

MSV 2011

53rd International
Engineering Fair



6th International
Fair for Transport
and Logistics



October 3–7, 2011

Brno – Czech Republic



final report

1,592 exhibiting companies from 23 countries

41,241 sqm net exhibition area

Total 79,296 visitors from 65 countries

Auspices



Confederation
of Industry
of the Czech Republic



Czech Chamber
of Commerce

BVV



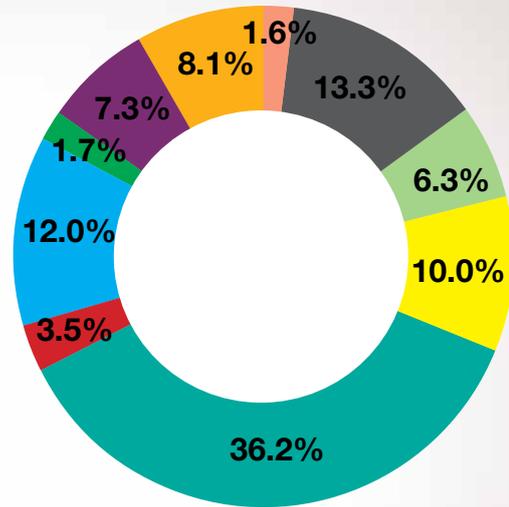
Veletřhy
Brno

Exhibitors

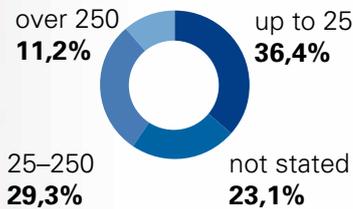
1,592 exhibiting companies from **23** countries
711 foreign exhibitors, i.e. **44,7 %**
41 241 sq m free exhibition space

Largest foreign participants

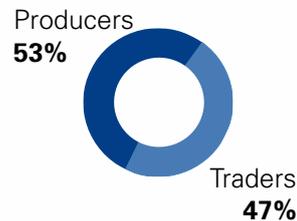
Germany **335** companies
 Slovakia **71** companies
 Italy **70** companies
 Switzerland **44** companies
 Austria **42** companies
 China **22** companies
 France **22** companies



Size of companies according to number of employees



Producers and traders



MSV 2011

9 specialized branch units

	Počet firem
Mining, metallurgical, foundering, ceramic and glass engineering	26
Materials and components for mechanical engineering	212
Drives, hydraulics and pneumatics, cooling technology and air-conditioning	100
Plastics, rubber technology and chemical industry	159
Metal-working and forming machines, tools, surface finish, thermal treatment, welding machines	576
Power engineering and heavy-current electrical engineering	56
Electronics, automation and measuring technology	190
Ecological technology	28
Research, services, institutions	116
Transport a Logistika	129

Where the exhibitors' production is sent

Engineering	72%
Automotive industry	53%
Power engineering	16%
Electrical	14%
Aircraft industry	14%
Building industry	13%
Food industry	12%
Chemical industry	9%
Military industry	4%

Contacts and business

Contacts created with potential domestic and foreign customers	94%
Closed and negotiated export orders	26%

Exhibitors' main goals

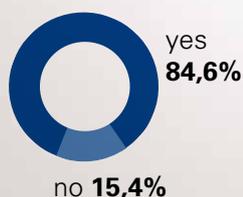
Finding new customers	72%
Presenting company image	51%
Presenting new products or services	46%
Presenting standard products or services	36%
Closure of specific business deals	10%

Overview of participating countries:

Austria, Belarus, Belgium, China, Croatia, Czech Republic, Finland, France, Germany, Great Britain, Hungary, India, Italy, Lithuania, the Netherlands, Poland, Portugal, Russia, Slovakia, Slovenia, Sweden, Switzerland, Turkey

Evaluation of participation

Did the right clientele visit you?



Satisfaction with trade fair participation



Interested in participating next year



Sources: Market research from the Ipsos Tambor. Details are taken from the registration of trade visitors.

Visitors

79,296 visitors from **65** countries
6,601 from abroad, i.e. **8.4 %**

(mostly from Slovakia, Poland, Germany, Hungary and Austria)

423 journalists from **7** countries accredited for the event, **68** from abroad.

