



Press Release

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AMB 2016: Positive mood in the mechanical engineering industry

Exhibitors impressed by the high expertise of visitors and their propensity to invest / Large number of innovations and further developments presented for the first time

"An extremely positive mood and smiling faces are clear indications of the success of AMB 2016. On Thursday, which marked the half-way point of the five-day exhibition, we recorded the highest number of visitors ever on one day at AMB," enthused Ulrich Kromer, President of Messe Stuttgart. This was also confirmed by the 1,469 exhibitors at the International Exhibition for Metal Working (13 to 17 September 2016) in Stuttgart. A total of just under 90,000 trade visitors were again recorded on the five days. 16% (2014: 15%) of these visitors came to AMB in Stuttgart from 83 (68) countries. In addition to delegations from Iran and China, a group of 170 visitors travelled on a charter flight from Linz. The exhibitors presented a large number of innovations and further developments which were shown for the first time. The exhibitors occupied the entire Stuttgart Trade Fair Centre with a gross area of 105,200 square metres.

The prediction made by the two associations - German Machine Tool Builders' Association (VDW) and German Engineering Federation (VDMA) - during the opening conference on 13 September 2016 was affirmed by the overall mood on the last day of the exhibition. "AMB is established as one of the most important industry exhibitions and also fulfilled the expectations of our members in 2016. Full exhibition halls right from the very start, high-quality visitors in terms of their decision-making authority and propensity to invest, as well the extremely good mood among exhibitors and visitors created the impetus, which we had anticipated, for the continued positive development in the second half of the year. We therefore assume that the 2% increase in machine tool production predicted by us prior to the exhibition will be attained," concluded Dr. Wilfried Schäfer, Managing Director of the VDW.

Lothar Horn, Chairman of the VDMA Precision Tools Association, concurred with this estimate: "The very high standards at the previous event were maintained. The discussions on the exhibition stands were very enjoyable while the exhibition halls were bursting at the seams. We felt really at home here, AMB is staged in exactly the right place in Stuttgart.". Markus Heseding, Managing Director of the VDMA Precision Tools Association, added: "The première of our Industry 4.0 Forum on our joint stand in Hall 1 went down very well. We attracted large crowds and many interested visitors to the expert talks. We will extend and continue this format in future".

Internationale Ausstellung
für Metallbearbeitung

International exhibition for
metal working

Messe Stuttgart
13. – 17.09.2016

www.amb-messe.de

Ideelle Träger:

VDMA – Fachverband
Präzisionswerkzeuge

VDMA – Fachverband
Software

VDW – Verein Deutscher
Werkzeugmaschinenfabriken

Messe Stuttgart



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The expertise of the visitors also remained at a high level. Around three quarters of visitors said they were involved in purchasing and procurement decisions while 75% (72%) came to the exhibition with specific purchase and investment intentions. Mechanical engineering accounted for the largest proportion of visitor industries at 37% (2014: 33%). It was followed by metal working and processing at 24% (23%), motor vehicle and automobile industry at 17% (18%), tool construction and mouldmaking at 12% (13%) and metal construction enterprises at 9% (10%). More than one third of visitors said that AMB was the only event which they attended. Around 50% of visitors were certain that AMB would become more important in future. 98% of visitors (99%) said that they would recommend AMB to other people.

In addition to the machine of the future, i.e. every development under the concept of Industry 4.0, and the exhibitors' innovations, the events in the accompanying programme focused on the promotion of young people and specialists. The range of professional offerings extended from the special show for young people organised by the VDW Youth Foundation (VDW-Nachwuchsstiftung), WorldSkills, the action "Art meets technology" and the competition "Lathe operator of the year" through to the concurrent European MINT Convention. In the technical area visitors were impressed by the AMB Expert Lounge powered by mav, the VDMA Forum on Industry 4.0, the Innovation Tour on Metal Working staged by the Institute of Production Management, Technology and Machine Tools (PTW) of Darmstadt Technical University and numerous live demonstrations, guided tours and events such as the Lightweight Construction Day. Meinolf Gröppler from the VDMA Association for Software and Digitalisation, summarized: "Digitalisation and virtualisation within the meaning of Industry 4.0 not only took place in Hall 4. The topic was present throughout the exhibition halls and the great interest among visitors could be discerned."

