

Exhibitor and visitor remarks on EMO Hannover 2017

Exhibitor remarks

Armin Walther, CEO, A-Punkt Automation GmbH (Handtmann), Baienfurt, Germany:

“EMO Hannover 2017 is important for us because this is the ideal place to discuss new projects, and you can often close a deal here faster than would otherwise be the case. Business is still a human activity, and it is often the personal interactions at a fair that clinch the deal. Personally, I don't see that changing.”

Olaf Furtmeier, CEO, Burkhardt+Weber Fertigungssysteme GmbH, Reutlingen, Germany:

“We unveiled our new model series here at EMO Hannover 2017. Given the strong international atmosphere, Burkhardt+Weber could not have chosen a better time to demonstrate the ‘awesomeness’ of our new machine.”

Dr. Markus Flik, CEO, Chiron Group SE, Tuttlingen, Germany:

“Our presence at EMO Hannover 2017 as the Chiron Group has been focused on 5-axis processing, automation, and digitization using our SmartLine range. The reactions and discussions here at EMO Hannover 2017 have confirmed to us that we're on the right track.”

Christian Thönes, Chairman of the Executive Board, DMG Mori Aktiengesellschaft, DMG Mori AG, Bielefeld, Germany:

“We see EMO as the leading tradeshow for the manufacturing industry, and a global indicator for technology and trends in the mechanical engineering sector. Machine tool manufacturers from more than 50 different sectors come to this event and they, too, are a valuable indicator of the changes taking place in the economy and industry.”

Jaewon Yang, Supervisor Marketing & Strategy Team, Doosan Machine Tools Europe GmbH, Doosan Machine Tools Co. Ltd., Seoul, South Korea:

“EMO Hannover 2017 has been extremely successful for Doosan Machine Tools. As a global enterprise, we value the outstanding international drawing power of EMO. We talked to an enormous number of decision-makers at our stand. The really good news from our point of view is the large number of concrete projects that have been initiated here. We signed a higher number of orders here than ever before. We are delighted about this, and it is also a clear sign of a favorable business climate which EMO Hannover 2017 has helped to promote.”

Elke Aurand, General Manager, Dormer Pramet Germany, Pramet Tools, s.r.o., Sumpperk, Czech Republic:

“EMO Hannover 2017 has been a highly successful event for us, particularly regarding the worldwide launch of our new stand design and corporate branding. EMO Hannover 2017 has given us an excellent platform for reaching the maximum number of people from around the world with our new style of presentation.”

Ralf Winkelmann, Managing Director of Sales, Fanuc Deutschland GmbH, Neuhausen auf den Fildern, Germany:

“EMO Hannover is and will remain the clear leader for us in the field of CNC control and machine tools. We particularly appreciate the competence of trade visitors from all over the world – people who know the industry inside out and who specifically inquire about concrete products, innovations or even problem solutions, which we are happy to provide. Human resources are another key aspect for us. We will continue to participate intensively at EMO, no doubt about it.”

Luigi Maniglio, COO, FFG Europe & Americas, FFG Werke GmbH, Eislingen, Germany:

“EMO gives us a unique opportunity to show our customers how we can apply the gamut of FFG solutions for their benefit – as was clearly confirmed by the many conversations at our stand. Our sales talks were very promising indeed, both in terms of initial queries and firm orders. We have also entered into two cooperation agreements to further our strategic objectives in digitization and automation as well as Southeast Asian sales.”

Christian Grob, Chairperson of the Supervisory Board, Grob-Werke GmbH & Co. KG, Mindelheim, Germany:

“We had a great EMO Hannover 2017, and were delighted with the excellent customer response. Our expectations were met and exceeded. A visit to the stand by German President Frank-Walter Steinmeier got the show off to the best possible start. EMO Hannover 2017 has once again confirmed that Hannover remains an outstanding platform for Grob-Werke. We'll definitely be back!”

Jens Thing, Managing Director Europe, Haas Automation Europe, Haas Automation Inc., Oxnard, CA, USA:

EMO is a fantastic window on the international market. Here you can meet visitors from all over the world. For doing international business, there is simply no alternative to EMO.

