

# MAINTENANCE Schweiz

Zurich

Wednesday, 9 & Thursday, 10 February 2011

easyFairs® MAINTENANCE Schweiz is a national trade fair offering a complete range of industrial maintenance solutions, ranging from electric motor maintenance to high-tech inspection devices, plant safety, waste management, services and training.

easyFairs® MAINTENANCE Schweiz 2011 is specifically tailored to the needs of decision makers who want straightforward information about the latest products and services for facilities management and maintenance. Most visitors are busy people who work within a 200 km radius of Switzerland's economic centre, Zurich. The show therefore offers the trade visitor a quick, easy and compact overview of industrial maintenance solutions and direct contact with the supplier – making it easier for organisations to take buying decisions.

By taking the show to the market in the Swiss plateau, easyFairs also minimises investment of time and money by exhibitors, in the great tradition of the trade fair as a market place. easyFairs® MAINTENANCE Schweiz 2011 therefore offers a perfect point of contact and a business platform in a high-calibre market environment..

## VISITOR PROFILE

Wherever there is industry, maintenance is an issue, and easyFairs brings the show to the visitor. easyFairs® MAINTENANCE Schweiz is specifically aimed at maintenance professionals, specialists in purchasing and decision makers from the following industries:

Metal industry • Engineering and plant construction • Timber, paper and printing • Chemical and petroleum processing • Pharmaceutical • Electrical engineering and electronics • Vehicle construction • Food • Medical engineering • Plastics • Textiles • Power and water • Transportation and logistics • Building services/HVACR • Real estate management • Boarding schools, nursing homes and hospitals • Local government administration

### Typical job functions include:

Production managers • Managing directors • Maintenance engineers • Safety engineers • Plant managers • Operational and technical services managers • Building technicians • Plant layout and plant managers • Quality managers • Purchasing officers • Real estate managers • Residential establishment directors • Facility managers

Visitors will attend to acquaint themselves with the latest technical developments in the area of maintenance and industrial servicing as well as in measurement and control technologies, and pollution and environmental control.

## VISITOR PROMOTION

easyFairs aggressively promotes its events to visitors through a variety of direct marketing channels, and in partnership with key trade associations and the industry press – not just the maintenance press but also in the relevant vertical industry titles. The event is exclusively aimed at professional and trade visitors, and includes an attractive programme of free learnShops™ (independent seminars on new industrial technologies).

## EXHIBITOR PROFILE

Exhibitors at easyFairs® MAINTENANCE Schweiz 2011 will promote solutions that fall mainly under the following categories:

- Modern machine and plant maintenance: maintenance of mechanical and electrical machines and systems, condition monitoring systems, tribology, asset management, machine and system renovation, equipment and material for servicing and maintenance, surfaces technology, maintenance technology/technical parts, IT solutions for maintenance and servicing management, inspections
- Facility management: building maintenance, technical and infrastructure facility maintenance
- Measurement and control technology/ inspection devices: sensor components, condition monitoring equipment, measuring and checking instruments
- Drive technology, automation: electrical and mechanical drive technologies, fluid technology, hydraulics, pneumatics, control engineering
- Building technologies and building management: heating/cooling/climate technology, electrical installations
- Safety-at-work and environment: plant and facility safety, environmental technology, disposal and recycling, energy management, workshop needs
- Industrial cleaning and waste management: cleaning machines and supplies, services
- Services, training and continuing education: maintenance and facilities management consultants, schools and institutes

## REGIONAL INFORMATION

The Swiss economy is diversified. Dozens of domestic and foreign multinationals mix with thousands of small to medium-sized enterprises (SMEs), creating a highly competitive business environment.

Responsible for producing one-fifth of the country's GDP, the greater Zurich metropolitan area is Switzerland's economic powerhouse: in 2005, the GDP of the region was CHF 210 billion (€131 billion) or CHF 58,000 (€36,300) per capita. The country's largest city, Zurich, is



## easyFairs® MAINTENANCE | Zurich | 9 & 10 February 2011

capital of the self-named canton—not the country—and Switzerland's cultural centre. Located in the Swiss plateau, Zurich is a hub for national and international rail, road and air traffic.

### INDUSTRY FOCUS

Accounting for about one third of the GDP, Swiss industries are chiefly engaged in the manufacture of highly finished end products. Most industrial enterprises are located in the plains and the Swiss plateau, with some historical regional concentrations: textiles in the north-east, watches and jewellery in the west (Jura mountains); machinery in Zürich, Geneva, and Basel; and chemicals in Basel.

Representing about 42% of the total Swiss export value, the machinery and equipment industry is the largest and most important industrial sector, producing goods ranging from heavy arms to fine precision products: watches, machine tools, printing and photographic equipment, electronic control, and optical instruments. Building on its roots in precision engineering, Swiss companies are now also global leaders in the fields of medical, bio- and nanotechnology. The Swiss medical device industry consists of more than 500 companies, many of which are small- or medium-sized specialists. Every third computer mouse sold world-wide is made by Swiss PC peripherals manufacturer, Logitech.

The Swiss chemical industry (especially dyes and pharmaceuticals) is centred in Basel, which is home to such giants as Novartis, Syngenta, Ciba Specialty Chemicals, Clariant, and Hoffmann-La Roche.

Switzerland also has a highly-developed food industry, relying in part on the country's capacity for milk production and famous for such products as chocolate, cheese and baby foods. The Swiss giant Nestlé is one of the world's largest food companies, under whose umbrella many well-known Swiss brands still operate (Milka, Toblerone, Maggi).

### THE VENUE: MESSEZENTRUM ZURICH

The modern facilities of the Exhibition Center (Messezentrum) Zurich are conveniently located in the suburb of Oerlikon, just 7 km north of Zurich midway between downtown and the airport. It is easily accessed, both from the motorways and by public transportation.

#### MCH Swiss Exhibition (Zurich) Ltd

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### TRAVEL & TRANSPORT

#### AIR

Only 10 km away from the city centre, Zurich airport receives multiple direct connections daily from most major European hubs. [www.zurich-airport.com/](http://www.zurich-airport.com/)

Commuter trains (S-Bahn and InterRegio) depart every few minutes from Zurich Airport, getting you to Oerlikon Station in less than 10 minutes.

#### RAIL & PUBLIC TRANSPORT

Connections via ICE, Intercity, and Eurocity are available to Zurich main station: [www.sbb.ch](http://www.sbb.ch)

From the main station (Hauptbahnhof), commuter trains depart every six minutes on the rapid transit lines S2, S5, S6, S7, S8, and S14 to Oerlikon Station; this takes less than 10 minutes. From there, it is a short walk to the Exhibition Center, or you can connect by tram 11 or busses 63 or 94. Alternatively, you can take the tram 11 in the direction of Zurich Auzelg from the main station directly to the stop Messe/Hallenstadion; journey duration is about 20 minutes.

Zurich's user-friendly transport website: [www.vbz.ch](http://www.vbz.ch)

#### ROAD

Coming from Basel, Bern, Chur, Lucerne or St. Gallen, follow the "Z" signs to the Exhibition Center Zurich. There are parking spaces for 1,500 vehicles, with an additional 850 parking spaces served by park-and-ride shuttle. The parking area is at Andreasstrasse 65.

For a local map, please see [www.messe.ch/go/id/iej/](http://www.messe.ch/go/id/iej/)

You can plan your route at [www.viamichelin.com](http://www.viamichelin.com)

#### ACCOMMODATION & CITY DETAILS

<http://hotels.zuerich.com>

### ORGANISER

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