

PRESS RELEASE

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METAV 2022 planned as combined face-to-face and digital event

Preliminary list of exhibitors now online – METAV Highlight Weeks for concentrated digital fair communication

Frankfurt am Main, 16 November 2021. – Next March will see METAV 2022 open its doors again in Düsseldorf after a four-year break due to Covid-19. "We are very much looking forward to seeing our exhibitors and visitors again," says Martin Göbel, Head of Trade Fairs at the METAV organizer VDW (German Machine Tool Builders' Association). "A large proportion of the current 250 or so exhibitors from more than 20 countries have remained loyal to us since 2020. This is despite the postponement of the event as METAV reloaded and its subsequent renaming as METAV digital," adds Göbel. Sascha Gersmann, Head of Marketing and Key Account Manager at Citizen Machinery Europe GmbH in Esslingen, agrees: "We are a long-standing and loyal METAV exhibitor. Time and again we've seen just how much potential there is in central and northern Germany that has not yet been fully exploited." Göbel adds: "About one-fifth of the exhibitors are however also new to the event." Interested parties can find out who will be there by consulting the preliminary list of exhibitors. This was published recently on www.metav.de.

The international trade fair for metalworking technologies is scheduled to open its doors from 8 to 11 March 2022. "Exhibitors and visitors can have confidence and attend trade shows," Göbel is certain. This was demonstrated by the current events at various trade fair venues this fall. Rising vaccination rates, the 3G regulation and Messe Düsseldorf's good experience with its PROTaction hygiene concept give a good feeling for safe trade show participation. Despite the higher infection rates at present, it should be noted that there is no indication that taking part in trade fairs presents a higher risk of infection. On the contrary, because of the strict hygiene regulations they can be regarded as safe.

The motto of METAV 2022 is "Real & digital - The perfect match!". This underscores the VDW's intention of staging hybrid trade shows in the future. "Our experience during the Covid crisis has convinced us that there is little future for trade fairs which are run exclusively as face-to-face events. They must also include digital aspects and offer complementary formats," says Martin Göbel. Markus Horn, Managing Director of Paul Horn GmbH in Tübingen, takes a similar view: "We support the hybridization of trade shows as long as the main focus is still on physical presence, but with digital aspects providing added value for visitors. Presentations and special events can reach target audiences who aren't able to attend the show itself."

METAV Highlight Weeks mark crucial phase of digital visitor communication

"METAV Highlight Weeks" are planned in the run-up to METAV 2022. They will start in February 2022 with a week of web sessions on specific topics. The exhibitors are given 30 minutes to present their processes and solutions. That works out at 20 minutes of digital presentation followed by ten minutes of discussion. In the decisive phase when potential customers are planning their visit to the trade fair, this allows the exhibitors to showcase their expertise as a means of attracting visitors to their stands. Markus Horn confirms: "Our METAV

web sessions went down very well, we thought. We have firm plans to take part and are already keen to see what other digital elements there will be."

In part 2 of the Highlight Weeks lasting until the official opening of the event on 8 March, the VDW will publish exhibitor portraits and trade fair highlights every day in the form of elevator pitches on all METAV social media channels – LinkedIn, Twitter, Facebook, YouTube and IndustryArena. "This will extend the market reach of METAV 2022 and give it maximum visibility," explains Martin Göbel. All exhibitors are cordially invited to participate, he says.

Background

METAV 2022 will take place from 8 to 11 March in Düsseldorf. It will showcase the entire spectrum of production technology. The main focuses are on machine tools, tools, accessories, measuring technology, surface and computer technology for metalworking, software, machines and systems for additive manufacturing, production systems and components for medical technology. In addition, METAV 2022 will highlight specific solutions in four theme areas: Additive Manufacturing, Medical, Moulding and Quality. METAV 2020 had to be cancelled due to the COVID pandemic and was held as a digital event in 2021.

Detailed information, offers and registration documents for METAV 2022, including this press release, are available directly from https://www.metav.com/METAV22_face_to_face_digital_EN

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