Andreas Haimer, CEO and President of the HAIMER Group, Igenhausen, Germany:

“Every two years EMO Hannover sets the pace for innovation in our industry. This year's event definitely started off with a bang when Germany's Federal President Frank-Walter Steinmeier stopped by our stand – a truly momentous occasion that motivated all of us to make EMO Hannover 2017 the best trade fair in the 40-year history of our company.”

Siegfried Neher, Head of Product Management at Hoffmann Group, Hoffmann GmbH Qualitätswerkzeuge, Munich, Germany:

“For us, EMO is the leading trade fair for manufacturers worldwide. It represents the ideal platform for presenting our tools to a wide international audience. This year, for example, we

celebrated the world premiere of our barrel milling cutter for the parabolic performance cutting (PPC) process. We were delighted with our results from the fair. Even by the first two days of the show, we had already welcomed more visitors to our stand than we did in total four years ago.”

Lothar Horn, Managing Director of Paul Horn GmbH, Tübingen, Germany:

“After four years, EMO is back again in Hannover. In 2017 it reconfirmed its position as the world's leading trade fair for our industry. The quality of visitors and, above all, the broadly international makeup at the show were again outstanding. With more than 25 years of trade fair experience, there is not much that surprises me anymore. But EMO 2017 will certainly remain a highly positive memory – for many people, not only myself.”

Ickjun Yang, Managing Director, Hyundai Wia Europe GmbH, Hyundai Wia Corporation, Changwon, South Korea:

“EMO is the biggest fair for cutting tools, and Hyundai Wia sees itself as a supplier to the international market for a whole range of applications. EMO in Hannover is a very significant event for us, because Hyundai Wia also sees the German and European markets as especially important for the future. This was reflected in the opening of our European design center at the start of 2014, where a number of high-end machines have been developed.”

Frank Blase, CEO, igus GmbH, Cologne, Germany:

“More international drawing power, more visitors, more specific inquiries. Our focus at EMO Hannover 2017 has been on plastics solutions that can reduce process costs, increase machine safety and cut maintenance expenses. The level of interest was even higher than we expected. We were delighted to see the increasing popularity of plastics here, in the bastion of metalworking.”

Dr. Dirk Prust, General Manger of Technology and Spokesperson for the Management Board, Index-Werke GmbH & Co. KG, Hahn und Tessky, Esslingen, Germany:

“At EMO Hannover 2017, the main focus for Index, as for many other exhibitors, was on digitization in the context of Industry 4.0. So we were delighted to see many visitors showing a keen interest in our solutions. Along with our cloud-based machine condition platform, simulation software, teleservice via smart glasses, our well-known cockpit solution and leasing models for machines and software, our customers were naturally eager to find out about our new machine models. We were particularly pleased at the high number of international visitors, and the in-depth discussions we were able to have with them, including on specific projects. So EMO Hannover 2017 offers excellent prospects for follow-up sales.”

Martin Boelter, CTO, Klingelberg Gruppe, Klingelberg GmbH, Hückeswagen, Germany:

“As the world’s leading metalworking trade fair, EMO Hannover 2017 provides a perfect platform for introducing our customers to ideal solution concepts for improved efficiency and cost savings in the digital age of Industry 4.0. This year we came to the fair with a major innovations offensive and a wide range of new features on our machines, which generated some valuable discussions with German and international guests at our stand. And, true to the keynote theme of *Connecting Systems for Intelligent Production*, Klingelberg’s participation was focused on digitizing manufacturing. In sum, EMO Hannover 2017 was a successful event for us across the board.”

Christian Lang, Executive Director, Liebherr-Verzahntechnik GmbH, Kempten, Germany:

“For us, EMO Hannover 2017 is the most important leads-generating fair in Europe, because this is where customers and potential customers come to catch up on the latest innovations and developments. EMO also provides a key opportunity to meet with existing customers, making it the ‘place to be’ as far as we are concerned. This year we were once again delighted with the volume of visitor attendance at our stand, around 50% of which came from abroad. It was particularly pleasing to see so many visitors from Asia and North America, who were interested in our product offerings. We also made good use of EMO Hannover 2017 to court young talent for the future. Our HR department was here with its own display and was highly successful.”

