

PRESS RELEASE

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Start-ups attracting interest among established engineering companies

EMO Hannover 2019 offers young entrepreneurs market access

Frankfurt am Main, 25 July 2019. - New ideas, new technologies, new processes: start-ups in the technology sector have a lot to offer. Contrary to public perception, half of all companies in the sector are already taking a keen interest in the start-up scene, and more are set to follow. Established industrial companies in the mechanical and plant engineering sector have long since recognised this and it therefore comes as no surprise to discover their steadily growing involvement in this area. In the VDW film "**Industry on makeover: Bringing established companies and start-ups together**" representatives from both sides have their say, shed light on this trend and grant viewers a look behind the scenes. How do young entrepreneurs and established players find the right partners? What platforms exist for this, and what is the key to successful cooperation?

The upcoming EMO Hannover 2019, from 16 to 21 September, will provide answers to these questions. Matchmaking and networking events at the EMO start-up area in hall 9 will offer visitors and exhibitors the chance to get to know start-ups from different countries on an exhibition area of 660 m². Accompanying forums will give start-ups from Germany, Great Britain, India, Israel, Italy, the Netherlands, Switzerland and the Czech Republic the opportunity to pitch their ideas at the fair.

The film, which was made at a discussion forum in the run-up to EMO Hannover 2019, the world's leading trade fair for metalworking, provides a foretaste.

You can find the film online under:

<https://vdw.de/emo-startup>

You can download the film from:

<https://my.hidrive.com/lnk/DFigCo7i>

The VDW makes this film available to publishers and broadcasters free of charge for publication on their channels.

Background

The German Machine Tool Builders' Association (VDW), headquartered in Frankfurt am Main, is the mouthpiece of the German machine tool industry. The machine tool sector is one of the five largest specialist engineering fields. In 2018 it accounted for a total of 73,500 employees (average for 2018, businesses with more than 50 employees) and generated machinery and services to the value of EUR 17 billion. Together with the VDMA Machine Tools and Manufacturing System association, the VDW has 300 predominantly medium-size member companies. They represent approx. 90 per cent of the total turnover in the industry. The VDW has been organising trade fairs for the sector for almost 100 years. Carrying the "A VDW trade fair" seal of approval, EMO Hannover is organised by the VDW on behalf of the European machine tool association CECIMO (next event 16 to 21 September 2019).

Pictures of EMO Hannover can be found at www.emo-hannover.de

You will find graphics and pictures about machine tools industry online under www.vdw.de in the Press section. You can also visit the VDW on our social media channels



www.de.industryarena.com/vdw



www.youtube.com/metaltradefair



www.twitter.com/VDWonline