

Stainless 2011

6th International Stainless Steel Fair and Congress

Final report

133 exhibitors from **16** countries

2,218 sqm net exhibition area

1,031 visitors from **30** countries

May 17-18, 2011

Brno – Czech Republic

www.bvv.cz/stainless

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Central European
Exhibition Centre



BVV
Veletrhy
Brno



EXHIBITORS

133 exhibitors from 16 countries

78% foreign exhibitors

2,218 sqm net exhibition area

The largest foreign participations

Germany 47 companies

Italy 18 companies

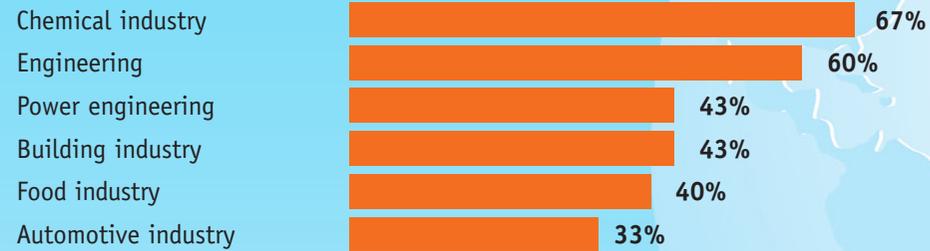
Poland 9 companies

The Netherlands 5 companies

Represented countries

Austria, Belgium, Bulgaria, China, Czech Republic, Finland, Germany, Great Britain, India, Ireland, the Netherlands, Italy, Poland, Spain, Switzerland, Turkey

Where the exhibitors' production is sent



Exhibitors according to branches:



Principal reasons for participation



Participation next year



VISITORS

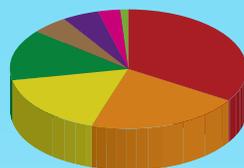
1,031 visitors from **30** countries
29% from abroad

The majority of foreign visitors came from Poland, Italy, Slovakia, Germany and Austria.

Represented countries

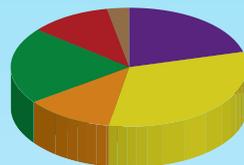
Algeria, Austria, Belgium, Bulgaria, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Germany, Great Britain, Hungary, India, Italy, Latvia, Macedonia, the Netherlands, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, United Arab Emirates, Spain, Switzerland, Turkey, Ukraine

Principal reason for visit to the fair



- Business talks / making business contacts 34%
- Obtaining information about specific products, services or companies 21%
- Obtaining information about new products and services 17%
- Obtaining information about trends in the field 14%
- Purchasing or ordering exhibited products / services 5%
- Information about competitors 5%
- Took part in the congress programme 3%
- Other reasons 1%

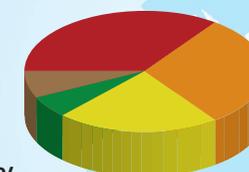
Branches visitors were most interested in



- Metallurgical semi-products and corrosion-proof steel products 32%
- Raw materials and materials for the production of corrosion-proof steels 21%
- Corrosion-proof steel parts and products 21%
- Corrosion-proof steel products of foundries, forging shops and pressing shops 12%
- Research and services in the area of corrosion-proof steel 11%
- Computer, testing and measuring technology for corrosion-proof steel 3%

Position within the company

Dealer, purchaser 35%



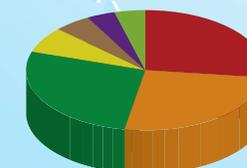
Other position 7%

Specialist 6%

Manager 22%

Top management 30%

Professional branches of visitors



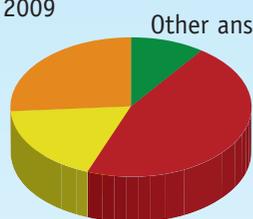
- Engineering 27%
- Metallurgy and foundry industry 26%
- Trade 7%
- Food industry 5%
- Chemical industry 4%
- Automotive industry 4%
- *Other 27%

* Building industry, power engineering, electrical technology, health care, aircraft industry, ecology and others

