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BLECH Nordic 2011:

Positive feedback for first specialised sheet metal working exhibition in the Nordic countries

With 129 exhibitors from 21 countries and 5,350 trade visitors from 31 countries, the first BLECH Nordic, Sheet Metal Working Exhibition, was a thoroughly successful launch event. The exhibition was held from 4-7 October 2011 at Stockholmsmässan, where it was co-located to Techniska Mässan, Sweden's renowned Technical Fair for a range of different technical manufacturing processes. BLECH Nordic, in contrast, is a specialised trade exhibition, exclusively dedicated to sheet metal working, and this is what the event was highly rated for by visitors and exhibitors alike.

Targeted event for high-end market

"The overall feedback we had for the first BLECH Nordic exhibition was very positive. It seems that we have filled a void by offering a targeted industry event for a market with a distinctive demand for high-end products and future-oriented manufacturing solutions," says Susanne Rauberger, Exhibition Director BLECH Nordic on behalf of Mack Brooks Exhibitions.

With their products and services on display at BLECH Nordic 2011, the exhibiting companies gave a comprehensive overview of machines, tools, systems and services for the entire sheet metal manufacturing process. The large variety of live machine demonstrations was a major visitor attraction at the show. There was also a series of sheet metal research and new technology seminars on each exhibition day about the latest developments in sheet metal forming; simulation and process optimisation; laser and water jet cutting as well as joining technologies. The seminars were well received by the visitors and added to the professional flair of the technology exhibition.

Exhibition survey statistics

BLECH Nordic is part of the series of BLECH*events* that Mack Brooks Exhibitions is organising for selected target markets. The visitor audience at BLECH Nordic 2011 was therefore mainly a regional one. While a good half of the exhibiting companies

were foreign exhibitors that used this industry platform to target the Nordic sheet metal market, almost 90% of the visitors came from the Nordic countries. Alongside Swedish companies (45% of the exhibitors) there were exhibitors from all over the world, including Germany, Italy, Finland, Denmark, Great Britain, the USA and China. However, most visitors were from Sweden (75%) and 13% of visitors came from other Nordic countries, mainly from Finland and Norway.

The analysis of the visitor survey showed that BLECH Nordic 2011 attracted a highly qualified and professional audience, with the majority of the sheet metal working specialists being head of production (33%), company owner (22%) or having managerial responsibility (33%). Key industry sectors to which the visitors belonged included sheet metal products, components and assemblies (55%), mechanical engineering (13%), iron and steel production (8%), the automotive industry (5%) and steel and aluminium construction (5%).

Sheet metal working events in 2012 and 2013

The next BLECH Nordic Sheet Metal Working Exhibition is set to take place in 2013 in Stockholm. Two further BLECHevents will be held in 2013, both for the third time: BLECH Russia 2013 will take place from 12-14 March 2013 in St Petersburg, and BLECH India 2013, from 17-20 April 2013 in Mumbai.

Next year, from 23-27 October 2012, the world's leading exhibition for sheet metal working technology, EuroBLECH, will take place again in Hanover, Germany. It will be the 22nd edition of Mack Brooks Exhibitions' global flagship event for the sheet metal working industry. The previous exhibition in 2010 was attended by 1,455 exhibitors and 61,500 visitors from all over the world.

Information on EuroBLECH and the BLECHevents is available at www.blechevents.com

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