



MIDEST Lyon

ENTER A NEW
DIMENSION

With
**GLOBAL
INDUSTRIE**
INCREASE YOUR
BRAND AWARENESS
AND EXPAND YOUR
CONTACTS



MIDEST: THE INTERNATIONAL SUBCONTRACTING KNOW-HOW SHOW

GLOBAL INDUSTRIE, WHERE INDUSTRY COMES TOGETHER

European and global in scale, staged in France

France's only event to bring the whole of international industry within reach of its visitors and exhibitors, GLOBAL INDUSTRIE joined **Europe's top three** right from its launch. **A major global event**, bringing together exhibitors from some forty countries and attracts visits by numerous foreign delegations and high-profile individuals.

NEW EVENT FOR FRANCE'S LEADING INDUSTRIAL REGION

A shop window for innovation that shines the spotlight on the industry of the future

GLOBAL INDUSTRIE is THE event where the focus is on excellence and industrial prospects. It is the ideal opportunity to promote the latest innovations and engage with the industry of the future. By bringing together the entire added value chain and all the downstream industries -**research centres, product and solution providers, component manufacturers, subcontractors, customers, start-ups, major multinationals and everything in between**- it gathers all those shaping and building the industry of today and tomorrow.

A living reflection of the added value chain in every industry and a meeting place for major players in the industrial community, this umbrella event spreads the message and highlights both the challenges facing tomorrow's industry and the solutions to them.

4 leading and complementary shows sharing the same space

GLOBAL INDUSTRIE is a combination of four leading and complementary shows (INDUSTRIE, SMART INDUSTRIES, MIDEST and TOLEXPO) that offer a cross-industry view of equipment, solutions and industrial know-how. It offers you multiple opportunities to take your place in an ever more high performance industry.

2.500 EXHIBITORS

45.000 VISITORS EXPECTED

The must attend event for the entire industrial community from 5th to 8th March 2019 in LYON

The key customer industries will be there

MIDEST is the key meeting place for over 50 dynamic industries. Its top 10 are: Automobiles – Metals – Aerospace – Mechanical engineering – Building and civil engineering – Electronics/IT – Industry services – Plastics – Machine tools – Boilermaking. This spread of industries is your guarantee that you will reach your key markets.

Boilermaking, Processing Plastics – Rubber – Composites, Glass, Wood, Textiles and other materials, Electronics and Electricals, Microtechniques, Tools – Moulds – Models – Prototypes, Industrial equipment and Accessories, Industry services, Industrial maintenance, Technical textiles, Additive manufacturing. Every visitor can be sure of finding a response, a solution, whatever his or her current needs might be.

The full range of industrial know-how on show

MIDEST offers a comprehensive array of complementary know-how: Screw cutting – Machining – Special machines – Finishing, Heat treatments, Surface treatments for metal processing – Industrial fastenings, Forging – Foundry, semi-finished products in metal processing – Metals – Processes, Shaping metals –

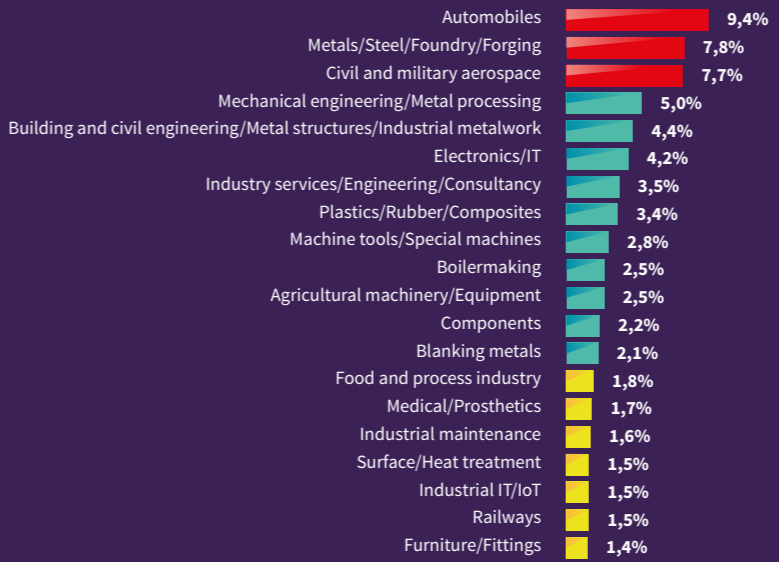
Visitors involved in the decision-making process

1 in 2 visitors to MIDEST in 2018 were involved in the final purchasing decision. You need have no doubts about participating with visitors of this calibre.

