

## PRESS RELEASE

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### **EMO Hannover 2013 will showcase “Intelligence in Production”**

**Exhibitors will be giving their answers to challenges for production technology worldwide – registration documents sent out to more than 60 countries**

**Frankfurt am Main, 03 August 2012.** – The EMO Hannover 2013, the world of metalworking, will be held from 16 to 21 September. The motto of this globally prestigious trade fair is “Intelligence in Production”. Exhibitors from all over the world will be spotlighting their solutions for the challenges of an internationally focused industry in the 21<sup>st</sup> century.

In a globalised economy, “Intelligence in Production” offers an option for meeting the requirements of the customers concerned at an enormous spectrum of different production locations. At the world’s biggest international platform for production technology, the EMO Hannover, these intelligent solutions will be on show. “Our customers are facing major challenges worldwide”, says Dr. Wilfried Schäfer, Executive Director of the EMO organiser VDW (German Machine Tool Builders’ Association) in Frankfurt am Main, Germany. In the face of enormous pressure on costs, plus exceptionally tough requirements for efficiency and minimised environmental impact, production operations will have to be maximally cost-effective in the future as well. “Production experts from all over the world are seeking answers to these challenges, which is why

they are looking forward with keen anticipation to the EMO Hannover 2013”, adds Schäfer.

Vendors who help their customers to flourish on the global market can score heavily. “Intelligence in Production” is the key to this.

### **Partner on the global market**

In the past 20 years, international machine tool consumption has risen by 70 per cent. More than half of the world’s production output of machine tools is exported. From Europe alone comes one machine in two, delivered to more than 70 different countries.

This opens up major opportunities for the vendors of production technology who respond appropriately to regional idiosyncrasies and customers’ wishes, and are able to intelligently organise their capabilities for disparate markets. Harnessing technical expertise, comprehensive technological know-how and superlative process competence to meet customers’ wishes worldwide, this is the task, and one that usually entails severe pressure on costs and from competitors for the company.

“Customers want can-do partners on the global market”, says Schäfer. This means that the appropriate technical capabilities must be complemented by a global presence and responsive reachability, dependable customer support worldwide, and a comprehensive range of services, all the way through to local production. At the EMO Hannover 2013, around 2,000 firms from all over the world will be showcasing their corporate capabilities as partners for their customers on the global market.

### **Innovation for production facilities worldwide**

Efficiency, quality, flexibility and availability constitute the foundations for any company’s success, irrespective of where its production operations are located. Minimal cost advantages are crucial in determining whether an order will

be placed or not. And these are achieved by means of intelligent production technology.

The principal focus here throughout is to improve machinery concepts, control technology and software, tools and processes. With a continuous stream of innovations in all fields, the functionality of intelligent production systems is being constantly upgraded. Current customer requirements like changing batch sizes, an infinite number of different product variants, new materials, requirements for sustainability in production operations and much, much more constitute additional drivers for innovations. In order to handle these complex jobs, the demand for communication capabilities is rising. “Intelligence in Production” accordingly ensures that modern-day production systems are integrated into a company’s entire IT world.

How this functions smoothly, and what innovations are being offered for production facilities worldwide, will be showcased at the EMO Hannover 2013, the world’s biggest innovation forum in the metalworking industry.

### **Intelligent support for machine operators**

For a vendor of production technology, however, it is not sufficient to accentuate his profile on the market solely with high-tech capabilities. The conditions encountered at customers’ facilities are highly disparate. “Quite generally, the requirements that machine operators have to master are becoming progressively more extensive and more complex”, says the VDW’s Executive Director Schäfer. Quality assurance, documentation, machine monitoring and maintenance or assuring energy-efficient operations: these are just a few of the keywords in this context.

“Intelligence in Production” assists the operator to perform all his assigned tasks with maximised dependability, supported by tools like multimedial elements in the control system, web-based diagnostic systems, tele-service, innovative hotline concepts, and much, much more. In addition, specific train-

ing concepts assure the customer of the requisite skills in-house on a long-term basis as well.

Finally, the adaptation of intelligent assistance functions to suit the particular market concerned, alone or in conjunction with local vendors, is an invaluable unique selling point for a vendor. The EMO Hannover 2013 will reveal who is able to offer this.

In the next few days, the registration documents for the EMO Hannover will be sent out to more than 60 different countries. The closing date for registrations is December 2012. Exhibitors can also register under [www.emo-hannover.de](http://www.emo-hannover.de).

**EMO Hannover 2013 – the world’s premier trade fair for the metalworking sector**

From 16 to 21 September 2013, international manufacturers of production technology will be spotlighting “Intelligence in Production” at the EMO Hannover 2013. The world’s premier trade fair for the metalworking industry will be showcasing the entire bandwidth of today’s most sophisticated metalworking technology, which is the heart of every industrial production process. The fair will be presenting the latest machines, plus efficient technical solutions, product-supportive services, sustainability in the production process, and much, much more. The principal focus of the EMO Hannover is on metal-cutting and forming machine tools, production systems, high-precision tools, automated material flows, computer technology, industrial electronics and accessories. The trade visitors to the EMO come from all major sectors of industry, machinery and plant manufacturers, the automotive industry and its component suppliers, the aerospace sector, precision mechanics and optics, shipbuilding, medical technology, tool and die manufacture, steel and lightweight construction. The EMO Hannover is the world’s most important international meeting point for production technology specialists from all over the planet. The EMO Hannover 2011 attracted more than 2,000 exhibitors, and around 140,000 trade visitors from more than 100 different countries. EMO is a registered trademark of the European Committee for Cooperation of the Machine Tool Industry CECIMO.



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