

Stainless 2013

7th International Stainless Steel Fair and Congress

Final report

147 exhibitors from **18** countries

2,652 sqm of net exhibition area

1,386 professional visitors from **40** countries

May 14-15, 2013

Brno – Czech Republic

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Central
European
Exhibition
Centre

BVV
Veletřhy
Brno

EXHIBITORS

147 exhibitors from 18 countries

82% foreign exhibitors

2,652 sqm of net exhibition area

Germany	42 companies
Czech Republic	26 companies
Italy	19 companies
India	13 companies
Poland	12 companies

Represented countries

Austria, Belgium, Czech Republic, Denmark, Finland, Germany, Great Britain, Hong Kong, India, Italy, Netherlands, Poland, Romania, Slovenia, Switzerland, Taiwan, Turkey, United Arab Emirates

100% of exhibitors were satisfied with their participation in the fair
18% of them were even very satisfied

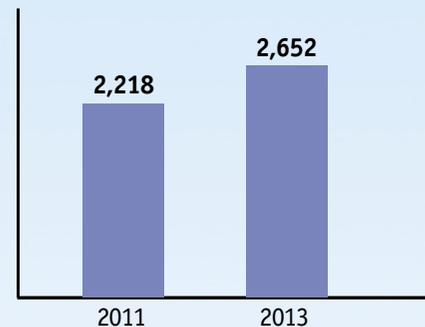
The exhibitors determined these areas as the greatest benefit of their participation in the fair:

- new customers, new contacts
- a unique opportunity for networking with customers from Eastern Europe – 82% of visitors came from Eastern Europe
- strengthening relationships with current customers
- presentation of the company and its products
- most exhibitors have confirmed their participation in Stainless 2015

Exhibitors according to branches



Participation in Stainless 2015



■ number of exhibiting companies
■ foreign participation in %
■ net exhibition area (in sqm)



VISITORS

1,386 visitors from **40** countries
44% of visitors came from abroad

The highest number of foreign visitors came from Slovakia, Poland, Germany, Austria, Italy and Hungary.

Represented countries

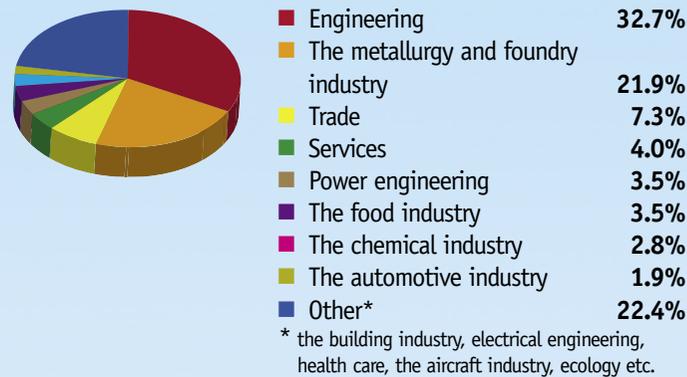
Austria, Belgium, Belarus, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Great Britain, Hungary, India, Israel, Italy, Latvia, Lithuania, Malta, Moldova, Morocco, Netherlands, Norway, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, South Africa, South Korea, Spain, Suriname, Sweden, Switzerland, Taiwan, Turkey, Ukraine, United Arab Emirates, United States of America

66% of visitors came to the fair for the 1st time

Visitors were most satisfied with:

- the number of eminent companies from this industry
- the level of networking
- the professional level of the fair

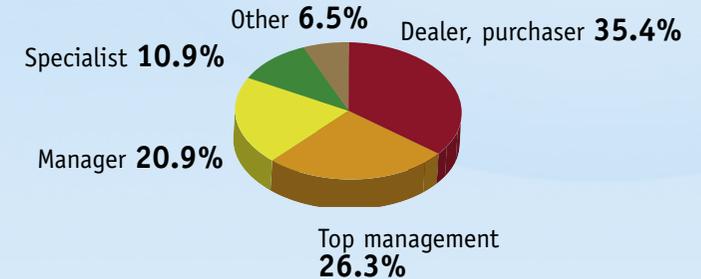
Professional branches of visitors



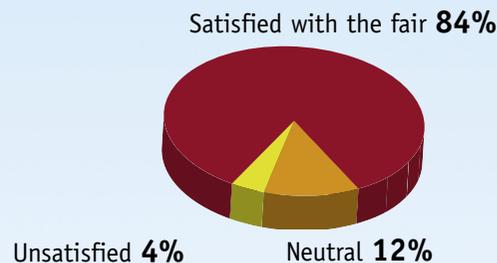
Branches visitors were most interested in