Funkce u firmy	
Top management	36,4 %
Specialista	27,6 %
Obchodník, nákupčí	13,1 %
Jiná funkce	22,9 %

Visitors' main goals	
Novelties and trends	66 %
Specific products and services	37 %
Business meetings	26 %
Information about competitors	8 %
Purchases	5 %

Which visitors were most interested in	
Metal-working machinery, tools, surface and heat treatment, welding, soldering and bonding of metals	29,36 %
Drives, hydraulics, pneumatics, refrigeration equipment, air conditioning	16,27 %
Plastics machinery and equipment, rubber, chemical industry	5,71 %
Metallurgical and semi-finished metal products	5,11 %
Electronics, automation and measuring technology	5,04 %
Power engineering and heavy-current electrical engineering	4,61 %
Plastic semi-finished products	3,92 %
Plain and rolling element bearings and accessories, transmissions, clutches, brakes, lubrication systems	3,50 %
Mining, metallurgical, ceramic and glass industries	1,83 %
Ecotechnology	1,40 %
Industrial investments	1,30 %
Transport a logistika	21,95 %

Most represented fields by visitors	
Engineering	74,7 %
Automotive	3,7 %
Electrical engineering	3,4 %
Plastics, rubber, chemical	3,1 %
Transport, logistics, logistics services	2,1 %
Mining and quarrying, metallurgy, foundry	1,7 %
Power engineering	1,5 %
Construction	1,1 %

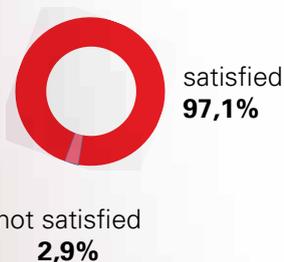
72.6% decide or co-decide about investments and purchases

Represented countries

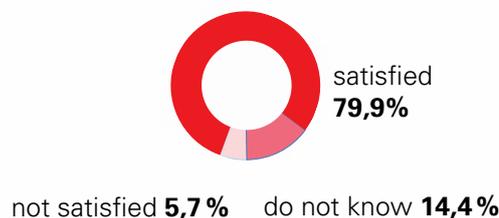
Australia, Austria, Azerbaijan, Bahrain, Belarus, Belgium, British Virgin Islands, Bosnia and Herzegovina, Brazil, Bulgaria, Canada, China, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Great Britain, Greece, Guatemala, Hungary, India, Indonesia, Ireland, Israel, Italy, Irak, Iran, Japan, Kazachstan, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Marocco, Mexico, Moldova, the Netherlands, Norway, Pakistan, Philippines, Poland, Portugal, Republic of Korea, Romania, Russia, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, Spain, the Republic of South Africa, Sweden, Switzerland, Taiwan, Turkey, Ukraine, USA, Uzbekistan, Vietnam, Yemen

Evaluation of participation

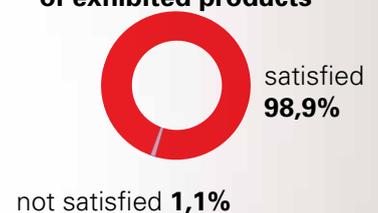
Satisfaction with their trade fair visit



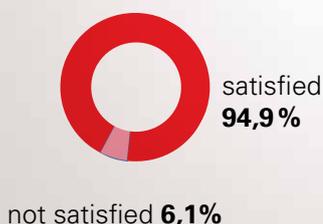
Willingness to come next time



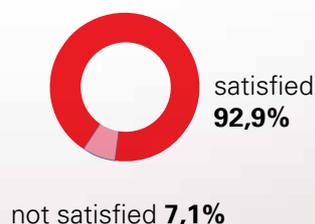
Satisfaction with volume of exhibited products



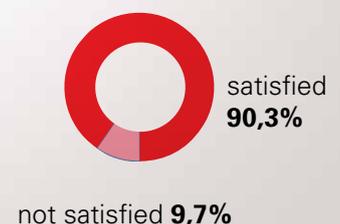
Satisfaction with presence of important companies from the sector



Satisfaction with exhibited products



Satisfaction with the number of exhibited novelties





6th International Fair for Transport and Logistics

129 exhibiting companies from **12** countries
2,487 sq m net exhibition area

49 foreign exhibiting companies, i.e. **38%**

List of represented countries

Austria, Czech Republic, Finland, France, Germany, Great Britain, Italy, Lithuania, the Netherlands, Poland, Slovakia, Switzerland

