

# Austech 2011 supports precision engineers, toolmakers, general engineering companies promote their capabilities

Melbourne, 11 February 2011 – Manufacturers can no longer rely on traditional advertising to generate business; they must aggressively seek new ways in which to promote themselves and their business. Austech organiser AMTIL provides assistance to its members and all interested advanced manufacturers through the Manufacturers' Showcase Pavilion during this year's Austech exhibition at the Melbourne Exhibition Centre from 24 to 27 May 2011.

As part of Australia's premier advanced precision manufacturing and machine tool exhibition, the Manufacturers' Showcase pavilion highlights the capabilities of Australia's precision engineering and advanced manufacturing industry and provides Australian component manufacturers, precision engineering firms, toolmakers, advanced manufacturers and general engineering companies the opportunity to exhibit their unique capabilities to an expected audience of more than 10,000 visitors.

"The importance of our precision engineering and advanced manufacturers in this country having the opportunity to promote the capabilities and capacity they have to offer is critical in view of international competition," explains AMTIL's CEO and Exhibition Director Shane Infanti. "The Manufacturers' Showcase provides the perfect forum for these companies to put themselves in front of Austech visitors, many of whom outsource and contract out their work."

The Manufacturers' Showcase initiative is proudly supported by ManufactureLink ([www.manufacturelink.com.au](http://www.manufacturelink.com.au)), Australia's largest industrial manufacturing network. ManufactureLink will exhibit the capabilities of its network of more than 400 advanced manufacturers in the centre of the Showcase Pavilion. Managing Director George Pofandt will be on hand to assist Austech attendees to locate the manufacturing capability they need and provide advice on how best to manufacture their products.

"The past Manufacturers' Showcase Pavilions were a great success with many participants now coming back every year," says Austech organiser and AMTIL Event Manager Kim Warren. "Many exhibitors from this pavilion have indicated that they generated a lot of leads over the four days of the show in 2009 and 2010, many from interstate prospects whom they otherwise would not have encountered."

The participating manufacturers agree. "The Manufacturers' Showcase is a great idea, it gave my company an opportunity to exhibit with other companies in our industry at the highest level; an opportunity I would normally not have, it gave my little company great exposure, not only in Victoria, I had a lot of interest from interstate," comments Mark Scarpella from Engineered Tooling, Seaford, VIC, who participated in the inaugural Showcase in 2009.

While many manufacturing companies who have already signed up for the available packages have participated at previous shows, Austech and its Manufacturers' Showcase initiative attracts a lot of interest from prospective new exhibitors, keen to take the next step to promote their business.

"Austech is Australia's premier manufacturing exhibition, and I felt that we were going to get great exposure by participating in the Manufacturers' Showcase Pavilion this year," says Darren Hoggan, Hounslow Engineering, Bayswater, VIC. The company specialises in twin spindle, twin turret live tooling CNC turning, as well as centreless grinding. "We want to educate our potential customers about centreless grinding because there are a lot of people out there who don't know about this technology. Austech provides us with the opportunity of human-to-human exposure to potential customers and to increase our customer base."

For more information and opportunities to be part of the Austech's Manufacturers' Showcase initiative, please contact Kim Warren under 03 9800 366, [kwarren@amtil.com.au](mailto:kwarren@amtil.com.au) or visit the Austech website [www.austechexpo.com.au](http://www.austechexpo.com.au).

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