

FMB-Süd 2017

15th and 16th February 2017 | Augsburg Exhibition Centre

PRESS INFORMATION

FMB-Süd_05

Bad Salzuflen, 23.02.2017

[Final Report: 144 exhibitors – beneficial and high-level discussions](#)

FMB-Süd: Successful trade show début

Following the end of the first FMB-Süd, trade show organiser Clarion Events provides a very positive summary of all aspects of the show. Satisfaction was also expressed by the exhibitors who were asked about their experience and impressions: They were able to establish some valuable contacts during the two-day event. The date for the next FMB-Süd in February 2018 has already been set.

The primary goal – 100 exhibitors at the début of the show – had already been surpassed months before FMB-Süd opened its doors. In the end, 144 companies showcased their products and services at the first show. The second goal – satisfied exhibitors, who had the opportunity to establish contacts with potential customers and engage in discussions with them on specific projects – has also been achieved. Christian Enßle, Portfolio Manager of Clarion Events Deutschland GmbH: “The exhibitors we asked consistently reported that their discussions had been of a high quality and that they had built up some good contacts.”

The trade show organiser can thus offer a positive summary of the event, especially as the “mix” of exhibitors was also fitting: The show covered the entire supply chain in the field of mechanical and plant engineering. The ratio of “Global Players” such as igus, Phoenix Contact and Wittenstein to local exhibitors operating at a more regional level was also balanced.

Clarion Events is also highly satisfied with its choice of venue. Christian Enßle: We evaluated several exhibition centres in Southern Germany prior to the show and

decided on Augsburg for three reasons: Firstly, it is situated in the heart of the technological hub of the south, secondly, the location has good transport connections, and thirdly, it boasts a very attractive environment with a high density of manufacturing companies. This was the right decision.”

The cooperation partner, the Cluster Mechatronics and Automation, also contributed to the success of the show. Christian Enßle: “The collaboration with the Cluster, which is heavily represented in Southern Germany, has considerably raised the awareness of FMB-Süd in the industry. This is decisive, especially when an event is staged for the first time. We also received outstanding support from Augsburg Exhibition Centre, and the particularly exhibitor- and visitor-friendly character of FMB was also clearly reflected at the new, second location.”

In view of this positive summary, it is only logical that Clarion Events has already agreed upon the dates for the second FMB-Süd with Augsburg Exhibition Centre: It will be held on 7th and 8th February 2018, three months after FMB – the supplier show for mechanical engineering in Bad Salzuflen (8th to 10th November 2017).

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PI **FMB-Süd_05** - please send a specimen copy

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