

PRESS RELEASE

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In cooperation with

Messe Stuttgart



NORTEC 2024: Meeting point for innovations

Around 200 exhibitors taking part in the trade fair under new management

Hamburg, 23 January 2024. – NORTEC opened its doors today at Messe Hamburg with a lively start. The Trade Fair for Manufacturers is being held from 23 to 26 January 2024 for the first time under new management. Messe Stuttgart and the German Machine Tool Builders' Association (VDW) took over responsibility for the trade fair in the middle of last year. The official opening ceremony in the Speakers' Corner in Hall A1 therefore marks the beginning of a new chapter.

Roland Bleinroth, President of Messe Stuttgart, stated the following: "We have been successfully staging AMB, International Exhibition for Metal Working, for many years with a strong visitor focus on south Germany. Taking over responsibility for NORTEC is a strategic step towards strengthening our presence in north Germany while also expanding our industry network." Over a period of four days the trade fair will provide an opportunity to experience production technologies, innovative solutions and developments. First held in 1988, NORTEC not only combines tradition and innovation, it also examines the future of manufacturing industry.



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Platform for innovation and know-how

The Trade Fair for Manufacturing is positioned as a platform for tapping customer potential in north Germany, sharing know-how, extending networks and developing partnerships. This year, 192 exhibitors will present their products and services on a net exhibition area of more than 4,300 square metres. Dr. Markus Heering, Managing Director of VDW, stated the following: "NORTEC in Hamburg addresses an attractive market environment. North Germany, Scandinavia and the Benelux countries are home to around 75,000 production companies, primarily in aerospace engineering, maritime technology, mechanical engineering, metal working, energy technology and some other industries. Tapping and serving these industries represent a great opportunity for our exhibitors to further develop their business in north Germany." Heering emphasised that the trade fair offers trade visitors production solutions for ensuring efficiency, quality and flexibility. Other focal points include automation, sustainability and the integration of AI.

Lars Reeder, Managing Director of Hein & Oetting, Ahrensburg, has been an exhibitor at NORTEC right from the beginning. He is delighted that NORTEC is in good hands with the new organisers and can be developed further. As a member of the NORTEC Advisory Board and a co-founder of the trade fair, he emphasised the following: "As the Trade Fair for Manufacturers, NORTEC has for many years been an indispensable meeting point for industry in north Germany. That's the reason why we exhibit there every year. I am confident that NORTEC has a highly promising future. We will therefore remain loyal to the trade fair." As a manufacturer in north Germany, he stressed the great importance of the trade fair for industry in the region.

With a different perspective, Stefan Reiss from Liebherr in Kempten, Southern Germany, is coming to Hamburg. The target audiences of NORTEC are particularly important for him. As a first-time participant, he is especially eager for the upcoming days and emphasises, "For us as a supplier of industrial automation, the general market presence in Northern Germany is the motivation for participating in NORTEC. The northern German market is very

important to us. The diverse industries hold great potential, and our target customers are based here."

Hamburg's politics also welcomes the new organisers of NORTEC. "The Department of Economic Affairs and Innovation is pleased that the fair is taking place in Hamburg again under the new management," emphasises Andreas Richter from the Business and Innovation Department of the Free and Hanseatic City of Hamburg, as well as the Head of the Innovation and Cluster Department. "This is an important signal in challenging times for the industrial location Hamburg. Many exciting exhibitors from all over Germany provide a broad picture of the manufacturing industry and numerous networking opportunities. This promises a successful restart in every respect." The further development of NORTEC complements Hamburg's offerings as an industrial location. "The master plan for industry, which we successfully updated in May 2023, aims to bring partners together to collectively address the current challenges of the industrial location Hamburg and show ways to overcome them. In five areas, from areas to digitisation and energy issues to skilled workers, the central themes are regularly discussed." The Department of Economic Affairs is ready to continue supporting NORTEC in the future.

Varied accompanying programme

Over the next four days visitors to NORTEC can look forward to a varied accompanying programme in the form of special shows, forums, workshops and talks.

More information about the accompanying programme: <https://www.messe-stuttgart.de/nortec/besucher/campus-fuer-den-mittelstand/rahmenprogramm-im-ueberblick>

(Author: Tanja Lee, VDW representative)

Background

NORTEC 2024 – Trade Fair for Manufacturers

NORTEC will be held in Hamburg from 23 to 26 January 2024. As the Trade Fair for Manufacturers, NORTEC provides a platform for industry in north Germany, the neighbouring Scandinavian markets, the Netherlands and Belgium. The key exhibition areas are machine tools and production systems, precision tools, robotics and automation, software, digital and IT solutions, control and regulation technology, measurement and testing technology, quality assurance, electronics production, components and assemblies, materials, order and contract manufacturing, services, conveyor and storage technology, logistics management, operating equipment and accessories. The target groups are buyers from industry (mechanical engineering and plant construction, metal working and processing industry, motor vehicle construction, aerospace engineering, medical technology, tool construction and mould making, electrical engineering and electronics industry, maritime technology / shipbuilding, precision mechanics / optics, contractors, components suppliers), the service sector, craft trades and the retail trade. The trade fair is staged jointly by Messe Stuttgart and VDW every two years.

You can find press releases relating to NORTEC in the Internet at <https://www.messe-stuttgart.de/nortec/journalisten>

You can also follow NORTEC on social media:



<https://www.linkedin.com/showcase/nortec-hamburg/>

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