



International trade fair for
manufacturing technology

Messe Wien
10 – 13 May 2016

www.intertool.at

Parallel with SMART Automation Austria

Organised by
Reed Exhibitions®
Messe Wien

EXHIBITOR INFORMATION



INTERTOOL 2016

The **INTERTOOL** is Austria's only manufacturing technology trade fair for metal processing and finishing. The focus of the **INTERTOOL** is on tool machines and precision tools for the cutting and forming of workpieces, and for devices, processes and systems right along the processing chain. The **INTERTOOL** offers the presentation of a whole range of innovative products and ideas for every field of production, be it in the automobile industry and automotive supply sector, in forming and tool construction, in the field of machine building in general or in steel construction. It is the platform for manufacturing technology in Austria.

In 2014 the **INTERTOOL** was completely redesigned and radically reconceptualised. The show enjoyed the active support of 239 exhibitors from 9 countries, many of whom were market leaders and technological pioneers in their respective fields. A total of 20,617 trade visitors were attracted to the **INTERTOOL** and the parallel show – SMART Automation Austria. Redesigning the show, scheduling it alongside the other industrial sector fairs and opening it up to visitors from these shows, was of benefit to exhibitors and visitors alike.

The results of research conducted by the independent company 'market Institut' from Linz among trade visitors in 2014 showed that the mood at the event was positive. A majority is in favour of the show's reconceptualization and the fact that the two industrial fairs are now held alongside:



ORGANISER & LOCATION

Reed Messe Wien is the Austrian subsidiary of Reed Exhibitions. The company offers **INTERTOOL** exhibitors international expertise, absolute professionalism and the experience that can be expected of the world's market leader in the expo industry.

The Vienna expo complex combines ultra-modern architecture with infrastructure built to all the very latest standards to ensure the venue can offer the best possible facilities for a successful appearance at every trade fair. Vienna also is a hub of activity for areas to the east and is well connected to all the surrounding key industrial regions – so it's an ideal place to stage fairs aimed at the industrial sector.



*'The redesign and reconceptualization of the **INTERTOOL** and its focus on manufacturing convinced Boehlerit to exhibit at the fair in 2014 for the first time in 25 years. On the third day of the fair the demand was so immense that we had to spread out onto the neighbouring stand. We expect to see even more visitors from Austria and the neighbouring countries and regions to the east at the **INTERTOOL** 2016. Similarly, this quality of trade fair is sure to attract increasing numbers of exhibitors. From our perspective, the new **INTERTOOL** has returned to a status of being the main hub for communication within the Austrian industrial sector. It's a show at which we can show our customers a large concentration of innovative products to increase their productivity.'*

Gerhard Melcher, Head of Marketing and Head of Turning and Milling.
Boehlerit GmbH & Co.KG



*Austria is a country of high-end producers, many of whom are small and medium-sized businesses that often don't have the opportunity to gather information about the latest technical developments and highlights at international trade fairs. Particularly for these businesses, the **INTERTOOL** is one of the most significant commercial events in the industrial sector. Big-name exhibitors can seize the opportunity to exhibit in Austria for the first time and to provide the benefits of their know-how to a target group in close geographical reach of the venue. Our business is active right across the globe, and the Intertool 2014 confirmed our belief in the importance of regional trade fairs. We were well prepared and active in terms of customer acquisition, so we received a solidly positive reaction, as was clearly shown by our sales figures and post-show business. As the market leader **DMG MORI** feels obliged to continue its involvement with the **INTERTOOL**, in cooperation with the business and expo know-how provided by Reed Messe Wien, to support and enhance Austria as a base for business.*

Gebhard Aberer, CEO - DMG / MORI SEIKI
AUSTRIA GmbH



*'We are a traditional, family-owned business, and a close relationship to our customers has been essential to our success for over 40 years. Personal contact cannot be replaced by modern IT solutions. As we saw at the previous edition of the **INTERTOOL**, the return to a spring slot was a good decision. Now we can inform our customers about the latest trends and the best ways of investing their funds earlier in the year. We will definitely be exhibiting here in 2016, as we have done continually since 1976'.*

Maria Kronthaler, Authorised Signatory,
Helmer Mara GmbH



KEY THEMES

At the **INTERTOOL** 2016 the focus will again be on the exhibition and demonstration of realistic and practicable new concepts, devices and developments to deal with all the current demands of the sector in the fields of metal processing, networked production systems along the entire chain of production, high-performance tool machines, precise, efficient and economical software solutions for machine programming, real-time simulation and production planning.



Key themes at this trade and industry event in 2016 also include high-tech tools for conventional metals and super-alloys, maximum production safety and security via the use of innovative tool systems and built-in QS technology, and minimised wear due to the utilisation of the latest surface treatment technology.

One new feature of the **INTERTOOL** 2016 is the focus on intelligent robot systems for handling technology, complete contract production in cutting, customised conveyance and storage technology, and effective environmentally friendly technology in manufacturing. Hence, the **INTERTOOL** provides a broader range of expertise and deals with numerous relevant themes. Functional machinery and tools, protective items and work safety, are indispensable for professional production operations and fit perfectly with the overall **INTERTOOL** portfolio.

AN OVERVIEW:

- Network-integrated manufacturing systems
- High-performance tool machines
- Efficient software solutions
- High-tech tools
- Innovative tool systems
- Integrated QS technology
- Modern surface treatment technology
- Intelligent robot systems **NEW**
- Expert customised contract production **NEW**
- Effective environmentally friendly technology **NEW**
- Customer-orientated conveyor and storage technology **NEW**
- Functional operational equipment solutions and work safety

