors are from China, representing 60 per cent of the exhibitors. Some of the participants, including many key European and Asian manufacturers, are exhibiting in pavilions organised by the respective trade groups from Czech Republic, France, Germany, Italy, Korea, Spain, Switzerland and Taiwan.

EMTE–EASTPO leverages on the combined expertise and track records of its partners, CECIMO and EASTPO Culture Development Co., Ltd. CECIMO is the European Association of the Machine Tool Industries, and its 15 member associations from Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Italy, Netherlands, Portugal, Spain, Sweden, Switzerland, Turkey and United Kingdom are supporting the exhibition.

Mr Filip Geerts, director general of CECIMO, said: “As the focus of the global machine tool industry shifts towards Asia, and the demand for European machine tools in China is strong, we are pleased to offer a promotional platform with the high quality standards that we have been used to in Europe for machine tool makers from all over the world. Today marks a milestone for us as we witness the opening of the first EMTE–EASTPO Machine Tool Exhibition in Shanghai.”

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Mr Lee Qiong, chairman of EASTPO, concurred: “Our collaboration with CECIMO has enabled us to present an interesting range of innovative technologies from both East and West. Buyers from China and the rest of Asia will be able to source both top quality machinery and cost-effective solutions. For our inaugural joint exhibition, we are happy to welcome delegations from China, India, Philippines and Korea.”

The first EMTE–EASTPO is a quality showcase following the tradition of major exhibitions in Europe. Exhibits are presented in product sectors, and measures are taken to ensure that the intellectual property rights of manufacturers are not infringed. Exhibitors will also hold live demonstrations to provide visitors with hands-on experience on the most sophisticated machinery.

Some 50,000 trade visitors are expected to attend the exhibition. They can look forward to business networking with primary manufacturers, assemblers, suppliers and distributors of machine tools; precision tools as well as parts, accessories and components.

**Knowledge sharing activities to complement EMTE–EASTPO exhibition**

Several events, such as conferences, forums and technical visits, have been organised alongside EMTE–EASTPO 2014.

A key knowledge-sharing platform is the EMTE–EASTPO CEO Summit. Scheduled on day 2 of the exhibition at Kerry Hotel Pudong, the summit brings together some of the best-known industry experts and the region’s key industry leaders to exchange views on the theme, ‘Profitable Growth Through State-of-the-Art Manufacturing’.

The keynote presentation on global engineering trends and forecasts will be delivered by Dr Fritz Klocke, Professor and Director of Laboratory for Machine Tools and Production Engineering from RWTH Aachen University, Germany.

Among the invited speakers are Mr Mats Harborn, Vice President of the European Union Chamber of Commerce in China, who will share insights on ‘2014 Business Perspectives: China’s Weight in The Global Outlook’, and Prof. Hellmut Schutte, Professor of International Management of CEIBS China, who will speak on how to ‘Increase Your Output: Automating for Optimised Productivity’.

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Other international speakers and moderators will provide expert views at the following sessions:

- Session 1: Machine Tools & Automation: 21st Century Global Trends and China's Rising Issues
- Session 2: The Voice of Customers: Perspective from Producers and Suppliers
- Session 3: Keys to Success For Effective Production and Maximising Operational Excellence

Visitors can also attend a number of onsite meetings:

- "Market Expansion through Effective Distribution Channels" – EMTE–EASTPO 2014 – Exhibitors and Distributors Dialogue
- 7th Shanghai Mechanical Technology Seminar
- Green Initiatives – Low Carbon Development 2014 Shanghai Equipment Manufacturing Dialogue

On the eve of the exhibition, a Robotics and Integrated Applications of Metal Processing Machines Dialogue and EMTE–EASTPO 2014 1st EU–China Machine Tool Industry Capital and Technical Cooperation Summit were held.

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### **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 98% of the European production of machine tools and 31% of the world production of machine tools. More than 80% of CECIMO's production is shipped abroad, whereas two thirds 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).

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