Dr. P. Anders Ingemarsson, President & CEO, Makino Europe GmbH, Hamburg, Germany:

“Makino has never presented such a wide array of new technologies with horizontal and vertical 5-axis and erosion-cutting solutions for industrial components, tool and mold making, and aviation applications as we have here at EMO Hannover 2017. This fair was once again right up to our expectations. We observed even stronger international drawing power, and strong visitor interest in the technologies we had on display. We prepared several case studies on Industry 4.0 to show customers from the tool and mold making sectors, for instance, how they can work around the problem of a shortage of skilled staff. Our approach consists of freeing up existing staff to focus on activities that create real value.”

Michael Mühlegg, Site Manager (South), Nachwuchsstiftung Maschinenbau (youth training provider), Bielefeld, Germany:

“Our special show for new talent at EMO Hannover 2017 offered young people a live experience of the fascinating world of technology. On Wednesday, for example, we invited 1,600 secondary school students to attend the fair. We were delighted to get such a good response to our program at EMO Hannover 2017, and we have already received applications for the next event.

If a young person aged between 13 and 16 gets the idea of applying for a career information event on his or her own initiative, we can certainly assume we were successful at EMO Hannover 2017.”

Norbert Teeuwen, President (COO), Okuma Europe GmbH, Okuma Corporation, Oguchi-cho, Japan:

“After a fairly quiet start on Monday, we had more than 400 inquiries by day two of the show, and this trend has continued very nicely. In comparison with recent fairs, we were delighted – even a bit surprised – to see a much higher number of conversations turning into firm orders. Customers from Central and Western Europe have less of a tendency to order directly at the fair, but we had visitors from Eastern EU countries or the Russian-speaking part of the world, for example, approaching us with some very specific requests, which was highly satisfying.”

Thomas Ulrich, Branch Manager, Pama GmbH Werkzeugmaschinen, Pama S.p.A., Rovereto, Italy:

“Based in Rovereto, Italy, Pama S.p.A. is a veteran exhibitor at EMO Hannover. Already in advance of the fair we had indications of high visitor numbers, and this was borne out in the first two days. The number of visitors far exceeded the comparable figures for EMO Milan 2015 and EMO Hannover 2013, and the high percentage of trade visitors from all the major European and Asian markets has left Pama feeling extremely optimistic. Our high expectations for EMO Hannover 2017 were well and truly met.”

Dr. Wolfgang Heuring, CEO, Business Unit Motion Control, Siemens AG, Erlangen, Germany:

“EMO Hannover 2017 has once again lived up to its reputation as the leading global marketplace for anything and everything to do with machine tools. For Siemens this is the ideal hub for dialogue with our customers from all over the world. The level of visitor interest at our stand has been overwhelming. We were delighted with the way the fair has gone. I was particularly impressed by the fact that the key issues of digitization and the Internet of Things are now at the top of the agenda for almost all providers. The industry has clearly recognized the true future potential of digital transformation.”

Toshiki Matsuda, President THK Europe, THK CO., LTD., Tokyo, Japan:

“Everybody is talking about connectivity, especially IoT and Industry 4.0. But without reliable products, this trend will be unable to deliver satisfactory results. Here at EMO Hannover 2017, visitors had the opportunity to check out the quality of the products for themselves.”

Philippe Selot, Manager of Marketing-Communication, United Grinding Group AG, Bern, Switzerland:

“As the global market leader in hard-fine machining, we are obviously going to be present at the world’s largest metalworking trade fair. At EMO Hannover 2017 we presented both new and existing machines, along with digital monitoring solutions. Here at EMO in Hannover is where we come to meet our customers and talk to them about their requirements.”

Dr. Stefan Brand, General Manager, Vollmer Gruppe, Vollmer Werke Maschinenfabrik GmbH, Biberach an der Riss, Germany:

“We came to the EMO Hannover 2017 fair with the motto of “precision in dialogue,” hoping for an in-depth dialogue with our partners and customers – and these hopes were more than fulfilled! We also succeeded in advancing the digital ‘dialogue’ on all aspects of Industry 4.0. Vollmer is committed to ongoing dialogue with our partners after EMO Hannover 2017, to work together to smooth the path to the digital age.”

