

PRESS RELEASE

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Eine Messe des | A fair of


GrindingHub launches digital platform in year between events

360°SPECIAL offers virtual stage to grinding technology industry


Frankfurt am Main, 29 March 2023. – Live, innovative and brimming with know-how – the new digital GrindingHub platform. The trade fair organizer VDW (German Machine Tool Builders' Association), in cooperation with the IndustryArena business network, offers the grinding technology industry a top-tier platform under the 360°SPECIAL brand – even in the years when no trade fair is held. On 23 May 2023, companies will have the opportunity to pitch their new products and technologies to an international online audience and make contact with potential customers. The event will be presided over by an expert moderator and also include scientific presentations on current topics.

Dr. Wilfried Schäfer, Executive Director of VDW, fills in the background: "2022 saw the successful launch of GrindingHub as a new event for the grinding technology sector. From the very beginning, it was conceived as a hybrid event that extends beyond the times of the trade fair itself in Stuttgart. Our aim here is to offer exhibitors and visitors genuine added value." Last year's "GrindingHub digital" already demonstrated the effectiveness of the concept with its numerous digital features – including web sessions, video clips and forum contributions – which were used 28 companies. Indeed, over half of the approximately 9,500 visitors took advantage of these opportunities.

Vorsitzender/Chairman: Franz-Xaver Bernhard
Geschäftsführer/Executive Manager:
Dr.-Ing. Wilfried Schäfer
Registergericht/Registration Office:
Amtsgericht Frankfurt am Main
Vereinsregister/Society Register: VR4966
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From small and medium-sized companies to global players - the digital offerings at GrindingHub provide the right format for all exhibitors. Ariane Wahrmann, Head of Marketing at the German start-up Spanflug Technologies GmbH from Rattenkirchen, can also confirm this: „As a newcomer to GrindingHub 2022, the digital offering was a very valuable addition to our presence at the show. Especially for our digital solutions for automated quoting, the Web-Sessions are a great format to present innovative concepts and generate additional leads.“

Interested companies can register now for the 360°SPECIAL. The numbers of pitches is limited. Application forms, conditions of participation, further information as well as the videos from the previous digital events are available at www.grindinghub-digital.de.

Author: Tobias Beckmann, Consultant, VDW

Background GrindingHub in Stuttgart

The first ever GrindingHub was held in Stuttgart from 17 to 20 May 2022. It is the new trade fair and the new center for grinding technology. It is scheduled to be run every two years by the VDW (German Machine Tool Builders' Association), Frankfurt am Main, in cooperation with Messe Stuttgart and the Schleiftagung, as well as the "Machine Tools" industry sector of Swissmem (Association of the Swiss Mechanical, Electrical and Metal Industries) as institutional patron. Grinding is one of the top 4 manufacturing processes within the machine tool industry in Germany. In 2021, the sector produced machines to the value of 820 million euros, according to official statistics. 85 per cent of these were exported, with about half going to Europe. The largest sales markets are China, the USA and Italy. Internationally, China, Japan and Germany led the world rankings in 2021. According to VDW estimates, the grinding technology sector produced 4.7 billion euros worth of machines in 2021.

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