

PRESS RELEASE

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Rapid.Tech goes METAV Messe Erfurt and VDW agree a strategic partnership

Frankfurt am Main, 19 September 2013. – The VDW (German Machine Tool Builders' Association), Frankfurt am Main, Germany, and the trade fair organisers Messe Erfurt GmbH are entering into a long-term partnership in the field of generative production. This was finalised by the VDW's Executive Director Dr. Wilfried Schäfer and Erfurt's Trade Fair Director Wieland Kniffka in a joint memorandum, agreeing a strategic alliance aimed at intermeshing step by step the trade fair projects of the two partners involved, METAV (VDW) plus Rapid.Tech and FabCon 3.D (Erfurt). The background here is the adoption of generative manufacturing technologies in mass production operations. What began as rapid prototyping has developed in several stages of evolution into what is today called "additive manufacturing", abbreviated to AM. In Germany, the Congress Trade Fair Rapid.Tech in Erfurt has been comprehensively addressing this issue for more than ten years now, accumulating know-how that as from 2014 will be available for the exhibitors of the METAV in Düsseldorf.

As from March 2014, the partners will be establishing alternating event formats at both venues. The collaboration will begin with medical technology, which is a major focus in Erfurt. The alliance will also be addressing the most recent development in the shape of Messe Erfurt's FabCon 3.D, which in May 2013

was the first German trade fair to deal professionally with the growing consumer market for the trendy 3D printing segment.

To quote Dr. Wilfried Schäfer, Executive Director of the VDW: “As a leading industrial association, our task is to prepare our companies to optimum effect for coping with new developments. The alliance between the VDW and the trade fair organisers Messe Erfurt in the field of generative production is ideally suited for progressing this thrust. Within the framework of our collaboration, we aim to mutually strengthen the METAV and Rapid.Tech/FabCon 3.D trade fair projects, and develop them still further. With the new competences in the field of generative production, we’re adding a piece of the future to the METAV.”

Wieland Kniffka, Managing Director of Messe Erfurt GmbH, adds: “Messe Erfurt is the only trade fair venue that both reflects the industrial utilisation of additive manufacturing and is also aimed specifically at private users and anyone interested in 3D printing. We can contribute this capability in our partnership with the VDW.”

The new trade fair alliance will already be celebrating its premiere at METAV 2014. Under the motto of “Rapid.Tech goes METAV”, Messe Erfurt will be showcasing the field of medical technology with a special exhibition and an extensive programme of presentations at the event in Düsseldorf from 11 to 15 March 2014. In 2015, the VDW will be supporting Messe Erfurt at the Rapid.Tech by hosting a special show on the subject of medical technology in Erfurt. As from 2016, in a biennial rhythm, Rapid.Tech and FabCon 3.D will be integrated into the METAV as autonomous brands with an exhibition, a specialists’ convention and a user conference.

Background

METAV 2014 in Düsseldorf

The next METAV will be held in Düsseldorf from 11 to 15 March 2014. In the even-numbered years, it has established itself as an important technology window showcasing the entire spectrum of production technology for manufacturers and customers from Europe. It focuses primarily on machine tools, production systems, high-precision tools, automated material flows, computer technology, industrial electronics and accessories. The METAV's visitor target group covers all major sectors of industry, particularly machinery manufacture and plant construction, the automotive industry and its component suppliers, aerospace, the electrical engineering industry, energy and medical technologies, plus metalworking and the craft sector. At the last METAV 2012, around 700 exhibitors from 26 different countries showcased their products, their manufacturing solutions and their services. They attracted more than 40,000 trade visitors from 70 different countries.

Rapid.Tech – Technology, trends and theory

The Rapid.Tech – a trade fair and user convention for rapid technology in Erfurt - has for more than ten years been one of the most important informational events in the field of generative production. It comprehends its role as a platform for the exchange of knowledge between researchers, development engineers, designers and users. The event is characterised by a faithful group of regular exhibitors and by close intermeshing between research in the convention and practical applications in the parallel exhibition. In 2013, this specialised event recorded more than 1,500 conference and exhibition guests from 16 different countries. 70 specialised presentations given by top-ranking speakers from Germany, France, the United Kingdom, Italy, the Netherlands, Norway, Austria, Romania, Switzerland and the USA informed newcomers to the field and established experts about the latest results, trends and applications for additive technologies.

Further information: www.rapidtech.de

FabCon 3.D - Focused on consumers

The premiere of the FabCon 3.D in May 2013 was straight away welcomed nationwide as the first professional trade fair to unlock the world of 3D printing for consumers. All the prominent companies of the still-young German sector were present in Erfurt, showcasing the current trends and achievements of what will in future be a billion-euro consumer market. Market leaders from the Netherlands and the USA showcased their own innovations.

Further information: www.fabcon-germany.com

VDW – the industry's voice

The VDW (German Machine Tool Builders' Association) has for more than a century been the voice of the German machine tool industry. In personal union with the Special Section for Machine Tools and Production Systems in the VDMA, it represents the sector's interests in rela-

tions with politicians and other branches of industry. As a leading trade association for the metalworking sector, it offers its approximately 120 members a comprehensive range of services. The Special Section for Machine Tools and Production Systems in the VDMA has around 280 members. The German machine tool industry employs around 70,000 people, and in 2012 had a production volume of 14.2 billion euros.

Further information: www.vdw.de

Messe Erfurt GmbH – competence right in the middle of Germany

Since its foundation in 1997, the trade fair organiser Messe Erfurt GmbH has established itself as a forum for companies, experts and consumers in the middle of Germany. Each year, around 200 events are held here, with more than 7,000 exhibitors and about 600,000 visitors. Messe Erfurt possesses a total of 25,070 square meters of roofed-over exhibition area, and 21,600 square metres of outdoor space. For some years now, too, the company has also been acquiring an enviable reputation with successful conventions/trade fairs in the field of technology.

Further information: www.messe-erfurt.de

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