

PRESS RELEASE

By Sylke Becker
Tel. +49 (0)69 756081-33
e-mail s.becker@vdw.de

In cooperation with

Messe Stuttgart



"NORTEC is alive" – Trade Fair for Manufacturers lays a good foundation in 2024 for the new start

Hamburg, 26 January 2024. – After four exciting days under the new management of Messe Stuttgart and the German Machine Tool Builders' Association (VDW) (Association of German Machine Tool Manufacturers), NORTEC closed its doors today after achieving remarkable results. Between 23 and 26 January 2024, NORTEC welcomed 4,800 trade visitors to Hall A1 at Messe Hamburg. Lars Reeder, Managing Director of Hein & Oetting Feinwerktechnik GmbH in Ahrensburg, Germany and Chairman of the NORTEC Advisory Board, expressed his joy: "NORTEC is alive – there is a good atmosphere, many sense a positive spirit, and I am very confident that it has the best conditions to establish a firm position in the new trade fair landscape." Dr. Markus Heering, Managing Director of VDW, commented: "We are delighted that we managed to increase the number of visitors compared with the last event. We therefore attained our first objective and laid a good foundation for the new start of the trade fair in 2026,"

Trade visitors satisfied

The visitors were satisfied with the products and services presented by the around 200 exhibitors at NORTEC. More than 86 per cent rated the trade fair in the visitor survey as "Good" to "Very good". This was reflected in the exhibitors' perception. Jens Martin, Technical Consultant in the Clamping Technology Division of the company Schunk Spann- und Greiftechnik in Lauffen am Neckar, commented: "Our brand



Lyoner Straße 18
60528 Frankfurt am Main
GERMANY

T +49 69 756081-0
presse@vdw.de

Registration Office:
Amtsgericht Frankfurt am
Main

Society Register: VR4966
VAT No.: DE 114 10 88 36

Chairman:
Franz-Xaver Bernhard
Gosheim

Executive Manager:
Dr. Markus Heering
Frankfurt am Main

presentation went down very well, our stand was very busy and we received a great deal of feedback."

59 per cent of trade visitors attended NORTEC for the first time. Three quarters of them said that they would definitely come back again while 87 per cent said that they would recommend the trade fair to other people. More than a quarter of visitors also expected the Trade Fair for Manufacturers to become more important in future. This was also emphasised by Josef Frauscher, Area Sales Manager Germany, Austria and Switzerland at the company Kraiburg Austria GmbH & Co. KG in Geretsberg: "NORTEC is important for us because there is no other trade fair for technically sophisticated products in north Germany."

NORTEC underlines its position as a trade fair in north Germany

NORTEC consolidated its potential for new customer business in north Germany. The vast majority came from a radius of 100 kilometres. "As a first-time exhibitor, we were very pleased," said Lisa Arndt, Sales Manager at the company Powerhouse Solutions GmbH from Plettenberg. "We held fruitful talks and had fantastic discussions with potential customers and multipliers." She also saw business potential: "We are firmly convinced that we will enjoy good sales after the event. And that is due to the contacts we forged here." Oliver Loth, Sales Manager at Citizen Europe GmbH in Esslingen, Germany, added: "As manufacturers of long and short turning machines, we seized the opportunity to once again showcase our presence at NORTEC after a prolonged hiatus. We've had very fruitful discussions, including with new customers." The fact that 78 percent of attendees, according to their own statements, play a decisive, co-decisive, or advisory role in purchasing and procurement decisions within their companies, reinforces expectations for business in the aftermath.

"As a trade fair organiser, we are first and foremost a supplier of services to our customers. We therefore used NORTEC to talk to every exhibitor and ask them about their wishes and ideas for the future of the trade fair. We will intensively analyse the answers in the next few weeks and use them as a basis for deriving and implementing the future concept of the trade fair," concluded Roland Bleinroth, President and CEO of Messe Stuttgart.

Photos

((NT_24_p_014)) The NORTEC opening on January 23, 2024, was filled with good spirits. (from left to right: Andreas Richter, Economic Authority Hamburg, Dr. Markus Heering, VDW, Roland Bleinroth, Messe Stuttgart, Lars Reeder, Hein & Oetting, Stefan Reiss, Liebherr).

((NT_24_w_032)) The diverse NORTEC supplementary programme generated significant interest.

((NT_24_w_110)) From 23 to 26 January 2024, 4,800 trade visitors flocked to Hall A1 of the Hamburg Trade Fairgrounds.

Background

NORTEC 2024 – Trade Fair for Manufacturers

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 decision-makers and 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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Comments by exhibitors at NORTEC 2024, Trade Fair for Manufacturers

Carsten Siepmann, Head of the Bremen Sales Office, Bikar Metalle GmbH, Bad Berleburg

"The trade fair is a successful platform for our company to develop new contacts. We have exhibited several times at NORTEC and are excited about the future of the trade fair."

Helge Schimanski, Group Leader for Module Services, Micro Production Processes at the Fraunhofer Institute for Silicon Technology (ISIT), Itzehoe

"From the viewpoint of the electronics production joint stand with 24 individual exhibitors, I can state the following: In our opinion, NORTEC improved significantly. The importance of electronics production for mechanical engineering became much clearer through communication before the trade fair. The number of visitors on our stand therefore increased substantially."

Carsten Schütz, Head of Sales at Joke Technology GmbH, Bergisch-Gladbach

"The visitors clearly spent more time at this trade fair. This made a positive impression on us. We held long and intensive discussions, and were therefore very satisfied."

Josef Frauscher, Area Sales Manager Germany, Austria and Switzerland, Kraiburg Austria GmbH & Co. KG, Geretsberg, Austria

"We exhibited for the second time at NORTEC. NORTEC is important for us because there is no other trade fair for technically sophisticated products in north Germany. We had a large number of leads on the first two days and would like to come back again."

Aco Dimitrievski, Sales Management Team, Mauth Werkzeug-Schleiftechnik GmbH

"The takeover of NORTEC by Messe Stuttgart gives us hope that NORTEC will have a positive future looking towards 2026."

Lisa Arndt M.Sc., Sales Manager, Powerhouse Solutions GmbH, Plettenberg

"We exhibited at NORTEC for the first time and were very pleased! "We held fruitful talks and had fantastic discussions with potential customers and

multipliers. We already know that we will come back again in 2026. NORTEC provides an ideal platform to successfully present our software solutions. We are therefore firmly convinced that our sales will increase after the event. And that is due to the contacts we forged here!"

Jens Martin, Technical Consultant in the Clamping Technology Division of the company Schunk Spann- und Greiftechnik, Lauffen am Neckar

"We have exhibited at NORTEC ever since it started. The current event has proved to be incredibly successful so far for our company. We have been busy right from the very start and welcomed a large number of new customers. Our brand presentation went down very well, our stand was very busy and we received a great deal of feedback."