

PRESS RELEASE

For Immediate Use

Inaugural EMTE–EASTPO machine tool exhibition ends on positive note

29 July 2014 – The first EMTE–EASTPO 2014 concluded successfully on 17 July at the Shanghai New International Expo Centre (SNIEC). Some 650 international manufacturers from 24 countries showcased their innovative machinery to buyers from 54 economies.

The four–day exhibition attracted a visitorship of 47,654. Local visitors from 32 cities made up majority of the participants. The biggest group of domestic visitors were from south–eastern China namely, Anhui, Jiangsu, Shanghai and Zhejiang. Buyers from India, Japan, Korea and Southeast Asia made up the majority of international visitors.

EMTE–EASTPO is a strategic east–west partnership of two established machine tool show owners from Europe and China, namely CECIMO – the European Association of the Machine Tool Industries and Shanghai EASTPO Culture Development Co., Ltd.

Dr Frank Brinken, Chairman, Economic Committee of CECIMO remarked at the opening of the joint exhibition: “We are very pleased with the outcome of our maiden efforts to stage the first EMTE–EASTPO exhibition – a high quality showcase of innovative technology and practical solutions presented by leading names from around the world.”

EMTE–EASTPO 2014 featured a total of eight country pavilions and national groups from Czech Republic, France, Germany, Italy, Korea, Spain, Switzerland and Taiwan region. The exhibition brought together some of the world’s leading machine tool manufacturers eyeing the vast market opportunities in China.

Among them were Fastems, a Finland–based company providing automation solutions; leading machine tool manufacturer Tornos Technologies (Shanghai), Whizcut China and Mitsubishi Heavy Industries (Shanghai).

.....Page 2

Show Owner



CECIMO
Avenue Louise 66
B-1050 Brussels, Belgium
Tel: +32 2 502 70 90 Fax: +32 2 502 60 82
Email: emte@cecimo.com

Show Owner & Exhibition Manager



Shanghai EASTPO Culture Development Co., Ltd
Room 3805-3806, SOHO The Exchange
299 Tongren Road, JingAn District,
Shanghai, 200040, China
Tel: +86 21 52396999 Fax: +86 21 51010002
Email: emte-eastpo@eastpo.net

Exhibition Manager



MP Organisation Pte Ltd
20 Kallang Avenue, 2nd floor Singapore 339411
Tel: +65 6393 0250 Fax: +65 6292 7577
Email: sales@emte-eastpo.com
Company reg no: 200302549D

“This is the first time Fastems participated in an exhibition in China. We had quality business discussions with buyers and even concluded a sale during the exhibition. It was a rewarding experience for Fastems and we will participate in the next exhibition,” shared Mr Tomas Hedenborg, group CEO of Fastems.

Mr Zhuang He Ting, Deputy General Manager of Mitsubishi Heavy Industries (Shanghai) added: “We have chosen EMTE–EASTPO machine tool exhibition as the launch pad for us to showcase our new technologies, products and innovations. The exhibition has proven to be of a high quality platform that is well-supported by exhibitors and visitors. We were also pleased to have met and networked with several high quality visitors on the show floor.”

Tornos Technologies (Shanghai) and WhizCut of Sweden AB were also delighted with the quality visitorship. “The visitor turn-out exceeded our expectations. We had over 150 quality business leads from a number of sectors – automotive, aerospace, electronics and electrical, healthcare and watch-making. We transacted on-the-spot sales and will continue a number of negotiations with potential buyers,” said Dr Sun Weimin, General Manager (Greater China) of Tornos Technologies (Shanghai).

Mr Chris Schmidt, Managing Director of WhizCut went on further to share: “WhizCut had a great show. The contacts we received are now leading to a lot of good business.”

The exhibition welcomed several overseas delegations. They included the Ludhiana Machine Tool Manufacturers Association from India and groups from the Philippines: Philippine Die and Mold Association (PDMA), Metalworking Industries Association of the Philippines (MIAP) and Metals Industries Research Development Centre (MIRC).

Mr Philip Ang, President of the Philippine Die and Mold Association commented, “At EMTE–EASTPO, we were able to see a wide variety of machinery and technologies for the manufacturing industry. This exhibition was a great sourcing platform and our delegates were able to make on-the-spot purchases of tools and accessories. We are very pleased with our visit to EMTE–EASTPO 2014.”

Mr Chen Jian from Liaoning Jinggang Heavy Forging Co Ltd also praised the extensive range of innovations and machines on the show floor. He said, “We planned to invest in the latest technologies and we met two European exhibitors at EMTE–EASTPO who showcased machinery which matched our requirements. We had serious discussions at the show and will be confirming the purchase very soon.”

Extensive knowledge–sharing and networking platforms

The joint exhibition also saw the successful staging of several knowledge–sharing activities and technical seminars. The EMTE–EASTPO CEO Summit was one of the key activities held in conjunction with the exhibition.

Held on 15 July at Kerry Hotel Pudong Shanghai, the summit attracted some 100 participants to learn and exchange ideas with a panel of distinguished speakers led by keynote presenter, Dr Fritz Klocke, professor and director of laboratory for machine tools and production engineering (WZL) of RWTH Aachen University (Germany).

Mr Filip Geerts, Director General of CECIMO, said: “We are privileged to have the presence of many machine tool experts and leading industry end–users from both East and West in one place to discuss important issues under the theme, ‘Profitable Growth Through State–of–the–Art Manufacturing’. We hope that the discussions that had been initiated at the summit will spur greater cooperation between machine tool makers and users.”

Other enriching activities that also took place included a dialogue on Robotics and Metal Processing Machine Tool Technology Integration and Application held on the eve of the show; summit on the 1st EU–China machine tool industry capital and technical cooperation summit as well as a series of technology seminars led by the Shanghai Mechanical Engineering Society held during show days.

Details of the next edition will be announced soon. For more information, please visit www.emte-eastpo.com.

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 one third worldwide. 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.

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.

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.

###

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

EASTPO

Nick Li

Tel: 021 52396416

Email: nickli@eastpo.net

MP Organisation

Trina Teo

Tel: +65 6393 0249

Email: trinateo@mpinetwork.com