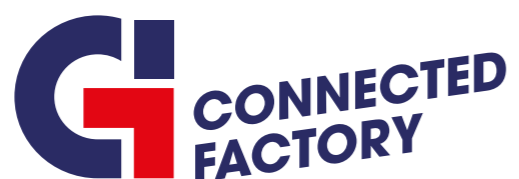


- 5 REASONS TO EXHIBIT AT MIDEST**
- Expand your customer portfolio and your business.
 - Open up to new markets or customer sectors.
 - Welcome customers and take advantage of the friendly atmosphere to learn about their projects.
 - Gain maximum exposure for your technological innovations and your new products.
 - Monitor the competition, both commercially and technically, and use the show to motivate your staff.

20 customer markets within reach



80 % of visitors planning a project found what they needed to take it forward



8.000
VISITORS

Drawing on the support of more than 80 exhibitors, a **1.100 m² pop-up factory will design**, produce and personalize a medal for every visitor.

GLOBAL INDUSTRIE: MORE THAN JUST A SHOW

A discovery experience trail involving all 4 shows

GLOBAL INDUSTRIE offers every visitor the chance to experience its **4 event-wide initiatives** located at the heart of its 4 shows: INDUSTRIE, SMART INDUSTRIES, MIDEST and TOLEXPO



1.600
PARTICIPANTS

The competition that every innovative company looks forward to. **Almost 200 competing innovations** and an awards evening where you can network and forge contacts.

NEW CATEGORY : startup Award !



3.250
LISTENERS

A packed, high quality programme. Over **200 outstanding speakers on a multitude** of topics (cybersecurity, additive manufacturing, cobotics, customer/supplier relations, combating counterfeits, etc.).



An **educational tool linking industry** and the world of training. **1.500 m²** set aside for students and job seekers.

5.900
STUDENTS

866
CVS/JOB OFFERS



WITH GLOBAL INDUSTRIE: MIDEST IS EVEN MORE EVENTFUL

GLOBAL INDUSTRIE offers a host of events spread across different locations in its four shows—INDUSTRIE, SMART INDUSTRIES, MIDEST and TOLEXPO. There's something for every visitor.

KNOW-HOW SQUARES

Located at the heart of the French and international pavilions and various villages (electrotechnologies, surface treatments, plastics processing, forging-foundry, shaping metals, machining and special machines, regional and international know-how), these squares serve as dynamic places for discussions and demonstrations. They are supported by a range of partners, associations, federations and French and foreign joint ventures.

They are a unique opportunity to discover the know-how of the various trades at GLOBAL INDUSTRIE and at MIDEST in particular, which will host events, displays of spectacular pieces and mini workshops.

HACKATHON

Teams of international start-ups and higher education students must come up with and design new solutions to the industrial problems of the groups partnering the trial.

At GLOBAL INDUSTRIE the finalists work non-stop for 48 hours to prototype their concept with the help of experts. A spectacular trial of strength—both physical and intellectual.

THE FAUX FUYONS SHOW

Given that the entire industrial ecosystem is gathered together, GLOBAL INDUSTRIE is the ideal occasion to raise the awareness of all present about counterfeiting, a global scourge that affects every sector, that is a danger to the economy and jobs, and that is a threat to the health and safety of consumers. The Faux Fuyons show is an educational tour backed up by experts, videos, explanatory panels and an array of genuine and counterfeit items for the visitor to destroy.

LATE OPENING

The evening of Thursday 7th March is one of the highlights of GLOBAL INDUSTRIE. A party atmosphere, buffets and events on the stands—everything will be just right for discussions and meetings between professionals in a friendly atmosphere that will promote business. Visitors can enter up until 8.00 p.m. and the doors will close around midnight.

EVENTS PLANNED FOR 2019

-  **GI'ART:** Use your know-how to bring the GLOBAL INDUSTRIE logo to life.
-  **Industrial Design Event:** Industrial design is rooted in creation and in innovation in all its forms. It will be presented at GLOBAL INDUSTRIE in the form of displays of outstanding items, talks by well-known designers, backed up by the commercial presence of industrial design practices.
-  **Robotic's Show:** A presentation of ten very special robots designed for industrial applications.

MIDEST AND GLOBAL INDUSTRIE REACH OUT FAR AND WIDE

Your information networks

Social media

Follow us on Facebook, Twitter, LinkedIn. Daily posts about each of the shows.



 **GLOBAL INDUSTRIE info**
 3 magazines, 65,000 printed copies, e-mailed to 300,000 recipients.



Newsletters

Over 10 million targeted and planned e-mails sent over the year featuring show and market news.

