



**13.-17.09.2021
ESSEN GERMANY**

Essen, January 25th 2021

Leading international trade fair from September 13th to 17th 2021

SCHWEISSEN & SCHNEIDEN 2021 as impulse generator for the economy

After months of standstill due to the pandemic, the industry demands the resumption of its business operations. SCHWEISSEN & SCHNEIDEN is making a central contribution to the economic reactivation. The 20th international trade fair will be held at Messe Essen from 13th to 17th September 2021. While vaccination programs are being rolled out worldwide and experts are forecasting a significant vaccination quota for this summer, preparations for the industrial fair in Essen are in full swing. This is because exhibitors urgently need a platform to present their capital goods to the market and thus stimulate their business. Messe Essen's tried and tested hygiene protection concept provides the framework for safe implementation. An own rapid test center directly at the fair site can be added if required.

"Complex products need presence fairs", emphasizes Susanne Szczesny-Oßing, President of the German Welding Association DVS and Chairwoman of the fair's Advisory Board. "The sale of investment goods requires trust, which can only be created and built up in personal interaction".

DVS Managing Director Dr. Roland Boecking adds: "The leading trade fair is particularly indispensable for our industry this year. Now that international business contacts have been reduced to a minimum, many companies are in urgent need of presenting their innovations to an audience of decision-makers – and in personal dialogue.

"Experience shows that trade fairs provide important impulses for economic growth after global crises," Oliver P. Kuhrt, Managing Director of Messe Essen, summarizes past experience. "To enable as many exhibitors as possible to use SCHWEISSEN & SCHNEIDEN for the resumption of their sales activities despite their economically challenging situation, Messe Essen has put together a strengthening package. In this way, we are offering our customers maximum



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flexibility with regard to their participation and trade fair preparation in times of the still dynamic infection situation."

Highest hygiene protection standards and optional rapid test center

Messe Essen's comprehensive hygiene protection concept, which has already been effective at numerous international trade fairs in the past year, ensures maximum safety for fair participants. The concept also provides for the optional commissioning of a rapid test center directly adjacent to the exhibition grounds.

Thematic reorganisation and comprehensive framework program

The upcoming SCHWEISSEN & SCHNEIDEN will take place in the completely modernized grounds of Messe Essen for the first time. Associated with this modernization is a thematic reorganisation of the exhibition areas, which will make orientation easier for the participants.

With conferences, competitions and thematic joint stands, SCHWEISSEN & SCHNEIDEN will offer its visitors and exhibitors further added value. For example, participants will be able to obtain compact information about the products and services of the respective countries at joint stands from Korea, Taiwan, Japan, the USA, France and China. A diving container for underwater welders and demonstrations on robot welding are also planned.

DVS is also preparing various trade fair activities. These include, for example, the DVS joint stand, the "Young Welders Competition" and the DVS CONGRESS, which thematically complements SCHWEISSEN & SCHNEIDEN with its extensive lecture program.

Further information at: www.schweissen-schneiden.com