

### **FMB 2017**

8-10 November 2017 | Bad Salzuflen Exhibition Centre

### **PRESS INFORMATION**

PI09\_FMB 2017

Bad Salzuflen, 11/16/2017

### [Final report from FMB – the supplier show for mechanical engineering](#)

## **FMB - a positive assessment**

Thirteen is definitely not an unlucky number for FMB – the supplier show for mechanical engineering: The 13<sup>th</sup> edition of the event, which was held in Bad Salzuflen from 8<sup>th</sup> to 10<sup>th</sup> November, can report yet another increase. 553 exhibitors presented their products and services to the visitors – compared with 538 last year. Both of the available exhibition halls were fully booked.

Although the some 6,500 visitors did not quite match the number of attendees in the previous year, there is a clear reason for this decline: Christian Enßle, Portfolio Manager FMB at Clarion Events Deutschland GmbH: “When business is going well and the order books are full, the motto of many mechanical engineering companies is: “No experiments”. Less priority is then given to the search for new suppliers. In this respect, such a development is neither surprising nor is it a reason for concern. On the contrary: Many exhibitors interviewed by us at the end of the show expressed their satisfaction with both the quantity and the quality of the discussions. They had expected fewer visitors than the number who actually attended the event.”

The majority of the exhibitors and visitors interviewed praised the new “look” of the show with its dark carpet, a more flexible stand system and several thousand new LED lamps and spots. The modified concept of the accompanying lectures and talks, which were grouped together into blocks of topics for the first time, also met with approval. In particular, the six lectures dealing with the subject “Smart Services for Industry” were well attended.

There is still a great demand for information by the visitors with regard to specific and viable examples of Industry 4.0 and digitalisation. This was demonstrated,

among other things, by the large number of visitors who made their way to the joint stand of the Leading-edge Cluster for intelligent technical systems “Intelligente technische Systeme – it’s OWL”. Several research institutes showcased current collaboration projects with suppliers and mechanical engineering companies at this booth, thereby providing an insight into new processes of industrial production for practical applications.

The satisfaction with FMB felt by many exhibitors induced them to book and/or reserve a stand for FMB-Süd while they were still at the event. FMB-Süd will be staged in Augsburg on 7<sup>th</sup> and 8<sup>th</sup> February 2018 – for the second time. Clarion Events has transferred the successful concept of the show from the northern to the southern half of Germany and anticipates that this show will develop in a similar manner to that of FMB in Bad Salzuflen in the medium term. At things currently stand, 120 companies have registered to take part in the event, while the début show in February 2017 was attended by 144 exhibitors.

One question frequently posed to the organisers during the fair concerns the development of FMB in Bad Salzuflen in the coming year. This time, both of the exhibition halls were fully booked. Growth is the objective of any business enterprise – what will happen in 2018? Bad Salzuflen Exhibition Centre has additional halls at its disposal. Christian Enßle: “We have no plans for a third hall at the present time. Our aim is to retain the compact nature of FMB with its focus on networking and the manageable and well-structured exhibition space – this is simply part of the concept appreciated by exhibitors and visitors alike.”

\*\*\*

569 words | 3.515 characters (including spaces)

PI09\_FMB 2017

Please send a specimen copy

**Contact:**

Web: [www.fmb-messe.de](http://www.fmb-messe.de)

Twitter: @FMB\_trade\_fair

Facebook: [www.facebook.com/fmbmesse](http://www.facebook.com/fmbmesse)

YouTube: [www.youtube.com/FMBfair](http://www.youtube.com/FMBfair)

XING: FMB – Zuliefermesse Maschinenbau

**Clarion Events Deutschland GmbH**

Ms Birgit Schindler

Meisenstraße 94 | 33607 Bielefeld

GERMANY

T: +49 (0) 521 96533-43

E: [birgit.schindler@fmb-messe.de](mailto:birgit.schindler@fmb-messe.de)

W: [www.clarionevents.de](http://www.clarionevents.de)

**Press contact:**

GS Media-Service Gabriele Schneider

Ms Gabriele Schneider

Belzweg 9 | 33739 Bielefeld

GERMANY

T: +49 (0) 5206 9150-0

E: [g.schneider@gs-media-service.de](mailto:g.schneider@gs-media-service.de)

W: [www.gsmediaservice.de](http://www.gsmediaservice.de)