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BLECH*business* 2007: The Marketplace for sheet metal working in Poland

The next BLECH*business* conference and exhibition will be staged for the first time in Warsaw, Poland from 27 – 29 November 2007. The event takes place in the modern EXPO XXI Warsaw International Expo Centre.

“With BLECH*business* 2007 we have created a marketplace for companies from all over the world to meet trade visitors from Poland and neighbouring countries, providing a specialised format for suppliers to expand their business in Eastern Europe,” explains Stephen Brooks, Chairman of organisers, Mack Brooks Exhibitions, “there is great demand in Poland for an event with a profile exclusively focused upon sheet metal working.”

Within the Middle and Eastern European region, Poland plays a leading role for the sheet metal industry due to its market size and potential. For foreign investors the country is strategically important within Eastern Europe and is often seen as the gateway to markets in Russia and the Ukraine.

As the largest of the Eastern European Union countries, Poland has in fact become an attractive location for the automotive industry and its suppliers: Major car manufacturers are either already located or plan to locate production plants in Poland in the coming years. Numerous small and medium sized component manufacturers, such as producers of pressed and punched parts, have followed this trend and have started new businesses or relocated their production. Moreover, Poland is now the second largest European location for the assembly of electrical and household appliances (after Italy). And whilst in the past sheet metal parts for the production of appliances were predominantly imported, they are now increasingly produced and finished in Poland.

Achieving higher productivity has therefore become a major factor for competitive advantage in the country. This is noticeable in the growing proportion of new machinery used by Poland's manufacturing industries.

"Particularly in the sheet metal sector, Poland is no longer just a market for used machinery and traditional technology; its industry is investing more and more in enhanced machinery to produce and finish specialised sheet metal products," says Stephen Brooks.

"As an event designed especially for the sheet metal working sector, BLECH*business* is the exhibition forum and conference where industry professionals can meet to exchange expertise, to find out about innovative technology and to expand their business contacts," says Brooks.

BLECH*business* features a conference with five individual presentation streams, as well as case studies and panel discussions. The main topic will be "Technologies to maximize productivity in sheet metal working". The subjects will be carefully chosen by experts from the European Research Association for Sheet Metal Working (EFB). Conference languages will be Polish and English, with simultaneous translation provided.

The exhibition area, where international companies showcase products and services for sheet metal working, will also feature an open stage for presentations by exhibitors. All visitors who register before the event will be able to pre-arrange meetings with exhibitors online.

Detailed information on how to participate are now available from the website www.blechbusiness.com

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Editorial note: Anyone interested in speaking at the conference can still apply. In case of interest, please visit www.blechbusiness.com (conference / call for papers) or contact:

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