The greatest foreign participations

Germany **21** companies
 Slovakia **8** companies



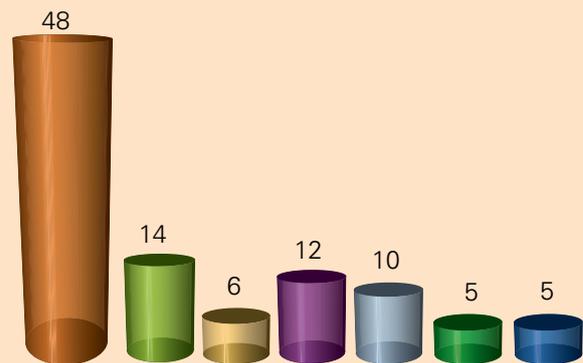
5% of the total number of **79,296** visitors came with a priority interest in the Transport a Logistika Fair.

The fair was visited by a total number of **18,920** visitors.

Supported by



Exhibitors presented by sectors (%)



Visitors' interest in presented sectors (%)



- Handling equipment
- Storage equipment
- Assembly machinery and device
- Packaging materials, packages, packaging technology
- Traffic services
- Telematik, communication, information and control systems for logistics
- Research, engineering and design services in logistics





MSV 2011 Gold Medal

Competition for the best innovative exhibits if the International Engineering Fair and the International Trade Fair International for Transport and Logistics.

Judging criteria: the originality of the exhibit, the level of inventiveness, the degree of innovation, the distinctness of its principal function, the distinctness of its supplementary functions. The exhibits entered into the competition were judged by an expert jury lead by Doc. Ing. Radek Knoflíček, Vice-dean at the Faculty of Mechanical Engineering at Brno University of Technology.



The competition is held by:



Organiser:



Gold Medal for the best innovative exhibit demonstrably created in cooperation of companies with Czech research organizations

Jetty, robot for cleaning and inspection of the air-conditioning duct

The robot is used for inspection and cleaning of ventilation pipes, kitchen and industrial exhausts. The robot can pass through both the circular pipes, as well as rectangular and square ones, in horizontal, slanted and vertical direction. Dry ice blasting method with adjustable rotating jets is used for cleaning. The cleaning process can be observed through a camera placed directly on the robot.

Producer / Exhibitor: Neovision, s.r.o.



Honourable Mention for the best innovative exhibit demonstrably created in cooperation of companies with Czech research organizations

FGR MIDALU

Naked Bike class, completely Czech luxury motorcycle with six-cylinder engine with a capacity of 2500 ccm, which ranks among the best that can currently be seen on two wheels and uses the best possible components, materials and superior workmanship. MIDALU is a rendition of modern design, functionality, comfort and lots of rich innovative solutions and sophisticated details.

Producer / Exhibitor: FPOS a.s.



Gold Medal for best innovative exhibit – an energy-efficient commercial product

Mixed fuel engine for electricity and thermal energy generators

Mixed fuel engine, designed specifically for electricity and thermal energy generators is modified for mixed-fuel diesel gas, which significantly reduces operating costs. Alternatively, you can also use liquid and gaseous biofuels. Existing emergency diesel generators can be used in this way as a supporting source of electricity and heat.

Producer / Exhibitor: Phoenix-Zeppelin, spol. s r.o.



Honourable Mention for best innovative exhibit – an energy-efficient commercial product

SOLITON

A new generation of transport and sorting systems for abrasives. An independently developed project by the company WISTA with a higher technical standard for demanding customers.

Producer / Exhibitor: WISTA s.r.o.



Gold Medal for the best innovative exhibit - a commercial product

SoftGate ® - controlled needle opening

SoftGate ® is an equipment for process optimization in hydraulic closing injection systems, which convey the molten plastic into the mould cavity. SoftGate ® allows the control of the needle opening speed separately for each nozzle of the injection system. This makes it possible to open the needle very slowly, which causes only a modest stream of melt into the cavity instead of the explosive performance with a fast fully opened nozzle. The controlled opening of the needle achieves high surface quality of injection moulded parts.

