

# Austech 2012 stimulates new business

At the close of Austech 2012 in Sydney, exhibitors, visitors and organisers look back at a very successful show, which has once again stimulated new business throughout the Australian machine tool and advanced manufacturing industry.

"Austech came at the right time for industry to invest in technology and be more competitive," AMTIL CEO and Exhibition Director Shane Infanti commented at the end of the show. "The important thing to consider is that the show is not only about the technology, but Austech provided a forum for visitors to learn about the latest methodology and techniques as well. It is a very useful learning exercise for them to come in and be able to see all the technology in one place and how the technology interacts. So we think that it is going to stimulate a lot of investment in technology and how to use it."

The four-day event in Sydney featured the latest machinery, solutions and services for every conceivable aspect of metalworking, showcased by more than 100 exhibitors and the special Innovate Showcase, which aims to promote the early adoption of technologies, methodologies and techniques. A major part of Innovate was the Opportunity Caf, which hosted a number of speakers who discussed relevant supply chain opportunities and major projects.

"This Austech was a winner in every respect and has earned top marks from visitors and exhibitors alike. The show has further expanded its reputation as Australia's premier advanced precision manufacturing and machine tool exhibition for the local metalworking industry," Mr Infanti said. "While the Australian economy continues to record moderate growth, the world-wide machine tool industry continues in full swing which means an even stronger market footing for our exhibitors."

The industry's positive mood was visible in the exhibition halls, where exhibitors were delighted with their order intakes and the quality of leads generated. "It was probably one of the busiest shows we have ever been at, it was absolutely overwhelming," commented Colin Johnsen from LAG. "We show some of the best equipment available in Australia and meet potential and existing customers; the show is a real benefit for us!"

Austech 2012 also demonstrated that industry has embraced the outstanding opportunities created by new and affordable technology, such as additive manufacturing. "Industry has the expertise required; now it's time to get moving on implementation," says Exhibition Manager Kim Warren, and the eight participating companies in the Additive Manufacturing Pavilion had the products at hand to do so.

"The focus on additive manufacturing and rapid prototyping at Austech was timely and appropriate," says Anna Elliott, Marketing Manager at Memko. "In the rapidly evolving market, low volume and customised manufacturing will play an ever increasing role for Australian customers and it is important to have a platform for showcasing and promoting the diverse solutions available today." Dermid McKinley from Tasman Machinery agrees and is very pleased with a very busy show: "Having the additive manufacturing sub-section at the Austech exhibition had been a big plus as it has produced a cluster effect of people visiting going from booth to booth."

[www.austechexpo.com.au](http://www.austechexpo.com.au), [www.amtil.com.au](http://www.amtil.com.au)

## Contacts

Barbara Schulz  
0488771477  
<mailto:bschulz@com4tech.com.au>