

## **FMB-Süd 2018**

07 and 08 February 2018 | Augsburg Exhibition Centre (Messe Augsburg)

**PRESS INFORMATION**

**FMB-Süd 2018\_08**

Bad Salzuflen, 2/15/2018

[Final report: Compact and focused trade show with high-level discussions](#)

## **FMB-Süd delivers a positive summary**

**Ideal location, discussions of a high quality, interesting new contacts: This is, in a nutshell, how many exhibitors sum up the event. As a result, the show, which took place for the second time in February 2018, is now a firm fixture in the annual schedules of both exhibitors and visitors alike.**

There were exactly 188 companies showcasing their products and services at the second FMB-Süd – representing a rise of 30% compared with the show's début last year.

Christian Enßle, Portfolio Manager at Clarion Events Deutschland GmbH: "We deliberately show the entire range of the supply industry for the field of mechanical engineering, and also strive to offer the greatest possible diversity when it comes to the size and market catered to by the exhibitors." This has been achieved once again at the second FMB-Süd: In addition to market leaders such as ABB Stotz Kontakt, Eplan, Hitachi, igus and Phoenix Contact, many suppliers from the region also attended the event.

The exhibition also included a large number of companies based in the northern half of Germany, which frequently exhibit at FMB in Bad Salzuflen and are now seeking to establish a new range of customers in the South. The success of the show was also contributed to by the partnership with the Cluster Mechatronics & Automation, which – among other things – presented several cooperation projects together with member companies and institutes of the region. The second partner, Augsburg Centre of Excellence SMEs 4.0, showcased digitalisation projects at FMB-Süd resulting from collaboration with small and medium-sized enterprises. The issue of digitalisation was also the focal point of the lecture programme organised by both partners.

The broad spectrum of the exhibition frequently led to cooperation projects being discussed and agreed upon at the event in addition to the traditional customer-supplier relationships. Norbert Hofstetter, Director of Taktomat GmbH: "We have been exhibiting at FMB in Bad Salzufflen for years and have built up a customer base in the north of Germany as a result of the contacts at the fair. However, we have also found business partners at both events, for example in the area of consultancy and mechanical processing. This thus demonstrates the effect of the show – not just with regard to the acquisition of clients and products."

Many exhibitors already expressed their intention to book a stand at FMB-Süd in 2019 while they were still at this year's show. Christian Enßle: "The compact and focused nature of the event and the high quality of the intensive talks with the trade visitors are arguments in favour of FMB-Süd from the point of view of the exhibiting companies." The third FMB-Süd will be held on 20<sup>th</sup> and 21<sup>st</sup> February 2019.

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### **PRESS INFORMATION FMB-Süd 2018\_08**

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