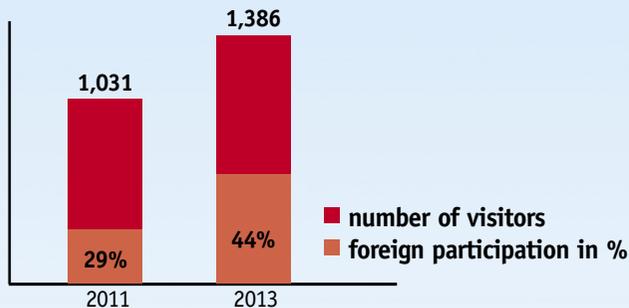
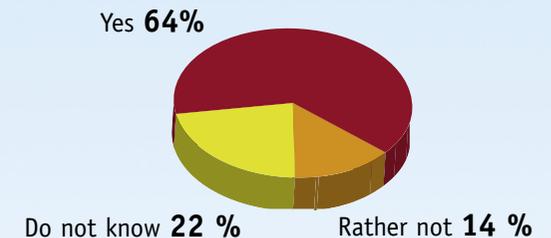
Position within the company



Overall satisfaction with the fair



Taking part in the next year's fair





STAINLESS 2013 CONGRESS PROGRAMME

Topics and lecturers

New standards on welding edge preparation of stainless steel outline

Micha Oberfeld, Linsinger Maschinenbau GmbH, Steyrermuehl, Austria

Some modern processes for surface treatment of stainless steel

Siegfried Pießlinger-Schweiger, POLIGRAT GmbH, München, Germany

Steel production in the Czech Republic – Best practices in stainless steel – Foundries in the Czech Republic

Ing. Josef Hlavinka, Svaz sléváren České republiky, Czech Republic

Steel Stock Exchange – A steel stock optimizing tool

Mikel Garay, Jaroslav Babel, Steel Stock Exchange, Vitoria, Spain

Leveling of flat stainless products

Dr.-Ing. Lutz-Stefan Henrich, Maschinenfabrik - Fr. W. Schnutz GmbH & Co. KG, Siegen, Germany

Aspects of Contour Cutting on Stainless Steel by High-Energy-Density Cutting Techniques

Dr. Ingo Decker, KNUTH Werkzeugmaschinen GmbH, Wasbek, Germany

Advanced industrial processing of stainless steel

Roman Haltuf, TRUMPF Praha, spol. s r.o., Praha, Czech Republic

Game-changing technology for surface hardening of stainless steel; versatile, onsite and true lean

Thomas Strabo, Expanite A/S, Denmark

HIGH SATISFACTION OF PARTICIPANTS

Edigio Bini, Sales Director, Stainless Steel Division, Marcegaglia, Italy:

Marcegaglia have been exhibiting at the Stainless fair for the third time. It is a very important fair to us, because we can meet many of our customers and also suppliers here. Consequently, we have had a lot of work all the time. There aren't large crowds of people, but all the important actors in the stainless steel market in Eastern Europe and also from Germany are present. It is good that the fair is concentrated into two days, so it does not take up much time. Its importance is not in signing contracts, but in the opportunity to meet with all the players of the stainless steel market in this part of Europe. I think this year was a little better for us than the last one, and that was again better than the first. I also consider the new pavilion better, all my competitors and customers are nearby, so we can easily meet. It really is a very good fair for meeting people and discussing business. We are satisfied here.

