German machine tools are in demand all over the world. The products are innovative and technologically unsurpassed; the companies operate on an international scale, offering their customers products, solutions and services from a single source. The performance of Germany’s machine tool industry has been crucial in establishing the superlative reputation of the “Made in Germany” tag.
Machine tools “Made in Germany” are the key to success, particularly in times of globalised change. They supply industrial manufacturers with technologies of innovative excellence, which help them to meet and master the challenges of both the present and the future, thus guaranteeing sustained technical progress. Besides the products themselves, it’s primarily the single-sourced solutions and services that have crucially underpinned the sector’s magnificent reputation for generations now, and will continue to do so in the future.

The factors behind the success of the companies concerned include a highly qualified workforce, the good infrastructure in place throughout Germany and the dense network of can-do suppliers. And they include discerning customers, with whom very often joint development and trialing projects are conducted, plus not least the performatively excellent teams of researchers, who make sure that the very latest findings are incorporated in the machine tools produced. With all these pluses, the German machine tool industry ranks among the world’s top producers and exporters on the international machine tool market, helping its customers all over the world to be and remain successful.

The machine tool industry plays an absolutely key role for industrial manufacturing operations: it supplies production technology for metalworking jobs in all branches of industry, thus making a crucial contribution towards upgrading productivity levels in the entire industrial sector. The automotive industry and its component suppliers, the mechanical and electrical engineering sectors, the aircraft industry, medical technology, manufacturers of metal products, and many more, they all benefit from their partners in the German machine tool industry.
The German machine tool industry: a valuable partner for the ASEAN nations’ industrial sectors

As members of the AFTA free trade zone, the ASEAN nations enjoy unimpeded access to one of the world’s biggest economic areas, with a population of over 600 million people. The low level of customs duty inside the AFTA, and the complete deregulation planned by the end of 2016, will provide a further boost for mutual trade between these nations. Thanks to close regional integration, the ASEAN nations are ideally suited as industrial locations, from which the entire AFTA market can be served.

For creating and modernising industrial capabilities in the ASEAN region, state-of-the-art machine tools play a vital role. In 2016, the ASEAN nations imported production technology worth over three billion euros. Four per cent of the imports came from Germany.

German exports to the region have been developing very well for years now. Most recently, in 2016, machines worth more than 100 million euros were delivered. The export volume has for years already been very high, and indicates the huge demand for high-tech equipment in the ASEAN region. The exports consisted primarily of lasers, grinding machines, parts and accessories, machining centres and lathes.

With its long years of intensive expertise in all fields of international metalworking, the German machine tool industry is a valuable partner for industrial customers from the ASEAN region.

At regular intervals, the German machine tool industry showcases its capabilities for its customers there at the major metalworking trade fairs. For instance, as part of a shared German stand at the MTA Asia in Singapore, the Thai Metalex in Bangkok and the MTA Vietnam in Ho Chi Minh City.

Machine tool imports of the ASEAN region, Top 5 suppliers 2015
% share in total imports

<table>
<thead>
<tr>
<th>Country</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>43.8%</td>
</tr>
<tr>
<td>China</td>
<td>16.7%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>10.6%</td>
</tr>
<tr>
<td>South Korea</td>
<td>8.7%</td>
</tr>
<tr>
<td>Germany</td>
<td>4.0%</td>
</tr>
</tbody>
</table>

Sources: foreign trade statistics of ASEAN countries, VDW

German machine tool exports to the ASEAN region 2007-2016
in million euros

<table>
<thead>
<tr>
<th>Year</th>
<th>2007-2015</th>
<th>1-3Q 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laser</td>
<td>22.2</td>
<td></td>
</tr>
<tr>
<td>Physico-chemical process</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grinding, honing, lapping</td>
<td>14.5</td>
<td></td>
</tr>
<tr>
<td>Parts and accessories</td>
<td>12.6</td>
<td></td>
</tr>
<tr>
<td>Machining centres</td>
<td>10.3</td>
<td></td>
</tr>
<tr>
<td>Lathes</td>
<td>9.7</td>
<td></td>
</tr>
<tr>
<td>Presses</td>
<td>8.0</td>
<td></td>
</tr>
<tr>
<td>Punching and notching</td>
<td>6.6</td>
<td></td>
</tr>
<tr>
<td>Bending, folding and straightening</td>
<td>4.9</td>
<td></td>
</tr>
<tr>
<td>Milling machines</td>
<td>3.5</td>
<td></td>
</tr>
<tr>
<td>Gear cutting machines</td>
<td>2.0</td>
<td></td>
</tr>
</tbody>
</table>

Sources: Federal Statistical Office, VDW

Note: machine tools incl. parts/accessories
Germany’s machine tool manufacturers are at the leading edge of technological progress, and that includes sustainability and energy-efficiency as well.

Numerous disparate measures are already improving resource-utilisation in the machine tool industry and its products. High productivity and energy-efficiency need not be mutually exclusive. And: in the medium term, investment in energy-efficient machines is profitable because the total costs of ownership will be lower. If customers from Singapore are informed about this, they could specifically request these technologies.

The German machine tool industry is part of the Blue Competence initiative of the German mechanical engineering sector. It communicates all its competences under the brand Blue Competence. This initiative provides the requisite information on the vital considerations involved for sustainability and energy-efficiency in manufacturing, what the German machine tool industry is already doing, and what challenges remain to be solved in cooperative endeavours with customers and vendors.

Well-known German makers of machine tools and manufacturing technology present their offerings in what is called the “Red Book”, the VDW’s reference directory.

For metal-processing and production-technology professionals around the world, this is a firmly established instrument and the definitive compendium of the technological capabilities offered by German machine tool makers. Customers can find over 400 types of machine and more than 2,000 different products, all listed right down to technical details. The “Red Book” provides a precise and detailed overview of everything on offer. Information can be searched for by product or company, and links take you to the companies’ own websites. Reflecting German manufacturers’ presence on the international market – nearly 70 percent of German machine tool production is exported – the content is provided in five different languages. The “Red Book” is available on the internet under www.vdwredbook.com.

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VDW: door-opener for your business with the German machine tool industry

The VDW (German Machine Tool Builders’ Association), based in Frankfurt/Main, represents the interests of the German machine tool industry. 300 companies, which account for about 90 percent of the sector’s total turnover, are voluntary members of the association.

The VDW on the one hand is the face of the industry to the public, politicians, business partners and the scientific community. But first of all it is a service provider for its members. Based on an in-depth knowledge of the industry, the VDW informs them with supreme competence, provides advice, and supports them concerning individual questions and problems.

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German Machine Tool Builders’ Association

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