

# Press Release

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## AMB hits 90,000 mark for number of visitors

**New record: A total of 90,331 visitors come to Stuttgart - Enhanced international character of visitors – AMB secures its place among the top five industry trade fairs worldwide**

"AMB has once again managed to surpass itself", delights Ulrich Kromer, President of Messe Stuttgart. An appraisal, which the 1,357 exhibitors of AMB, the international exhibition for metalworking, also share after five successful trade fair days. A total of 90,331 visitors (2012: 88,183) came to Stuttgart; 15 percent of them were from abroad, three percent more than the previous event.

"With this result, AMB is justifiably one of the five most important industry trade fairs worldwide", states Kromer. Once again the exhibitors showcased numerous innovations and further developments, including some brand new products, for machining metals. All nine exhibition halls, including the foyer areas, were booked up solid, i.e. a total of over 105,200 square metres (gross).

Against the background of a still good economic climate, stable demand at a continued high level and a high level of orders on hand in the industry, despite a slight economic downturn, the atmosphere among the exhibitors and visitors was brilliant. Dr. Wilfried Schäfer, President of the Association of German Machine Tool Manufacturers (VDW), also concurred with this opinion on behalf of his members: "The companies are very satisfied with the outcome of the exhibition. Customers from all industry segments came to AMB with investment projects." Markus Heseding, President of the Precision Tools and Measurement and Testing Technology associations in the VDMA, added: "The trade fair has established itself very successfully among the world's five largest metalworking trade fairs. Our members are reporting that the atmosphere among the customers is still good, and many high-ranking visitors came to Stuttgart with specific projects. For this reason, we are expecting excellent follow-up business."

The high-quality of the visitors was noticeable. Three quarters of the visitors stated they are involved in the purchasing and procurement decisions in their company. Around 72 percent of these decision-makers came to AMB 2014 with specific investment and purchasing plans, a figure which was also confirmed by the exhibitors.

The key topics of the accompanying programme of AMB 2014 were the Machine of the future, keyword: Industry 4.0, processing of composites, Blue Competence and the shortage of skilled workers in MINT (mathematics, IT, natural science and technology) professions. Visitors were able to obtain information at events about career opportunities in the metalworking industry and during exciting professional competitions relating to these complex professions.

It was a stroke of luck that the first European MINT Convention, consisting of a conference and recruitment exhibition with around 60 companies, took place parallel to AMB on the



Internationale Ausstellung  
für Metallbearbeitung

International exhibition for  
metal working

Messe Stuttgart  
16. – 20.09.2014

[www.amb-messe.de](http://www.amb-messe.de)

Ideelle Träger:

VDMA – Fachverband  
Präzisionswerkzeuge

VDMA – Fachverband  
Software

VDW – Verein Deutscher  
Werkzeugmaschinenfabriken

Messe Stuttgart



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Geschäftsführung)

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IDFA · GCB · EVVC · AIPC

first two trade fair days. The première was very well received by the visitors.

AMB 2016 will be held again in Stuttgart from 13 to 17 September.

**Information for journalists:**

You can download the text file, attached photos, photos from the last AMB and exhibition logos from the Internet at: [www.messe-stuttgart.de/amb/journalisten/pressematerialien](http://www.messe-stuttgart.de/amb/journalisten/pressematerialien)



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Mitten

im Markt



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