Alexander Zoller, CEO, E. Zoller GmbH & Co. KG – presetting and measurement devices, Pleidelsheim, Germany:

“In keeping with this year’s EMO motto of *‘Connecting systems for intelligent production’*, Zoller presented presetting, measurement and testing devices and comprehensive tool management software solutions, all with outstanding connectivity – including with outside, third-party systems. For a company that actively shapes the future of the manufacturing industry, EMO Hannover is the most important trade fair for us due to its size and the internationality of its visitors, because we are represented in 58 countries by our own subsidiaries and agencies. We presented a wide range of innovations, with almost 40 live exhibits focusing on intelligent, connected production for the world of tomorrow.”

Visitor remarks

Vishal Nagpal, Manager, Strategic Sourcing Division, Bharat Fritz Werner Limited, Bangalore, India:

“I spent the last three days at EMO Hannover 2017 as Manager of the Strategic Sourcing Division of Bharat Fritz Werner, India’s largest machine tool manufacturer. Today (Wednesday) was the highlight of my visit, as ‘EMO India day.’ My job here at EMO Hannover 2017 is to find new component and equipment supplier firms, for recirculating ball screws and bearings, for example. EMO is ideal for this objective, which is one of the reasons why it is one of the most important trade fairs for us worldwide. I have been most impressed with the overall organization of EMO Hannover 2017.”

Michele Blumberg, Manager Manufacturing, Hager & Meisinger GmbH, Neuss, Germany:

“I came to EMO Hannover 2017 mainly to see whether there were any machine innovations that matched our requirements. We are about to make some major investments, so for me as a decision-maker, EMO Hannover 2017 was an ideal place to select the products that best meet our needs. Whenever there is an EMO in Hannover, our company will be there.”

Onur Ersavaş, Mechanical Engineer, Kontrol Cihazları San. ve Tic. Ltd. Şti., Istanbul, Turkey:

“I was at EMO Hannover 2017 from Monday through Wednesday, generally to find out about trends in machine tools, and also to get an overview of the market, for some possible capex investments for our company in the near future. One reason why this is important is that the European and Turkish markets follow different financial trends, not least because of the different currencies. This is my third visit to EMO, which is the most important industry event worldwide from my point of view. The main difference I see this time around is in the product range: alongside the machines, there is an increasing focus on software.”

Dr. Alexander Krupp, Application Engineer, Multiphoton Optics GmbH, Würzburg, Germany:

“As an applications engineer in a firm that produces 3D printers for high-precision parts manufacturing, my main reason for attending EMO Hannover 2017 was to see what is happening in the additive manufacturing sector, and get to know the new technologies. I need to assess the current state of the art, and for the world of metalworking, there is no better place to do this than at EMO Hannover 2017.”

Dr. Eduard Stach, Research Group Leader, Machine Tool Development, Research Center of Manufacturing Technology (RCMT), Prague, Czech Republic:

“Together with around 40 colleagues, I came here to EMO Hannover 2017 from Prague as a Research Group Leader in Machine Tool Development to find out about the latest trends in the industry. Every EMO is a ‘must’ as far as we are concerned – not just as a valuable source of information, but also when it comes to actually ordering something. This fair is very well

organized, and it covers the entire spectrum of the industry worldwide in a way no other event can match.”

Nils Laake, apprentice and vocational student, Melle Trade School, Melle, Germany:

“I am 22 and part of a group attending EMO Hannover 2017 from the Melle Trade School. I’m a trainee in metalworking, so obviously this is an amazing experience for me. These giant, robot-controlled machines are unlike anything I’ve ever seen, especially since I come from a 20-person company, where we don’t have anything similar. It’s all very impressive, but I’m even more interested in the kind of machines that are suited to my own place of work, and naturally there are plenty of those here as well.”

Henri Sevonen, Manager of Machining R&D, AB Sandvik Coromant, Sandviken, Sweden:

“Even though my company is also represented at EMO Hannover 2017 as an exhibitor, I am here solely as a visitor in my role as Manager of Machining R&D at Sandvik Coromant. My objective is to get an impression of where the industry is at, to see where our company fits in, what trends are taking place, what is in the pipeline – and EMO Hannover 2017 is the ideal place to do all this. I have been particularly struck by the trend towards digital connectivity, including between different partners. EMO is a ‘must’ from my perspective, because it is such an excellent hub for networking. EMO is also something of a social event, and in any case you are never going to get bored here in Hannover.”