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What the exhibitors said about AUTOMATICA 2006
(Appendix to the Closing Report)

ABB Automation GmbH, Martina Hess, Manager Marketing-Communication, Germany:

“AUTOMATICA has developed into the leading trade fair for the automation industry, and offers a very pleasant working atmosphere. We are very satisfied with the way the fair went. In particular we were very successful in our goal of making new customer contacts in key segments, and in intensifying our relations with existing customers. At our stand we talked to very many high-quality visitors who had come to the fair for the first time. In 2008 we will be here again, because this is a place where we can meet up with our target group.”

AGR Automation Ltd, Lawrence Davie, Sales & Business Development Manager, United Kingdom:

“Yes, it has fulfilled my expectations – we are pleased with our presence here. We wanted to reach new potential clients with our new product. We have been able to do that. Very good quality. We met potential clients at CEO level from Israel, USA, Italy, Netherlands, Denmark and Spain. The atmosphere at AUTOMATICA was excellent. AUTOMATICA has critical mass. It is the only trade fair we know at which every company which should be here is here. It is absolutely the right show for us. We will be back!”

Adept Technology GmbH, Joachim Melis, Vice President Europe, Germany:

“Our expectations were fulfilled. Very good quality of contacts. The goals of consolidating existing business contacts, promoting our company and meeting potential new customers were all achieved in full. At Adept we had a good response from visitors, 50 percent of whom were at the fair for the first time. The quality of the visitors and the contacts we made were excellent. The atmosphere, too, was very good. Looking forward, we see a steady growth for our industry. And we regard AUTOMATICA as its leading trade fair. So we will be back in 2008.”

AIDA Massimo, (Italian Association of Assembly Technology), General Secretary, Italy:

“I have always supported the creation of an exhibition like AUTOMATICA in Europe. The industry missed this kind of exhibition, and the results of AUTOMATICA confirm this. In 2006, we have seen a significant increase in the area dedicated to assembly technologies. The robot manufacturers are all here, too, so this is also a very interesting show for Italian system integrators to visit.”

ASENTICS Vision Technology GmbH & Co.KG., Dr. Horst G. Heinol, Managing Partner, Germany:

“I am convinced that AUTOMATICA will grow into the leading international fair for our industry. Looked at today, it is certainly the most successful fair we attend. We meet just the right target group here. The quality of visitors was exceptionally high. We will be back in 2008!”

Balluff GmbH, Albert Feinäugle, Manager Marketing Services, Germany:

“AUTOMATICA has met our expectations in full. The number of visitors and their quality was very good. We were able to further strengthen our links with existing customers and win new ones. Our goal was also to promote our new products. We had a good response from visitors at our stand. The quality of those visitors, too, was very good. We were also able to make good contacts. We see the current situation as good, and see further growth for our industry. AUTOMATICA is an important industry event, and we will exhibit again here.”

Bosch Rexroth AG, Hans-Georg Joachim, Sales Director, Germany:

“We saw more visitors at our stand than in 2004. The response from those visitors was excellent. About 70 percent of them came from Germany, and around 20 percent from Switzerland and Austria. The proportion of international visitors was around 10 percent. About 20 percent of visitors were at the fair for the first time. We were able to make some excellent contacts.

We thought the atmosphere at AUTOMATICA was very good.

Carl Cloos Schweisstechnik GmbH, Michael Schmidt, Director Sales and Marketing, Germany:

“The visitors to our stand were very interesting, we were able to refresh existing contacts and attract new ones. Exhibiting here is very important for our company. Interest levels were high and we see continuing positive development in our industry. The atmosphere at AUTOMATICA 2006 was again very pleasant. The fair has expanded its reputation further. As regards the current situation in the sector, we see the general trends as more positive than last year. We are already sure that we will be taking part in the next AUTOMATICA.”

COMAU SpA., Elena Meinardi, Marketing Manager, Italy

“It is great what we have seen here at AUTOMATICA 2006. Participation is very high and a lot of customers and prospects have already visited us on the second day. In particular, we have welcomed an important delegation from Australia, as a confirmation of the international scope of this exhibition.”

Cosberg SpA., Monica Teli, Director of Marketing, Italy

“I got an excellent impression about this edition of AUTOMATICA as soon as I entered the exhibition centre: in the reception area, there was actually a crowd of people ready to start their visit. And that impression was confirmed inside the halls, with “heavy traffic” in all the alleys. All the visitors to our stand were really interested and qualified, they all come with a project in their hands they were looking to solve, or with a very specific question. So, we are very satisfied with the profile of AUTOMATICA visitors.”

FANUC Robotics Deutschland GmbH, Gerald Mies, General Manager, Germany:

“AUTOMATICA has met our expectations in full, we are more than happy. The response from visitors at our stand was excellent – most of them were first-time visitors to the fair. The excellent quality of those visitors meant we were able to make some very good new contacts. We were impressed by the various events and the atmosphere in the halls. For FANUC Robotics AUTOMATICA is the most important trade fair. Because of the excellent response, FANUC is already planning to exhibit at AUTOMATICA in 2008.”

FlexLink, Dipl.-Ing. Josef Höing, Marketing Manager, Germany:

“We achieved all we set out to do at AUTOMATICA. The visitors to our stand were in part invited guests, and clients, but also some new customers. We would describe the atmosphere at AUTOMATICA as very good. And the event’s status in the industry as right at the top.

