

# Austech 2012 a must for innovative manufacturers

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Melbourne, 12 December 2011 – From 8 to 11 May 2011, national and international manufacturers of production technology will be presenting machine tools, precision tools, sheetmetal technology, automation equipment and much more at AUSTECH 2012 in Sydney. The entire spectrum of modern metalworking technology will be covered at the Sydney Showground and since many of the products are being showcased for the first time, the event, co-hosted with National Manufacturing Week (NMW), attracts a combined total of over 10,000 visitors every year. "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," says 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." Thousands of industrial decision-makers regularly attend AUSTECH and National Manufacturing Week to get ideas and find ways to cut costs and get more work. More than 94% of visitors have buying influence and come to see new technology demonstrated. 86% of previous attendees say they came to see new products, while 19% were in search of a particular new product. One in three visitors is looking for a manufacturing solution or a solution to a problem, and the fact that 70% report to have gone home successfully speaks for itself. Leading-edge manufacturing and technology solutions are at the core of Australia's premier advanced precision manufacturing and machine tool exhibition, and it offers an ideal platform to connect with both current and prospective customers. Key findings of the most recent visitor survey in summary: • 93% were satisfied with exhibit visits, • 70% were successful in finding specific products or solving manufacturing problems, • 77% made new business contacts and • 49% made a purchase as a result of visiting the show. More information:

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