



Guangzhou International Trade Fair for Moldmaking and Tooling, Design and Application Development
September 27 – 29, 2007, Guangzhou International Convention & Exhibition Centre, China

Asiamold premiere starts successfully with 120 exhibitors from 13 countries
Successful trade fair concept conquers a new continent: EuroMold goes Asia!

Frankfurt/Main, July 10, 2007 – The new trade fair Asiamold will take place in China this year for the first time. 200 exhibitors and 20.000 visitors will be expected. The successful concept of EuroMold “From Design to Prototyping to Series Production“ herewith is being exported to Asia by the two trade fair organisers Messe Frankfurt and DEMAT GmbH and starts with a brilliant number of participants.

From September 27 – 29, 2007 Asiamold – a brand-new, annual trade fair for Moldmaking and Tooling, Design and Application Development – opens its gates on the fair grounds in Guangzhou, China, for the first time. DEMAT GmbH with its successful trade fair concept “From Design to Prototyping to Series Production“ and its export to Asia hits the pulse of the time. Dr.-Ing. Eberhard Döring, exhibition management of EuroMold and Asiamold, refers to first accomplishments of the project: “The number of exhibitors speaks for itself. Overall 120 exhibitors from 13 countries have confirmed their participation at Asiamold 2007 and therewith have shown real pioneering spirit. The China growing market is a market of the future on which our exhibitors want to gain a favourite position at an early stage. For this purpose Asiamold offers an ideal platform.“ The aim of the organisers, to acquire 200 exhibitors for Asiamold, is hence within reach.

Cooperation of leading trade fair organizers

Messe Frankfurt and DEMAT GmbH, one of the leading private trade fair organisers in Germany, symbolise with their new partnership in Asia. With Asiamold the partners react on the economical developments of the past years and the extremely fast growing Chinese demand for moulds and tools.

Why Asia, why Guangzhou?

For Asiamold the right place has been selected: The Guangdong province with its capital Guangzhou, in the West also known as Canton, is one of the biggest centres of mould-making and tooling in China. There is a strong concentration of manufacturers of the automotive, electronics and consuming goods sector in that region, that contributes to the huge demand for moulds.

At EuroMold, the “big sister” in Frankfurt, Chinese exhibitors have already the largest increase of stand space. This, on the one hand, shows the enormous high development potential of the Chinese market and, on the other hand, the prospective importance of Asiamold for the Chinese mould-making and tooling industry. With Asiamold, the trade fair organisers, Messe Frankfurt and DEMAT, react on that market trend.

The European pavilion

Attractive and rapidly growing are definitely attributes to describe the Chinese market accurately and that attract many companies. Therefore, the main goal of the new trade fair is, to create a gateway to the booming Chinese market, especially for European exhibitors and visitors and herewith strengthen Europe as a place to do business. The basis for the new Chinese-European contacts is the European pavilion at Asiamold. A lot of renowned European exhibitors will be featured on this pavilion, such as Alfred Jäger, Berkenhoff GmbH, Doprecision Composite Materials, EOS GmbH, IMS SpA, IST GmbH, Luttkus & Partner – Ingenieurbüro, Mürdter Werkzeug und Formenbau GmbH, Necumer - Product GmbH, OSMAP s.p.a., Schneider Prototyping, SolidCAM, Technomold, VEGA SRL, Werkzeugbau Karl Krumpholz GmbH & Co KG, Vista Development and Zhermack among others. Most of these companies are exhibitors at EuroMold as well. Furthermore, there will be a “German Night“ on September 28, 2007, at which German exhibitors can make contacts and exchange experiences in a relaxed atmosphere.

Partner of Asiamold

The prestigious mould-making and tooling association Hong Kong Die & Mould Council has signed up as a partner of Asiamold. The association supports the organisers in the planning and realisation of the trade fair premiere. In addition, the fair is being supported by several other associations and organisations such as the Taiwan Association of Machinery Industry, the Guangdong Die & Mould Industry Association, the Taiwan Mold & Die Industry Association, Guangzhou Die & Mould Industry Association, the Foshan Mould Trade Association, the Hardware-machinery Mould Association of Dongguan and Taizhou Council for the Promotion of International Trade. Edward Lai, chairman of the Hong Kong Mould and Die Council, explains: “The Council is pleased to bring the world-class exhibition EuroMold to Asia, since EuroMold established itself as the premier event for mould-making and tooling industries in Europe. The Council is proud to take part in establishing the same platform in China now. “

Visitors

Asiamold 2007 presents the product fields adequately for exhibitors and visitors. Only few trade fairs worldwide offer such a highly specialised common platform for the mould-making and tooling industry. Dr.-Ing. Eberhard Döring: "The trade fair concept of EuroMold is the basis for the concept of Asiamold. We therefore can expect a similar structure of exhibitors and visitors. We also want our EuroMold exhibitors to benefit from the worldwide advertisements for visitors and exhibitors and the network of two renowned trade fair organisers. This is exactly what we consider to be one of our challenges." DEMAT GmbH has many years of experience in professional organisation and marketing of technical trade fairs. Currently there are 20.000 visitors predicted, whereby a large amount of experts is to be expected.

Highlight Auto-Mold

As a special highlight Asiamold presents the special feature show "Auto-Mold". It offers a unique platform for specialists of the automotive and supplier industry to exchange ideas and innovations in the field of mould-making and tooling. Besides the "Auto-Mold" the exhibitors and visitors are offered a broad supporting program: A professional lecture forum, international experts, a database-related "Business Matching"-feature, local factory visit and much more.

A successful trade fair participation

The exhibitors are offered a complete service package, so the organisational effort to plan a trade fair participation in China is minimised. There is assistance for the organisation of interpreters and translators, for visa regulations, logistics and the organisation of the trip to China. This information is also provided on the lately launched website www.asiamold.de, so extensive exhibitor information is guaranteed around the clock.

Updated July 10, 2007

If published, Specimen copy requested!

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