

PRESS RELEASE

The »maintenance Stuttgart« 2016 closes with 20% visitor growth

With its market presence, the central specialist trade fair of the industry delivers compact first-hand knowledge.

Stuttgart/Munich, 2 May 2016 - With April weather and sunshine on the first day, and snow on the second, the most important event of the first half of the year in the maintenance industry took place from 27 to 28 April 2016 in Southern Germany - the specialist trade fair »maintenance Stuttgart«, in the ICS Kongress Center (Hall C2) of the Stuttgart Trade Fair. The 1,190 expert visitors were able to inform themselves about new products, the most modern software, and cloud solutions for all the central topics regarding industrial maintenance. A total of 90 exhibitors participated from Germany and Switzerland. Organisers and exhibitors drew a positive conclusion and are very happy. With the support of the expert partners, VID, Fraunhofer IML, FVI, WVIS, and the FIR at the RWTH Aachen, a very exciting general programme was offered which provided a wide transfer of knowledge and generated fully attended ScienceCenter lectures. Experts and interested young talents were excited.

An initial summary from Siegbert Hieber, Managing Director Easyfairs GmbH for the DACH Region is positive despite difficult signs in the market: “We are very happy with the progress of the trade fair and are able to draw on positive feedback. On the exhibitor side we remained steady with 90 exhibitors and we registered a growth in visitors of roughly 20 percent compared to the previous year. This confirms for us that the Stuttgart location is well received and that we made the right decision to transition the trade fair to an annual event. The acceptance of the extremely broad range of the general programme by the visitors was very good.” The exhibitors also provided good feedback: above all, many praised the high quality of the expert visitors, because the majority of the visitors were also the correct decision makers, or contact persons, which therefore meant that quality instead of quantity was at the forefront. Also, the majority of the exhibitors and the speakers for the highly qualified lectures in the ScienceCenter determined, among other things, that the exchange of knowledge still functions best through personal contact, and must be cultivated. Speakers like Prof. Dr. Lennary Brumby from the DHBW-Duale Hochschule Baden-Württemberg, or Dr. Thomas Heller from Fraunhofer IML also underscored the important transfer of knowledge from research and industry using

platforms like the maintenance trade fairs so that “Innovations around current industry topics can be brought into the market and established”.

Thematic focus: “No Future without Maintenance”

Because there is a great deal of knowledge, new developments, but also large challenges in the exceptionally economically attractive region with Stuttgart as the heart of the Southern Germany automobile, delivery, and electronics industry, as well as measurement and control technology, the broad transfer of maintenance know-how was very well received. Siegbert Hieber had this to say: “The industry is currently undergoing a great change. For this reason we wanted to take all of Europe into account with our events. The Europe-wide, inclusive maintenance series offers the exhibitors from the research, knowledge, and maintenance industries an unimagined potential which connects with this transfer of knowledge in economically predestined regions.” emphasised Hieber. With the thematic focus, “No future without maintenance”, the trade fair organiser Easyfairs set a clear message for the rapidly growing industry. The focus on industry trending topics which are central to survival and site security, but also the organisation of top lecturers together with internationally known expert partners like Fraunhofer IFL, VID, or FIR RWTH Aachen underscore this message which results in new business models from the conflicts with current market requirements such as through these types of events between users and providers.

New Specialist Events in Stuttgart - 1st VDI annual meeting of the Young Professionals in the chemical industry and Guided Tours

The FIR at the RWTH Aachen and Forum Vision Instandhaltung, Registered Association offered guided tours to particularly interesting exhibitors which displayed the trends and innovations in the industry such as predictive maintenance, Industry 4.0, and the world of IPS systems (maintenance planning and control), from the provider’s point of view.

The premier of the industry event - the VDI expert forum “We secure the future” - was a successful event for the young professionals of the VDI company for process technology and chemical engineering in cooperation with Easyfairs, which offered young professionals support for problems. The lectures in the ScienceCenter and in the VDI expert forum on trending topics such as Industry 4.0, Troubleshooting, and Social Skills were concentrated on by the junior engineers and followed with a great deal of interest by the active public. Dr. Ljuba A. Woppowa, Managing Director of the VDI Company for Process Technology and Chemical Engineering was extremely happy with this success in cooperation with trade fair organiser Easyfairs and emphasised: “Here we wanted to demonstrate to the junior engineers the passion a trade fair can generate. Because nowhere else in the world is there so much know-how,



skills, or opportunity for innovative solutions together in such a small space as there is in a trade fair, like here at the maintenance Stuttgart.”

***maintenance series* - Networking for new Business and Service models**

With its new, innovative, and exclusive formats, and above all in the European network as *maintenance series*, “maintenance Stuttgart” sets distinctive accents which both enables visitors to quickly and efficiently obtain an overview of the latest opportunities, trends, and current knowledge of maintenance and allows exhibitors to present their innovative potential solutions to the heart of their markets. Siegbert Hieber: “We are already looking forward to a successful 2017 as we’ve already had a number of reservations, and new registrations - therefore, we are ending the current trade fair year very successfully with maintenance Stuttgart.”

www.maintenance-stuttgart.com

The maintenance trade fairs 2017 in the *maintenance series* group, in German-speaking countries:

- »maintenance Switzerland« 2017 (08 - 09 February 2017), Messe Zürich, Hall 3
- »maintenance Dortmund« 2017 (29 - 30 March 2017), Messe Westfalenhallen Dortmund, Hall 4
- »maintenance Stuttgart« 2017 (17 - 18 May 2017), Messe Stuttgart, ICS Kongress - Hall C2

Additional information on the maintenance trade fairs at: www.maintenance-series.com

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Information about Artexis Easyfairs

Artexis Easyfairs enables communities to “visit the future” at must-attend events that anticipate their needs and present solutions in the ideal format.

Through **Easyfairs**, the Group currently organises 125 events in 19 countries (Algeria, Austria, Belgium, China, Denmark, Emirates, Finland, France, Germany, the Netherlands, Norway, Portugal, Singapore, Russia, Spain, Sweden, Switzerland, the United Kingdom and the United States of America).

In the DACH region, these events include Automation & Electronics (Zurich), Empack (Hanover and Zurich), Label & Print (Hanover and Zurich), lab innovations (Lausanne), Logistics & Distribution (Zurich), Maintenance (Dortmund, Stuttgart and Zurich), Packaging Innovations (Berlin, Hamburg and Zurich), Pumps & Valves (Dortmund and Zurich) and Solids (Dortmund, Basel and St. Petersburg, Russia).

And through **Artexis**, the Group manages eight events venues in the Benelux and Nordic regions (Ghent, Antwerp, 2 venues in Namur, Mechelen-Brussels North, Mons, Stockholm and Malmö). The Group employs more than 450 people and expects to generate revenues in excess of €115 million for its financial year 2015-2016.

Artexis Easyfairs strives to be the most adaptable, agile and effective player in the events industry by employing committed individuals, deploying the best marketing and technology tools, and developing strong brands. Visit the future with Artexis Easyfairs.

Depending on the press release:

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