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BLECH*business* 2007: Positive feedback for sheet metal working event in Poland from companies in Western Europe and Asia

BLECH*business* 2007, Exhibition and Conference for the sheet metal working industry in Poland, takes place for the first time from 27 - 29 November 2007 at EXPO XXI International Expo Centre in Warsaw. The event is well received by Polish companies, as well as by companies from Western Europe and Asia: Much of the exhibition space has already been taken.

Poland is an important market for the sheet metal industry and is considered a gateway to Russia and the Ukraine. All major international car manufacturers are on-site, production of white goods is growing and a high growth rate in building activity, including steel construction, is forecast over the next few years.

Owing to the demands made by the automotive industry on its suppliers, the need for top-quality machines and tools is on the increase. In addition, global competition requires Poland to strengthen its position as a competitive production site. In order to stand out from new competitors like Bulgaria and Rumania, Poland has to focus on high quality production. Companies are therefore increasingly investing in new systems and innovative technology.

With BLECH*business* 2007, Mack Brooks Exhibitions creates a first-time market place in Poland solely dedicated to the sheet metal working industry. Polish as well as international companies and professionals will find a platform to create new contacts, develop their business relations and share experience of new technologies and production processes.

The conference programme will be elaborated by the European Research Association for Sheet Metal Working, EFB, and will be published in the summer. In Poland there is still tremendous scope for extending research

facilities for sheet metal working. The demand for conferences where results of the latest research are being presented in a user-oriented way is therefore very high.

Exhibitors and visitors can find extensive information on BLECH*business* 2007 at www.blechbusiness.com. Moreover, on this website, anybody who is interested in a survey of the Polish sheet metal market, can order the "BLECH*business* Market Overview Poland" free of charge from the organisers.

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