Producer / Exhibitor: INCOE International Europe ®, Germany



FVCT 180 / 2 CNC

Multifunctional 6-axis machining centre with portal construction. The machine is equipped with two-axis continuously controlled milling head with high frequency electrospindle. Advantages of the machine can be found in a robust and very stable rigid frame, which allows high accuracy and quality of work.

Producer / Exhibitor: Strojirna Tyc, s.r.o.



Honourable Mention for the best innovative exhibit - a commercial product

Band saw for metal KBS 1051

The fastest band saw with auto belt tilt and ball screw feed (the only one in the world) with AFC - automatic feed control, shortens the production process.

Producer: Kaltenbach GMBH + CO.KG

Exhibitor: Kaltenbach s.r.o



Mobile 3D white light scanner CogniTens WLS400M

Cognitens WLS400 is the latest generation of white light scanners by Hexagon Metrology for 3D measurement, quality control and digitization. A radical change in design, using the latest technologies, including digital cameras with high resolution, LED lighting, carbon fibre construction, high speed data acquisition and processing. Powerful software that offers easy-to-use tools for dimensional measurement analysis, reporting enables manufacturers to move from traditional costly product control to a flexible non-contact dimensional measurement.

Producer: Hexagon Metrology Ltd. Cognitens Division

Exhibitor: HEXAGON METROLOGY s.r.o.



Gold Medal for lifetime creative technical work and innovative achievements



Em. prof. Ing. Jaroslav Koutský, DrSc, IOM

Professor Emeritus Jaroslav Koutský dedicated his whole life to scientific activity and gradually became a world-renowned expert in the field of physical metallurgy and material engineering. His extensive scientific activities include his contribution to the clarification and assessment of material ruptures in tools and construction. Even in his 82 years of age professor Koutský is still very active and working, among others at the Department of Material Science and Engineering Technology, Faculty of Mechanical Engineering University of West Bohemia in Pilsen, who nominated him for this award.

The ceremonial opening of the fair, 3 October 2011, Rotunda, Hall A



Václav Klaus, president of the Czech Republic:

The Engineering Fair in Brno in its 53rd year is the most important industrial and technical trade fair not only domestically but also throughout Central Europe. It builds on the tradition of Czech engineering and manufacturing. Its importance and scope makes it a "flagship" of our engineering industry and of the entire Czech economy even if it is an international fair, since one third of its exhibitors come from abroad. I like to return to Brno repeatedly on this occasion and I always say that placing this fair in the South Moravian metropolis was a good decision of our ancestors.



Petr Nečas, prime minister of the Czech Republic:

Engineering and industry are really what pulls our economy, and because we are a small and open, export-oriented economy, the dimensions of international cooperation and international trade are extremely important. Therefore, holding similar events such as the traditional Brno International Engineering Fair, has great significance. It is a place where Czech and foreign companies can come into contact with each other. It is also a place where Czech companies can show their innovative products, where they can demonstrate their development and their work, and it is definitely a positive place for the entire Czech economy.

Grazyna Henclewska, Deputy Minister of Economy, Republic of Poland:

I am very proud that Poland is the partner country of this year's International Engineering Fair. We appreciate the role of this trade fair in Central Europe and consider it a prestigious event throughout our region, an opportunity to present business offers and close promising business contracts. We believe that the International Engineering Fair in Brno creates the perfect platform for technology transfer and the development of international trade. It is a great place to establish foreign contacts in engineering, energy, electronics, automation and mining. This international show rightly became the most prestigious industrial and technological fair in Central and Eastern Europe.

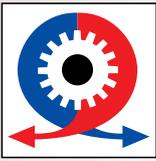


Filip Geerts, Director General of the European Association of Machine Tool Builders CECIMO

Czech Republic plays an important role in the association and regarding exports it is one of the seven most important member states. Of course, there is Germany, Italy and Switzerland, but behind them there is a second strong group of countries whose position is very balanced. These include Spain, Great Britain and the Czech Republic.



Through the exhibitors' eyes



MSV 2011

Eduard Palíšek, general manager, Siemens, s.r.o.:

The International Engineering Fair is the most important trade fair in Central Europe and in the Visegrad countries. Therefore we also participate in it annually. It can not be adequately compared with fairs such as Hanover and Milan without considering the size and creditworthiness of local markets and their impact on the operation and development across Europe.

