

Press Release 6 – October 2021

4th Leading Trade Fair for Deburring Technology and Precision Surface Finishing Held Successfully DeburringEXPO Meets Expectations of Exhibitors and Visitors Alike

Neuffen, October 2021: **Right from the very beginning, a positive mood prevailed at DeburringEXPO, which was held as an on-site trade fair from the 12th through the 14th of October, 2021. Most of the roughly 1100 expert visitors came to the Karlsruhe Exhibition Centre with concrete tasks and a great need for information. This resulted in excellent contacts, valuable RFQs and interesting projects for almost all of the 105 exhibiting companies. Roughly 50% of the expert visitors took advantage of the opportunity to gather information about current trends, the latest developments and best practice solutions in the fields of deburring and the production of precision finishes at the expert forum.**

“For us there was no question that if **DeburringEXPO** would be staged as an on-site event, we would exhibit and present ourselves as a solutions provider for tasks in the field of deburring and precision finishing. And it was the right decision, because we were able to talk to existing customers about upcoming projects and their plans, and generate interesting new leads. We’re quite satisfied with the way things went at the trade fair,” concludes Maria Loula, managing director of Perfect Finish GmbH. Nearly all of the 105 exhibiting companies from twelve countries drew positive conclusions at the end of the three-day event. 94% of the exhibitors expect very good to satisfactory post-fair business.

Significant Contacts and RFQs

This comes as no surprise, because the majority of the roughly 1100 expert visitors came to the trade fair with concrete tasks for which they’re seeking solutions – frequently backed by sample parts or drawings they brought along. “As expected, fewer visitors attended the trade fair this year than in previous years, but the quality is very good. Visitors are coming to our booth from widely differing industries with very specific tasks and projects,” explains Michael Striebe, sales manager for barrel finishing technology at Rösler Oberflächen GmbH. This experience is confirmed by Jaume Miras, head of

analytics and global marketing at Spanish manufacturer GPAINNOVA: “**DeburringEXPO** is very specialised and fits together perfectly with the products we offer and the work we do. The visitors who come to the trade fair are seeking solutions in a targeted manner. The quality of the leads is excellent as a result. Furthermore, participating at the event also provided us with the opportunity of meeting our customers face-to-face once again. Iris Münz, commercial director of ultraTEC Anlagentechnik Münz GmbH, also reports highly detailed, in-depth discussions: “We’re pleasantly surprised – not only by the number of leads, but rather by their quality as well. Interest in ultrasonic deburring is very strong and visitors come to us with highly detailed requirements for specific components.” The fact that top-quality leads and substantial RFQs are being generated is also evident from the fact that more than 96% of the expert visitors are involved in their company’s business decisions. For nearly 44%, visiting the trade fair served to prepare or finalise an investment decision. The best represented sectors from a visitor standpoint included machinery and equipment manufacturing, the automotive industry, medical technology, metalworking and metal processing, hydraulics, tool and mould making, as well as aviation and aerospace.

Igor Pleis, sales manager at ATL Anlagentechnik Luhden GmbH, points out another aspect which rounds out the positive experience of participating at the trade fair: “Fortunately, **DeburringEXPO** has remained with us as an up-to-date information platform. Not only does it provide a quick and adequate overview of new products, trends and innovations in the industry, it also facilitates an effective exchange of information with other exhibitors. For me, there couldn’t have been a better way to start participation at the trade fair.”

Innovative Offerings Satisfy Visitor Expectations

Almost 80% of the exhibiting companies presented new and further developments at **DeburringEXPO**. The results of the visitor survey substantiate the fact that the leading trade fair for deburring technologies and precision surface finishing satisfied the expectations of the expert visitors as well: more than 82% said they were very satisfied to satisfied with the offerings. More than three fourths of the expert visitors would recommend the leading trade fair for deburring technologies and precision surface finishing to colleagues and business partners.

Knowledge in Demand as Added Value

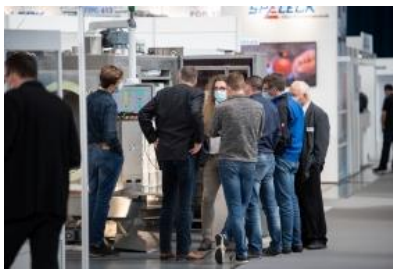
The simultaneously interpreted (German <> English) presentations held at the expert forum on various topics related to deburring and surface finishing met with great interest. 504 participants took advantage of the opportunity to enhance their knowledge. For roughly one fourth of the participants, the forum programme was the determining factor in deciding on which of the three days they visited the trade fair.

The next **DeburringEXPO** will be held at the Karlsruhe Exhibition Centre from the 10th through the 12th of October, 2023. More than 50% of the exhibiting companies confirmed spontaneously that they would participate.

www.deburring-expo.de.

Captions:

Photo: FX_DBE_2021_3



Approximately 80% of the exhibiting companies took advantage of **DeburringEXPO** to present new and further developments.

Photo: FX_DBE_2021_4



The search for solutions targeted at specific tasks in deburring and the production of precision surface finishes, as well as the resultant, intensive technical discussions, were once again the hallmarks of this year's **DeburringEXPO**.

Photo: DeburringEXPO_2021_FF2



Just under half of the expert visitors took advantage of the bilingual expert forum held at **DeburringEXPO** to deepen their knowledge of deburring technologies, best practice solutions, trends and current developments.

Image source: fairXperts GmbH & Co. KG

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