



December 2007

Successful start for BLECH*business* event in Poland

Participants acclaimed the first BLECH*business* event in Poland, which took place from 27 – 29 November 2007 in Warsaw, as thoroughly successful. The exhibition at the Expo XXI International Expo Centre was fully booked with 100 exhibitors showcasing a comprehensive range of products and services from different stages of sheet metal working. Industry leaders and many small and medium-sized enterprises from Poland and abroad made use of this new industry platform to gain valuable contacts and develop their customer relations. For many companies it was a first step into Poland, where the sheet metal working sector is developing quickly and is continuously gaining in importance on the international market.

More than 1500 visitors, mainly from Poland, came to visit the event which, alongside the exhibition also comprised a conference: "Technologies to Maximise Productivity in Sheet Metal Working", organised by the European Research Association for Sheet Metal Working, EFB. 9% of the visitors to BLECH*business* 2007 had travelled to Warsaw from outside Poland.

In terms of the sectors to which the visitors belonged, key industry sectors included sheet metal products, components and assemblies (23%), iron and steel production (17%), and steel and aluminium construction (15%). Professionals employed in mechanical engineering, non-ferrous metal production, the automotive industry and rolling mills were also well represented. Visitors at BLECH*business* were sheet metal working specialists at all levels, with a majority coming from the management and from the manufacturing/production departments.

The organisers, Mack Brooks Exhibitions Ltd, were highly satisfied with the outcome of this launch event. "A first analysis of the survey shows very positive feedback from exhibitors and visitors alike", says Susanne Rauberger, Event Director BLECH*business*. "Participants praised the show as highly professional and noted the outstanding quality of the products and services on display. We are confident that we will be able to further develop and expand the exhibition for 2009, as the Polish market for sheet metal working holds a high potential for growth", explains Susanne Rauberger.

BLECH*business* 2007 was the first ever event in Poland focussing exclusively upon sheet metal working. The next BLECH*business* is planned to take place in Poland, in autumn 2009. Next year, the world's leading technology exhibition for sheet metal working, EuroBLECH will take place again in Hanover, Germany, from 21 – 25 October 2008.

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