Roberto Peters, Area Sales Manager, Stappert Deutschland GmbH, Germany:

We have been coming here every other year on a regular basis; we have already exhibited in Ostrava. It is an easily accessible fair for us and we can meet all our partners from the Czech Republic and elsewhere during these two days. There are also a lot of people from Serbia, Ukraine, Finland and other relatively distant countries this year, which makes this fair increasingly important for us. It only lasts for two days and we can meet customers from all over Europe, which is great. We will make some new contacts here and only then we'll see how successful they have been, but it is more important for us to meet with people we already know. The first day was very challenging in terms of business, we had meetings from morning till evening, but that is why we're here, so we are very satisfied. We can not really get more out of the two days of the fair.

The new hall is larger, as is the fair. The last one was more comfortable in being right next to the hotel.

Wim Gort, Shareholder, Hego Steel Trading, Netherlands:

We are exhibiting here for the first time and we like the fair, it is compact and with high-quality visitors. Our stand is in a good location, so it was very busy around here. We talked with many potential customers, there were more than one hundred of them during these two days, and thus certainly more than we expected. Visitors came to us by themselves and they were very interested in our offer, it is really a great fair! There were only a few from the Czech Republic, but there are visitors from many countries, many large markets are represented, such as Russia and Turkey. Approximately a half of those with whom we have met were new customers for us, so that is great. We did not use to exhibit at trade fairs in the past, we did not need it, but now in the time of crisis, the situation has changed and we decided to attend this fair. I now know that it was a good decision and the fair will be very successful for us.

Paul van Duijnhoven, Sales Manager, Paul Meijering Stainless Steel, Netherlands:

This is our third time at the Stainless fair in Brno; we were even in Ostrava before. We consider this fair to be very interesting and very successful, and we are of course counting with our participation in the next year. We are very satisfied with the outcome this year, the first day was really very busy and very

good visitors came here. We talked to customers who have already purchased from us, and also with some new interesting trading companies from Central European countries, such as Hungary, Poland and the Czech Republic. We are totally satisfied.

The hall which is the venue of Stainless this year is newer and larger, there are also more exhibitors. It is a longer walk to get here, but that's no problem.

Achim Vohl, Senior Manager Marketing, Outokumpu, Finland:

The Stainless fair is very important for our company because it gives us a complete overview of the stainless steel market in Eastern Europe. We have been coming here on a regular basis and we are satisfied again this year, we have had many visitors and many of our customers and we had many interesting discussions with them. Our aim was not to conclude contracts those are not signed at trade fairs, but they are started here, and negotiations then continue after the fair. We especially wanted to meet people who are interested in our products, and that succeeded. This year's Stainless seems a little less busy in comparison with the previous year, there are fewer visitors, but that is due to the situation on the market.

As for the hall, I see no difference between the previous one and this one.

Steven Koops, Export Manager, Roba Metals B.V., Netherlands:

We are exhibiting at this fair for the second time; the first time was two years ago. I think there were some more visitors who came then, which is also due to the current market situation. But we are happy with our participation, we got some new contacts. The right people came here, there could be more of them of course, and especially the new ones, but they came from different countries of Eastern Europe, many of them from Russian-speaking countries. We know most of those who came, but it is good to be here all the same. Our goal was to meet with customers and introduce our offer to them, which we managed, so the fair went well for us.

Rudolf Ruppli, CEO, Eram AG, Switzerland:

This is our first participation for us this year. The fair is specialized in stainless steel materials and our company sells finished products made of stainless steel. That makes our position in this trade fair a bit special, which gives us a good chance for networking. The aim of our participation was to gain access to new customers, to whom we can send our offer after the fair, and that has been fulfilled because the right visitors had come here. We not only talked to people we already knew via phone or email, or even from visiting, but approximately half of the meetings we had were with completely new customers. We've got about twenty really good contacts so far and we are very satisfied with this result.

Ruchit Shah, Director, Sunrise Stainless PVT. LTD., India:

We are here as exhibitors for the first time, and the trade fair is beautiful, I think it has great significance for the Eastern European stainless steel market. There are important companies from Eastern Europe here and that is good for us. The fair in Maastricht is for Western Europe, but the fair in Brno is for markets such as Poland, Russia and so on. It is not a large event, but we can meet all those that we need here. We have had several very successful meetings, so we are satisfied.

