

## **2<sup>nd</sup> DeBurringEXPO Convinces Exhibitors and Visitors with Quality World-Class Leads and Valuable Projects**

**“This trade fair is attended exclusively by expert visitors who are looking for a solution to a deburring problem or for optimised surface finishing” – this is the conclusion arrived at by nearly all of the 151 exhibitors at the second DeBurringEXPO from the 10<sup>th</sup> through the 12<sup>th</sup> of October, 2017. Roughly 2000 visitors from 38 countries travelled to Karlsruhe for the 2<sup>nd</sup> trade fair for deburring technology and precision surface finishing. Their technical qualifications and high levels of decision-making authority resulted in numerous excellent leads and valuable projects for the exhibiting companies. With more than 1000 participants, the expert forum which was held in two languages for the first time was also one of the trade fair’s highlights.**

With an exhibition spectrum that’s consistently aligned to deburring, rounding and the production of precision surface finishes, **DeBurringEXPO** covers a range processes which are becoming more and more important in manufacturing. On the one hand, this was made apparent by the number of participating exhibitors which rose this year to 151 (108 at the initial event in 2015), and on the other hand by the visitors’ strong focus on the offerings presented by the exhibiting companies. Visitor numbers were at the same level as for the premiere event, i.e. roughly 2000. 23% of the visitors came from outside of Germany and journeyed to the trade fair from a total of 38 countries. In addition Germany, the best represented countries were Switzerland, France, Italy, Austria, the Netherlands and Belgium. Visitor distribution demonstrates focal points in machinery and equipment manufacturing, automotive and vehicle production, medical technology, tool and die making, precision engineering and optics.

“The issues of deburring and precision surface finishing are becoming more and more important for manufacturing companies, because something is always left behind despite all of the optimisation measures implemented in advance, and has to be removed”, explains Ralf Krieger, Contract Shop Manager Europe at Extrude Hone GmbH. And he adds: “From our point of view **DeBurringEXPO** has developed very well – we were able to establish

significantly more qualified contacts this year than two years ago, and they're more international as well."

### **Outstanding Atmosphere Thanks to Highly Qualified Visitors and High Levels of Decision-Making Authority**

Not only did the large number of visitors contribute to strong satisfaction on the part of the exhibitors, but rather the high levels of decision-making authority as well. Roughly 94% of all visitors are involved in company investment decisions. This made it possible to launch numerous projects. "We presented a new ultrasonic deburring process. Not only was interest very strong, we were also able to schedule sample processing with representatives from several companies", reports Günter Hiedels from project management at Weber Ultrasonics AG. "The first **DeburringEXPO** went surprisingly well for us, and things have gotten even better this year. We've fielded lots of good leads including projects we assume will finally lead to orders, and that's extremely positive", exclaims Jörg Nubert, managing director of Piller Entgrattechnik GmbH. Keisuke Kaga, Head of Europe Sales at Sugino Machine from Japan, also reports lots of valuable leads: "Visitors at our booth came primarily from the automotive and aviation industries, as well as from the fields of hydraulics and pneumatics. We know the tier 1 suppliers and the big companies from these industry sectors. Here at the trade fair we've also been able to establish contact with tier 2 and 3 suppliers, as well as smaller companies, with whom we weren't familiar in the past. And not only companies from Germany, but from many other countries as well such as Italy, France, Belgium, Sweden, Denmark, the USA, India and Brazil. Trade fair participation has paid off for us and we'll be back again in two years." Jessica Lacovitti from the sales department at Italian machinery manufacturer Tecnomacchine was also highly satisfied: "We exhibited at a big machine tool trade fair a few weeks ago, but the most interesting visitors for us are very well represented here at **DeburringEXPO**. We came to Karlsruhe with the goal of maintaining existing customer relations, as well as establishing contact with new companies. We've been very successful with both and we're very pleased that we participated at the trade fair. I think we'll exhibit again at the next event in two years." Joe Zou, Overseas Business Contact for Guangdong HESH Industry Technology Group Co., Ltd. in China, achieved his trade fair goals too: "We got to know some potential sales partners who will make it possible for us to export our products worldwide. And we've been able to establish contacts with potential end

customers. I'm sure we'll exhibit at the trade fair again." And there's no doubt for Adrian Forster, Barrel Finishing Sales Manager at Forplan AG in Switzerland, that his company will participate at the event in 2019 too: "Our solutions for small parts processing met with great interest on the part of visitors from the textiles industry, medical engineering and the automobile industry, as well as job-shop processors, and they generated lots of valuable leads. The trade fair went very well for us and we'll be back again in two years." Nor is there any question about this for Yamac Aksan, industrial engineer and proprietor of AKS Teknik Deburring and Marking Technologies in Turkey: "The trade fair is exceptionally well organised and the visitor profile is world-class. All of the visitors come with concrete tasks, and we're able to establish precisely the kind of contacts we want. We'll definitely be back again."

The depth to which the subject matter is explored at **DeburringEXPO** is illustrated by the experiences of Tanja Kanzy, marketing manager at Kullen-Koti GmbH: "Each visitor brings a concrete case involving a specific application along with him, so that consultation can begin immediately. Discussions about how which burrs can be removed can last as long as two hours. This is not the case at any other trade fair and it makes **DeburringEXPO** a very important event for us." Marcel Prößler, Optical 3D Measuring Technology Sales at Alicona Imaging GmbH in Austria (participating for the second time as well), was also enthusiastic about the depth of the conversations: "All of the visitors are involved with the issues of deburring and edge rounding. As a result, we can advise them directly about how they can optimise their processes through the use of our measuring technology. We were able to generate lots of valuable leads with companies from a great variety of industry sectors. The trade fair was very good for us."

### **High Levels of Satisfaction Amongst the Visitors Too**

The visitors' reactions were also positive. For example, the visitor survey revealed that 85.8% were very satisfied to satisfied with the offerings presented at **DeburringEXPO**. More than 70% would recommend the trade fair for deburring technology and precision surface finishing to their colleagues.

### **Knowledge in Demand**

For nearly 30% of the visitors, the programme offered by the **DeburringEXPO** Forum influenced the day on which they attended the event. The presentations

dealing with various issues covering all aspects of deburring, the production of precision surface finishes and cleaning after deburring were simultaneously interpreted for the first time (German <> English). A total of roughly 1000 visitors, including an evidently large number of international guests, took advantage of the expert forum during the three trade fair days, in order to gain in-depth knowledge and exchange experience.

The next **DeburringEXPO**, which numerous exhibitors have already firmly scheduled in their trade fair calendars, will take place at the Karlsruhe Exhibition Centre from the 8<sup>th</sup> through the 10<sup>th</sup> of October, 2019.

[www.deburring-expo.de](http://www.deburring-expo.de).

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