Václav Lacina, marketing, Festo, s.r.o.:

We are participating in MSV after three years, due to a revival of the industry. This year's economic situation has supported the fact that attendance was at a decent level. Fifteen of our sales representatives spent time with our customers every day. Our stand was visited even by new potential customers. With are happy with the participation, we will evaluate the results gradually during the coming months.

Jakub Vavrečka, branch manager, Valk Welding CZ s.r.o.:

We have been participating in the fair regularly for ten years. The company was satisfied with this year's presentation. Of course we took advantage of our presence in Brno for business meetings. I still have to point out however that I am not sure whether there really is a revival in our industry.

Hana Modlitbová, advertising, TAJMAC-ZPS, a.s.:

We liked the fair and it turned out well. The fact is that we prepared for it and sent out invitations for our customers, who always like to come to Brno. We were pleasantly surprised by being visited by students from various professional schools. There is a recovery visible in mechanical engineering, our company received more orders than during the crisis years. We are regular visitors to the Engineering Fair and next year we will again have our exposure.



Jan Kryštof, business specialist, O.C. TECH, s.r.o.:

I think the fair fulfilled its role for our company, it was successful for us. We of course used Brno also for meetings and business negotiations.

Milan Ševčík, executive, TECNOTRADE Obráběcí stroje s.r.o.:

From the perspective of our company, we are satisfied, the Brno Trade Fair is the leader in Central Europe. The same can be said about the visitors rate, which was perfect this year. Our company has been participating in the Engineering Fair regularly for the last eight years. We think that not appearing at the fair in Brno is as if the company did not exist. Participation is important for the company's image while it is also the best marketing tool. We use the fair to meet with customers, including the foreign ones and I must say that new ones come every year. We do want to take part in the coming years.

Ondřej Svoboda, executive, Misan s.r.o.:

Compared to the previous years, there is much more traffic at this year's fair. We were pleased by the participation of students of vocational schools, which is very important for the industry. If I compare this fair with international ones, there are more professionals here who understand things. We are in Brno for the eighth time this year, and I can say that the preparation of the Engineering Fair has become highly professional. The fair is on a very high level.

Zdeněk Roubíček, executive, ISCAR ČR s.r.o.:

This year has been good for us in terms of sales growth, increased interest in products. Our company was satisfied with our participation in the fair, there was interest was not only in our exhibits, but we also got new contacts for cooperation at the fair. Many new potential customers came to us. We like to participate in the fair, because we like to meet our customers here, we do not need go after them.

Petr Mašek, executive, – Pásové pily, spol. s r.o.:

A certain recovery of the global market in the field of engineering industry definitely reflected in this year's MSV. Visitors' interest in our company was great. You can see that once again people want to invest in machines, even the larger and more expensive ones. During the fair, we managed to sell some saws and enter into new contracts. I am glad that the situation begins to return to the old ways.

Radomír Mašek, technical advisor, Murfeldt Plasty s.r.o.:

This year's fair was a relaxed event, we were visited by many of our

existing customers and the interest in our stand was good. New potential customers also emerged, the company uses the fair especially to maintain its image and to meet with clients.

Hana Kuboušková, financial director, KUBOUŠEK s.r.o.:

The Engineering Fair was very successful for us, we were visited by many customers, we can say more than we expected. We used the fair for meetings with our clients.

Michal Vlk, metallurgy division, Karla spol. s r.o.:

We have been participating in the fair for the ninth time, we had rich visitor rate at our stand this year. The fair was successful for us, the company is satisfied. It is important that we met with colleagues from the industry at the fair and talked about trends in the field of metallurgy.

Petr Čejka, head sales manager, Formetal, s.r.o.:

This year's fair was better for us than in the previous two years. We are traditional participants, this year we were here for the sixteenth time and this is a place for us where we can present our novelties. If these machines were not present at the fair, they would not even sell, and they are worth millions. Customers will observe the machines in action here and see for themselves that such machine is just what they need. We have to be in Brno, even if we did not want it, which demonstrates the importance of this fair.

Monika Janišová, executive, SERVISTEK s.r.o.:

This year's fair was about 20 percent better for us than last year, which is nice for the company. Attendance was also good, especially among professionals. We have established new contacts, and most importantly, we also got new requirements for developing new machines. Of course we also used the fair for business meetings with our long-term partners.