History of attendance

Took part in Stainless 2009 in Brno 26%

Took part in Stainless 2007 in Ostrava 18%

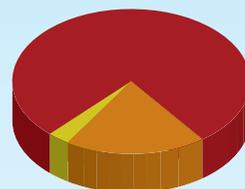


Other answer 10%

At the fair for the first time 46%

Overall satisfaction with the fair

Satisfied with the fair 78%

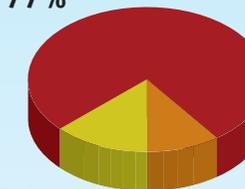


Unsatisfied 3%

Neutral 19%

Taking part next year

Yes 77%



Do not know 13%

Probably not 10%



CONGRESS PROGRAMME

A congress programme featuring the participation of experts from the Czech Republic and abroad comprised part of the trade fair.

Topics and lecturers

“New methods of managing roughness: satin finishing, polishing, machining pipes/bars”

Dr. Marco Bosini, Olimpia Surface s.r.l.

“Optimising the costs of designing high-grade steel products using intelligent mixes of materials”

Dr. Stephan Dörfler, Michatek

“Tradition and innovation”

Thomas Miller, Aperam Stainless Services & Solutions Germany GmbH

“Opportunities for high-grade steel in technologies for renewable energy and energy with low carbon consumption”

Nigel Ward, British Stainless Steel Association (BSSA)

“The distribution of long products made of high-grade steel”

Thorsten Studemund, Voß Edelstahl GmbH & Co. KG

“Globalisation in the field of high-grade steels: are we ready to face this challenge?”

Werner Huch, HW-Inox GmbH

“Case studies of the failure of constructions made of high-grade steels”

Prof. Ing. EWE Peter Bernašovský, PhD, Welding Research Institute – The Slovak Industrial Institute



GREAT SATISFACTION AMONG THOSE TAKING PART RESPONSES TO THE EVENT

Jiří Filler, Business Officer at the Company PEGAS–GONDA:

We take part in MSV on a regular basis, but this is the first time we have exhibited at STAINLESS. We have made a number of new contacts here, mainly foreign contacts as there is a predominance of foreign companies here. A number of partners who have already purchased saws from us are also here, so the event is good for reinforcing mutual relations. I would certainly give a positive assessment to our first time at the STAINLESS fair, and I am convinced that these two days will prove beneficial to our company.

Guido Becher, Sales, KREMO-WERKE (Germany):

This is the first time we have exhibited in the Czech Republic and we are satisfied here. STAINLESS is a relatively small fair and there could have been more visitors here, but I like the atmosphere in the exhibition hall and the City of Brno. But we are mainly here because our competitors and a number of our clients are exhibiting here, and we want to let the Czech market know about us.

Luboš Vaňa, Account & Project Manager, OUTOKUMPU:

Everyone in the stainless industry meets up at this fair under a single roof every other year. We know a lot of people here, so there is a friendly atmosphere even if we are competitors. In comparison with MSV, which is enormous, an atmosphere like this is also more pleasant both for the customers who come here with a specific aim in mind and for us as exhibitors. Some interesting customers who we were not expecting came to the event, so we are expecting significant demand after the fair.

Pilar Senise Garcia, General Manager, ACERINOX POLSKA (Poland):

We have been exhibiting here on a regular basis since the first year in Ostrava, which was much smaller than today's STAINLESS. I think there are more customers in Brno than there used to be in Ostrava. It is important for our industry to have a trade fair that focuses exclusively on promoting stainless steel, and I think that two days is the perfect length of time for such an event.

Rakesh Chauhan, General Manager, JSL Stainless (India):

I have to say that the fair is extremely well prepared. We didn't have any problems with the services or anything else in fact, so we can congratulate the holders for their excellent organisation. No one who isn't interested in stainless steel comes here, so it is extremely precisely targeted at the right visitors. We are also extremely satisfied from the commercial perspective. We hope that the fair, and our exhibition stand, are even bigger next time. It all depends on how business goes, but we are extremely optimistic.

