

FMB-Süd 2017: First announcement

PRESS INFORMATION

FMB-Süd, initial info

Bad Salzuflen, 02.08.2016

FMB- the supplier show for mechanical engineering: Now also in Augsburg as of 2017

[First show on 15 and 16 February 2017](#)

FMB – the supplier show for mechanical engineering, which will be opening its doors for the twelfth time in November 2016, is transferring its concept for success to South Germany: FMB-Süd will be making its début on 15 and 16 February 2017. The trade show organiser Clarion Events has signed the relevant agreements with the Exhibition Centre Management "Messe Augsburg".

The idea came about during discussions with some of the exhibitors, who give FMB very positive ratings as a location where they can establish contacts with mechanical and plant engineering companies in the entire northern half of Germany - and who wonder why there is no such show for the south. A survey conducted among the visitors and exhibitors revealed that 58 % of the exhibitors questioned would welcome a similar fair in the south of Germany.

Based on these findings, the trade show organiser Clarion Events Deutschland GmbH then evaluated both the market potential and the trade show venues before deciding on Augsburg. Christian Enßle, Portfolio Manager FMB: "The Exhibition Centre is favourably located in terms of traffic links and lies in the heart of the technological hub of the south, which extends from Karlsruhe to Stuttgart, Ulm and Augsburg to München. It is also a very strong and dynamic manufacturing base - with a disproportionately high share of companies engaged in the production industry.

In the immediate surroundings alone, i.e. in the region of Augsburg, more than 650 manufacturing companies, most of which are SMEs, with over 130,000 employees generate annual sales of some 28 billion euros."

The established concept of FMB- the supplier show for mechanical engineering will be retained at the additional site. FMB-Süd covers the entire process chain of the supplier market for mechanical and plant engineering, whereby the focus is on personal contacts and discussions. Consequently, the organiser will also be offering the exhibitors an "All-round Carefree Package" in Augsburg containing furniture rental and catering services. Christian Enßle: "We regard FMB-Süd as an ideal supplement to the leading international fairs whose focus lies on the compact nature of the event and on direct business with the customers within the technological hub of the south."

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PI **FMB-Süd**, 1. Info

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