



Messe Essen is very successful with its global strategy

18th BEIJING ESSEN WELDING & CUTTING sets new exhibitor and visitor records

"SCHWEISSEN & SCHNEIDEN" offshoot event is the leading trade fair in Asia

China's importance as a prospering market for international joining, cutting and surfacing technology is growing steadily: the BEIJING ESSEN WELDING & CUTTING, the leading trade fair of this industry in the Asian region, attracted more exhibitors and visitors in 2013 than ever before. "Impressive confirmation of our strategy to also anchor the world's leading fair SCHWEISSEN & SCHNEIDEN held in Essen in future markets through offshoot events and to develop new sales opportunities for our exhibitors," explains the Managing Director of Messe Essen, Egon Galinnis.

At the 18th BEIJING ESSEN WELDING & CUTTING, a total of 945 companies from 28 countries took the opportunity to show their latest technologies in the Chinese metropolis of Shanghai – once again 1% more than the record year of 2012. There was also growth in the number of guests at the fair: 24,284 trade visitors from all over the world use the fair as an information and ordering platform – over 8% more than a year ago.

The oldest foreign offshoot of the world's leading fair, SCHWEISSEN & SCHNEIDEN, which alternates every year between Beijing and Shanghai, once again offered exhibitors and visitors a comprehensive overview of the market in 2013. The varied offering, for which the fair yet again increased its area to over 96,000 m², ranged from ultramodern joining, cutting and surfacing technology, control systems and testing instruments to workplace equipment.

Exhibitors and visitors were extremely satisfied with the fair. Intensive contacts, important purchase deals and strong demand characterised the 18th BEIJING ESSEN WELDING & CUTTING, as the organisers Messe Essen, the German Welding Society (DVS – Deutscher Verband für Schweißen und verwandte Verfahren e.V.) and the Chinese Mechanical Engineering Society report. The reception at the German Consulate, which was attended by representatives from the Delegation of German Industry and Commerce (AHK) Greater China, in addition to German exhibitors and representatives of the organisers, was rated as very successful by the roughly 90 guests.

The BEIJING ESSEN WELDING & CUTTING was rounded off by an informative supporting programme. International researchers, manufacturers and users from the fields of joining, cutting and surfacing technology met in six conferences, congresses and forums to share and exchange knowledge and experience. Subjects were, for example, efficient welding technologies and automation processes.

The next dates of the "SCHWEISSEN & SCHNEIDEN" and its foreign offshoots:

SCHWEISSEN & SCHNEIDEN 2013, No. 1 in the World
Essen, Germany, 16 to 21 September 2013

BRAZIL WELDING SHOW 2013
São Paulo, Brazil, 1 to 4 October 2013

ESSEN WELDING PAVILLION AT SVARKA 2014
St. Petersburg, 13 to 16 May 2014

BEIJING ESSEN WELDING & CUTTING 2014
Beijing, 10 to 13 June 2014

INDIA ESSEN WELDING & CUTTING 2014
Mumbai, 28 to 30 October 2014

ARABIA ESSEN WELDING & CUTTING 2015
Dubai, 10 to 13 January 2015

RUSSIA ESSEN WELDING & CUTTING 2015
Moscow, June 2015