

Austech 2012 70% booked out - organisers confident

Good outlook for Australia's premier advanced precision manufacturing and machine tool exhibition

Melbourne, 12 October 2011 – From 8 to 11 May 2012, manufacturers and distributors of production technology will be showcasing the entire spectrum of modern metalworking technology at Austech 2012 in Sydney, and all the signs are that Australia's leading trade show for this sector comes at the right time. With 70% of exhibition space already booked out, organiser AMTIL (Australian Manufacturing Technology Institute Limited) is confident that improving economic conditions will unleash pent-up demand as hitherto postponed purchase decisions resurge to provide commercial opportunities.

"Refocus on increased productivity and capacity requirements in key end-use markets in the post recession period will push demand for innovative machinery and technology, as manufacturers begin to channel investments for global competitiveness," says AMTIL CEO Shane Infanti. The diversity of application areas for machine tools ranging from aerospace, automobiles, process industries, wind power generation to mining, would help ensure a further recovery.

Many exhibitors agree. George Buhagiar, Managing Director Alfex CNC Australia, says that with less uncertainty, particularly in the US and Europe, companies could start committing to more investment in the industry.

And there are signs for increased confidence: EMO Hannover has recently shown that the world-wide machine tool industry and its customer sectors worldwide are currently in a healthy condition, and the latest NAB business survey suggests there are also strong reasons for Australians to be confident. While overall conditions remained fairly soft in September, the survey shows a lift in business confidence, particularly in manufacturing, due to the sharp fall in the Australian dollar and speculation of a rate cut or two.

"We believe that the manufacturing and processing industry is not being influenced from negative forecasts and issues such as the carbon tax debate or the US economy," comments DMG/Mori Seiki Australia President Stefan Weiwadel. "We are determined to pursue and reach our revenue goals for 2012 and gain further market share in Australian and New Zealand."

Mr Weiwadel considers Austech to be an ideal platform to address its existing customer base and generate new leads and customers. Since many of the products displayed at Austech are being presented to the public for the first time, the event attracts experts from the entire Australian manufacturing scene.

"Austech is an event where industry comes to us in an environment where customers become stimulated and exposed to new ideas that can be adopted in their operations," adds Mr Buhagiar. "It's also a great place to network."

Juergen Blessing, Sales Manager Overseas for Prima Power, agrees. "In our opinion Austech is the best way to present our range of 2D/3D lasers, our range of servo electric turrets, bending centres as well as our new range of servo-electric and hydraulic press brakes to our Australian customers." Early this year, Prima Industrie and Finn-Power merged into Prima Power, the new machinery division of Prima Industrie Group. "We expect to increase our visibility in the market, find new demand and increase the awareness of one of the widest ranges of sheetmetal working machinery being offered in Australia/New Zealand," he adds.

For regular exhibitor Hare & Forbes, Austech is the best platform to present new and innovative products to the decision makers within the industry. "The exhibition lets us showcase the capabilities of our company and our suppliers and builds brand awareness," says Hare & Forbes's Rick Foster.

"Being present at Austech is an absolute must for all manufacturers of production technology aiming to serve customers on the Australian market and to demonstrate their competence, efficiency and capacity to them," comments AMTIL Event Manager and Austech organiser Kim Warren. "The same applies to users. They require efficient manufacturing technology, comprehensive engineering skills and good service in order to be competitive."

Sustainability, efficiency, multitasking, complete machining, automation and process integration will be amongst the show's overarching themes. To complement the exhibition, the innovateAustralia showcase, which was a huge success in Melbourne this year, will be back in Sydney. Again it will connect visitors with organisations and industry leaders significant to them, inform them of opportunities that exist and what challenges are faced by those successful in the supply chain.

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