Petr Zemánek, Director of the Association of Manufacturing Technology

This year we are planning about sixteen trade fair participations, where we want to help our exporters in cooperating with the Ministry of Industry, the Chamber of Commerce and Czech Trade. We have noticed most growth in countries where GDP grew by 4 to 7 percent. China, Indonesia, Taiwan and South Africa are the countries where we would like to gain ground. Interesting destinations also include Russia with its traditionally strong arms and railway industries. Reconstruction of transport systems requires huge investments. We would like to share them and help.

Vladimír Šimůnek, executive, Pressentechnik s.r.o.

Our presentation at MSV mainly focused on a press by Burkhardt, a German company, one of the leading producers of mechanical presses in Europe. We are very satisfied with our participation in the fair, both with visitors, because a lot of professionals come here, and with the attendance of students. Over the years we have noticed that students who follow certain technologies, production methods and brands, reflect their knowledge and experience into practice as soon as they get to real operations and the real economy whirlwind in a few years.



Jaroslav Blažek, sales manager, SURFIN, s.r.o.:

Surfin exhibits already for the nineteenth time. Our range includes complete delivery of all equipment related to blasting, wet and powder coating and powder supply. Since Tuesday we saw fairly good demand for our products at our stand, many clients came to us for the first time and we are generally satisfied with the participation. The fair gives us the possibility of direct, personal communication, which helps us maintain good relations with our customers. A virtual world in engineering partly exists, everyone is trying to achieve it, but I think that people who work in mechanical engineering still prefer personal contact. In terms of our company the fair was a success, we made new contacts right there. Attendance was also good, the fair can be assessed very positively. It is of course important that we met and talked with our colleagues from the industry here.

Petr Palatka, director, Neovision s.r.o.

Receiving a Gold Medal made us extremely happy. We have been hoping secretly, because our robot Jetty is quite unique, which we can also document by patents. We are presenting an innovative type of robot at MSV for cleaning and inspection of the duct, with which we want to address a wide range of customers. We firmly believe that the Gold Medal can be used as a very good marketing tool for presentation on the Czech market and also abroad.

Jaroslav Tyc, owner, STROJÍNA TYC

A Gold Medal for our multifunctional six-axis gantry design machining centre was a pleasant surprise for us. There was strong competition from major manufacturers in our category. It is an award for our whole team and especially for our young colleagues with whom we share this joy for the first time. It is historically the third gold medal for our company, we received the first one in 2001 and the second in 2007.

Jaroslav Staněk, business rep for Europe, INCOE International Europe®

Development of new products is very important for us together with the fact that we can show some innovation in technology at almost every fair and confirm to our customers that we are one of the leaders in the market. Gold Medal for Softgate ® device is an added bonus for us and a pleasant surprise.

Jiří Neuwirth, executive, Wista s.r.o.

We came to Brno to present our Soliton product, which also received an award. It is an original product that was made without foreign participation and represents another step in the generation of surface



treatment technology, especially in abrasive collection in blasting chambers. According to a survey we did, there are no other products on a similar technical level, so we have ambitions to offer this product to the domestic market as well as the European or overseas markets.

Petr Bilavčík, managing director, PRIMA BILAVČÍK s.r.o.

Our company had very high attendance at the stand. Compared to last year we saw an increase of about twenty percent, and also considerable interest in the product that we have entered in the Gold Medal contest. This was our device, Etalon LaserTracer, which is totally exceptional and its task is to calibrate measuring machines and machine tools. Therefore especially machine tool manufacturers and companies providing services for machine tools, their servicing and calibration were interested in it.

Pavel Říha, Marketing & PR, DACHSER Czech Republic a.s.:

We are exhibiting at Transport and Logistics for the second time. We have significantly increased our exposure and we wanted to show Dachser as a strong, operational and especially competent company in the area of complete logistic services. The objective with which we went here, was fulfilled. We have realized the planned meetings and there was also room for new acquisitions and new contacts. Traders from our offices in the Czech Republic, but also our colleagues from Slovakia, Poland and Austria discussed with their target customers from among the MSV exhibitors here every day.