Paolo Stella, Export Sales Manager, MARCEGAGLIA – Stainless Steel Division (Italy):

STAINLESS is a small fair, though one of the most important in Europe for our company. This is the second time we have exhibited here and we are satisfied once again. If I was to compare this year's fair with the one two years ago, then I would have to say that this year's is much better. I like the fact that this is a highly specialised fair, which means that every visitor has a real interest in stainless steel.

Ivan Řídký, Head of the Commercial Department at the Company ALFA IN:

This is the second time we have exhibited here, and we are satisfied with the attendance. There is a clear revival on the market and companies are beginning to think about investments, though they remain cautious. New customers have come to see us, different ones to two years ago, and this is a good thing. We also talked with foreign clients, and the talks we have held and the contacts we have made show our participation here to have been beneficial.

Grégory Homareau, Managing Director, APERAM STAINLESS (Poland):

This is the fourth time in a row we have exhibited here, and I have to say that STAINLESS is an extremely professional trade fair and important for meetings with representatives of various companies in the field of stainless steel. This is important to us, as APERAM is a new company, and this trade fair is an opportunity to advertise this new brand. It is also advantageous to us as a great many professionals in the field of stainless steel from all over Central Europe, including Austria and Germany, come to the fair, so we can hold many meetings with potential clients in the space of just two days.

Gaurang Trivedi, Export President, GOOD LUCK ENGINEERING (India):

This is the first time we have been to Brno, although we did used to exhibit in Ostrava. The trade fair in Brno is, in my opinion, of a higher quality and better organised. It is also good in terms of doing deals, but there could be greater numbers of visitors here. On the other hand, this gives the exhibitors a bit of peace, which makes it easier to discuss things with them. I am satisfied with the fair, and we will be coming again next time.

Norbert Stralek, Executive, STRALEK STEEL (Germany):

The Central European stainless steel market is growing, and this is clear to be seen at the STAINLESS trade fair. We found a large number of new customers here, some from Western Europe, though the majority from Eastern European countries, specifically the Czech Republic, Poland, Slovakia, Bulgaria, Romania, Slovenia and the Ukraine, and even a number from Turkey. For us, this fair is something of a gateway to Central Europe and an excellent opportunity for taking things in new directions.

Jiří Zázvorka, Representative for the Czech Republic and Slovakia, ThyssenKrupp Nirosta (Germany):

The company ThyssenKrupp is considered a global player and the current number one on the market in stainless materials, which makes it absolutely essential for us to take part in this trade fair. We have been here since the very first year, so we have had the opportunity of watching interest in the STAINLESS trade fair continually growing, to the extent that the exhibition venue in Ostrava proved insufficient. We are grateful for the move to Brno, as the facilities here are of a considerably higher standard. We are also delighted by the interest shown by the trade public and the event has, from our viewpoint, achieved its goal. We are also satisfied with the talks we held here. We would certainly lose a number of contacts if we did not take part.

Simone Ballocco, Export Manager at the Company RAVANI ACCIAI (Italy):

This is the second time we have been here. We exhibited at STAINLESS two years ago along with our partner for the Austrian, Slovak and Polish market. We are delighted to be here, as this fair, along with the one in Maastricht, is the only one that specialises in stainless steel. It is also interesting in that it doesn't focus exclusively on the European market, but is already known throughout the world. Yesterday, for example, I met up with customers from Algeria, Turkey and Iran. We are satisfied here, as we are already seeing the results of our presentation two years ago. I hope we win new customers again this year. In our business, it is important to wait for relations with new customers to develop, as we are offering a raw material rather than a specific product, for which reason the relationship with the customer must be based on the right conditions and the right prices. We are satisfied with our participation.

Tomáš Rýpar, Executive at the Company SCHWER FITTINGS:

As a regular participant, I can say that STAINLESS keeps getting bigger and the organisation keeps getting better. The move from Ostrava was an enormous step forwards as Brno is far better prepared for the organisation of the fair in terms of the facilities at the exhibition centre. Improved conditions attract more companies, so the number of exhibitors is also growing. This is also associated with the situation on the market, which was extremely bad two years ago, but this year it is clear that companies are prospering once again and are seeing increasing interest from customers.