In your pocket

The GLOBAL INDUSTRIE app is the essential show tool, before, during and after the event.



Websites

A GLOBAL INDUSTRIE website and a website for each of the shows with events, services and information so that you do not miss out on anything.



An unprecedented media schedule with over 70 press advertisements and a communication campaign aimed at the general public



TV
 BFM TV, CANAL +, France 2, Ile de France.
 Up to 50,000 viewers per commercial



PAPIER
 LE MONDE, CHALLENGES, LES ECHOS, L'USINE NOUVELLE, AFP, LE MOCI
 Up to 1,225,000 readers



RADIO
 NRJ, RMC
 20 000 auditeurs par spot



WEB
 L'EQUIPE
 50,000 surfers reached

Lyon offers excellent travel links!



LYON lies at the heart of the European motorway network



Practical information



How to reach us?

	PLANE	TRAIN
AMSTERDAM	1h35	5h40
BERLIN	1h55	10h
BRUSSELS	1h20	3h30
LISBON	2h15	12h
LONDON	1h35	5h
MADRID	1h45	8h
PARIS	1h	2h

5-8 MARCH 2019

Opening hours

Tuesday-Wednesday:
9.00 a.m. – 6.00 p.m.
Thursday:
9.00 a.m. – 8.00 p.m. late opening
Friday: 9.00 a.m. – 5.00 p.m.

EUREXPO address

EUREXPO LYON
Boulevard de l'Europe
F-69686 Chassieu
France



Need help getting ready for the show?

GLOBAL INDUSTRIE is ready and waiting to help you

Email : midest@gl-events.com
Tél : +33 (0)1 44 31 83 19.
global-industrie.com
midest.com

Easily accessible by car, the exhibition centre is 20 minutes from Lyon-Saint Exupéry international airport and 20 minutes from the city centre.

Booking a taxi

Average price from central LYON to Eurexpo Lyon: around €25

Average price from Lyon St Exupéry to Eurexpo Lyon: around €40

Taxi Lyon: +33 (0)4 72 10 86 86
www.taxilyon.com

Taxi Lyonnais: +33 (0)4 78 26 81 81
www.taxilyonnais.com

Central Taxi Gie Aéroport: +33 (0)4 72 22 70 90
www.taxislyonaeroport.com

Chauffeur Lyon: +33 (0)4 82 82 60 60
www.chauffeurlyon.com

Motorbike taxis

GOLD CAB: +33 (0)7 60 37 69 00
Option Mot : +33 (0)6 69 28 80 00

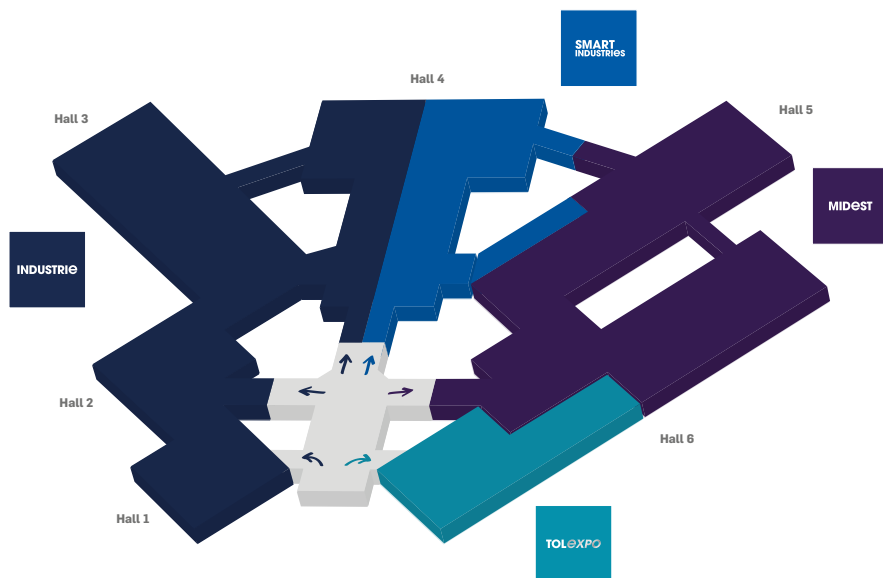
Public transport

Travelling by train:

3 HST stations with several daily services to and from the major cities of France and Europe:

- Lyon Part-Dieu,
- Lyon Perrache,
- Lyon Saint-Exupéry (airport)

www.sncf.com



EUREXPO LYON, 5-8 MARCH 2019 !

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