Lena Vacenovská, executive, Interroll CZ, s.r.o.:

This is our third year exhibiting in Brno, because the fair enables us to introduce our products to a greater number of customers at once. Contacts that we have established here in the past two years actually led to realized transactions, therefore our presentation in Brno proved to be good. This year has met our expectations, even though attendance was surprisingly lower than in 2009. It was a crisis then, but we exhibited for the first time and a lot of visitors came to see us. Compared to last year when we were in Hall G2, this location is much better. Last year only those who looked for us directly came to us, while this year we have visitors coming who previously did not know about us. People come with requirements to address specific situations in internal transport, storage, etc., so we feel good about the discussions with visitors. Overall, we are satisfied this year, we give the fair a thumbs up.

Zdeněk Karba, MECALUX Česká republika, s.r.o.:

We have already been exhibiting at Transport and Logistics before, and this year went perfectly from our point of view. Attendance was great on Tuesday, Wednesday and Thursday, exactly as what we imagined. We get not only to people whom we invited to our stand,



but also visitors, who were not expected, which is great. We are satisfied.

Roman Novotný, seller at Ferag CZ s.r.o. – representing the Swiss company DENIPRO for CZ and SK:

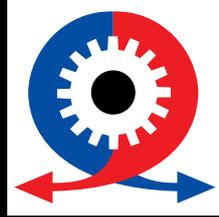
I like the Brno fair, it always maintains a relatively high level and prestige. There is a lot of visitors and exhibits and we also appreciate the interest in our range.

Gustav Slámečka, Chairman of the Board of Directors, ČD Cargo a.s.:

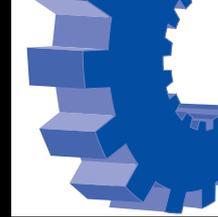
Presentation at the Brno trade fair once again confirmed that the fairs are an indispensable part of corporate presentations and high-quality marketing communication, which no company in the transport market can currently do without. This form of meetings with business partners, presentation of services, remains an effective instrument for fulfilling our business goals. The foundation of any successful business is after all direct contact with customers and business partners. The fair is the place for making new business contacts, but it is also a prestigious social event, consolidating the company's image in the minds of professionals, but also the general public.

MSV and IMT 2012 to be held concurrently with WELDING, FOND-EX, PLASTEX and PROFINTECH

54th International
Engineering Fair



MSV 2012



IMT 2012

8th International Machine
Tools Exhibition

14th International
Foundry Fair

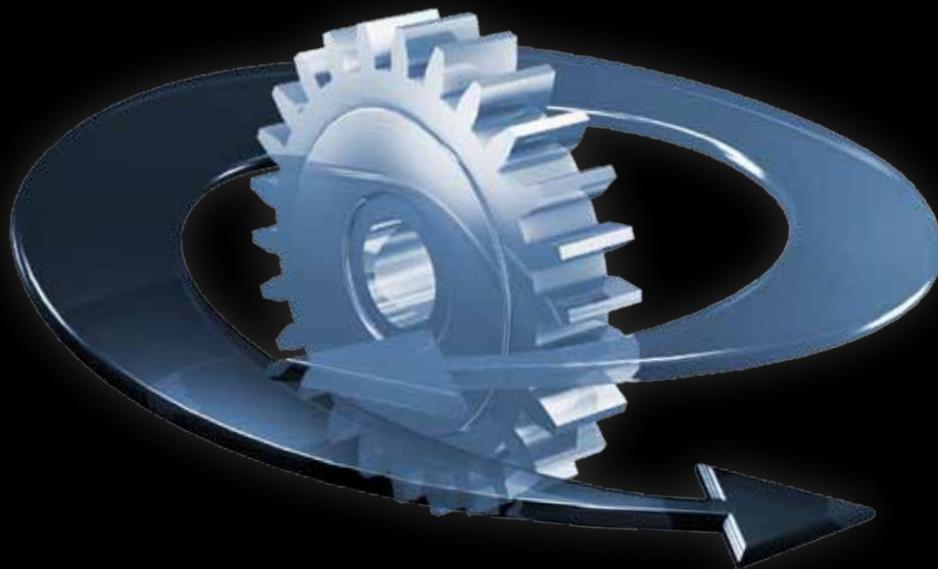


21st International
Welding Engineering Fair

4th International
Surface
Technology Fair



3rd International
Plastics, Rubber
and Composites Fair



September 10 – 14, 2012, Brno – Czech Republic

www.bvv.cz/msv

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