Messe Stuttgart and the VDW, the two organisers of AMB 2016, were delighted with the keen interest shown in the information event on AMB Iran in 2017. AMB Iran, Exhibition for Metal Working, is a subsidiary of AMB in Stuttgart and was held for the first time in 2016. The exhibition with accompanying technology forums and pavilions will next take place in Tehran from 23 to 26 May 2017. The next AMB will be held in Stuttgart from 18 to 22 September 2018. And then with the new Paul Horn Hall (Hall 10) and an additional 15,000 square metres of gross exhibition space.

Comments by exhibitors on AMB 2016

Claus Sulzberger, Ilg & Sulzberger GmbH

Despite the lack of an entrance to Hall 8, we still had the same number of visitors on our stand as that two years ago. The expertise of the visitors was very good and we concluded some sales transactions. It was fantastic again, I only have praise for this superb exhibition, we are satisfied.

Peter Wustrow, Stama Maschinenfabrik GmbH, Chiron Group

We were very pleased that the turnstiles opened this year at 08.30. In the past we often had to wait one hour in Hall 9 until the visitors arrived at our stand. The number of visitors on our stand rose by around 10%. They demonstrated a high

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level of expertise.

Hans-Jürgen Büchner, Iscar Germany GmbH

Our stand in Hall 1 was very full as early as 09.00. The number of visitors was at least as high as at the last AMB. Although visitors did not stay so long on our stand, that does not matter because the topics are now so complex that you have to discuss them in more detail afterwards. We love this exhibition venue on account of its infrastructure. We would like to thank the exhibition team for the first-class support and extreme flexibility.

Christoph Miller, German Machine Tool Builders' Association (VDW).

The mood was first-rate, our members were very impressed. The only downer was the shortage of space - every exhibitor wants more. The exhibition is a permanent fixture for our company. The exhibitors were pleased with the expertise and number of visitors. We also hear this from the important group of journalists who talk to many exhibitors and confirm our impression.

Jürgen Köhler, Siemens AG

We rented a larger room in the conference area for the first time. It was quiet and well air-conditioned, a fact which went down very well with the customers. This was a total success. Customers who said they only had 30 minutes' time often stayed for three hours. Topics such as the digitalisation process chain, simulation, etc. are very complex and can be better discussed in peace and quiet away from the hustle and bustle of the exhibition. We will continue in the same way again at the next AMB.

Gabriele Urhahn, GF Machining Solutions GmbH

We were very satisfied with the number and expertise of the visitors. We have very many technologies. The key topics were solutions, automation cells, automation, new technologies, additive manufacturing and lasers. Although Industry 4.0 must still become established, we are already offering services in this field. Interest in Industry 4.0 is developing steadily and becoming increasingly more specific.

Beate Gruber, Emuge Präzisionswerkzeuge GmbH

We had large crowds on our stand right from the very first day and are very satisfied with the exhibition. We would like to compliment the team who implemented everything perfectly. We felt at home and received first-class support. We were also delighted with the warm weather. AMB is simply a summer event. Although we initially had some misgivings that customers wouldn't stay so long because they wanted to enjoy the late summer weather, this turned out not to be the case.

Thomas Fischer, FFG Werke GmbH

We were very pleased with the visitor numbers and were delighted to see so many international visitors. The proportion of international visitors was around 16%. The statistics show that we had a much higher number of cases of need this year compared with the last AMB and also far more offers that have to be prepared. Although there is growing demand for topics such as Industry 4.0 or energy efficiency, technology is still the focal point.

Peter Bole, VDW Youth Foundation

During this AMB week we were visited by more than 3,000 students from general

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educational and vocational schools, as well as 800 trainers and teachers as discussion partners who were interested in the innovations in our industry. We made use of the opportunity to hold discussions with them on what can be integrated in vocational education and training. AMB is an ideal platform in this respect. It really must be said that AMB is a fantastic event.

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im Markt

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