As regards future development in the industry, we are optimistic. There is an increase in inquiries about integrated solutions. We rate AUTOMATICA very highly, and intend to be back here again in 2008.”

Fraunhofer Institut für Produktionstechnik und Automatisierung (IPA), Martin Hägele, Head of Department Robot Systems, Institute Management Committee, Germany:

“AUTOMATICA lived up superbly to our expectations. We were able to make contact with potential new customers. And we were successful in our goals of promoting our work to the press and customers, of reviewing developments in the market and of observing the competition. Special mention should be made of the good quality of the trade visitors. We are very happy with AUTOMATICA. It is a very good trade fair with a broad spectrum of themes.

AUTOMATICA is on the right road and will continue to grow. So we will be back at the next event in 2008.”

ISRA VISION, Gabriele Jansen, Corporate Development Vice President ISRA VISION, Germany, and President European Machine Vision Association (EMVA):

“Our expectations of AUTOMATICA this year were very high. After its successful launch two years ago, it had to show this year that it could live up to its claim of being the leading international trade fair for automation technology. Now, on the fourth day of the fair, I can say that at ISRA VISION, we are very happy with the result. We had high numbers of visitors at our stand, with just as high a level of quality. That is due not least to the effective marketing activities of Messe München and VDMA Robotics and Automation. And also to the considerable efforts we also made in marketing and visitor invitations. We hope that AUTOMATICA in 2008 will be just as successful. We are convinced that the number of foreign visitors will continue to rise.”

KUKA Roboter GmbH, Michael Otto, Marketing:

“We are very happy with the fair. Our exhibits were very well received by the visitors. Our goals were to excite the imaginations of our visitors and customers, and to gather new ideas for more new and innovative solutions. We had very many visitors from abroad at our stand, in particular from Italy, the US and Scandinavia. Also we talked to a large number of trade visitors from a very broad range of sectors. The accompanying programme at AUTOMATICA was extremely informative and gave a special flair to the event. AUTOMATICA is now the number one trade fair for automation. For KUKA it’s primarily a forum for promoting our brand and our image, particularly because it reaches such a broad range of industries. New sectors will be opening up for robotics in the future. We will be back here again in 2008.”

MIKRON Assembly Technology, Jean-Francois Bauer, Head of Marketing, Switzerland:

“This event lived up to our expectations. We were able to make new contacts and intensify our relations with existing customers. The quality of the contacts was good. The general atmosphere at AUTOMATICA is good, and at our stand very good. AUTOMATICA is an important fair, and one that can develop into the leading trade fair for the industry.

PARO AG, Martin Frauenfelder, CEO, Switzerland:

“AUTOMATICA fulfilled our expectations. We were more than happy with the quality of the visitors. Most of them came from the target groups we are aiming at. And we were able to make new contacts. AUTOMATICA is well on the way to becoming a leading international trade fair and we will be back again in 2008.”

Reis Robotics, Dr. Michael Wenzel, Managing Director, Germany:

“AUTOMATICA 2006 more than fulfilled our expectations. The quality of visitors had risen, and the event as a whole, too, was able to maintain the high standards set in 2004. Overall we were very satisfied.

We managed to achieve all the goals we had set ourselves. We intensified our contacts with existing customers, and attracted some new ones. We presented our entire product and applications spectrum.

The comments made by visitors to our stand were very positive. The concept and the corporate image of AUTOMATICA 2006 was also regarded as positive by the managing director and CEO levels. We noticed a lot of first-time visitors, made new contacts and signed up a number of orders. AUTOMATICA 2006 is of the same high quality as in 2004. The atmosphere at the event was very professional.

For our company AUTOMATICA is without doubt a leading trade fair and we were able to confirm this through our presentation at the fair.

Currently we are seeing a certain stagnation, through investment decisions being put off. However, we see developments in the future as being generally positive.

For us, taking part in this leading trade fair is a must in 2008.”

SCHUNK GmbH & Co.KG, Heinz-Dieter Schunk, Managing Partner, Germany:

“The fair lived up to our expectations. The quantitative and qualitative goals we set ourselves were achieved. In comparison to the first event we were able to make 30 percent more contacts this year. The setting for AUTOMATICA is very pleasant and it is very professionally done. Our sector is seeing a positive business and market environment and we are seeing growth in the international sphere in particular. AUTOMATICA is based on a theme-oriented concept, it is visitor-friendly, well laid out and is well on the way to becoming the leading trade fair for the industry. So we will definitely be back in 2008.”

SIM Automation GmbH & Co.KG, Dr. Ing. Otto Diederich, Managing Director, Germany:

“Since 1990 we have been attending all trade fairs for automation technology in Germany and have never experienced a first day like the one on 16 May. Not only in terms of visitor numbers, but also as regards their quality. AUTOMATICA would have been worth our while for that first day alone. On Wednesday and Thursday our stand was so full that we had to hire additional meeting room space from the organisers, in addition to the rooms we already had at our stand. We and our visitors were delighted in particular by the good structure of the fair and the way the themes were organised. If the fair stays as it is, we will be a regular exhibitor in the coming years.”

sortimat Technology GmbH & Co.KG , Hans- Dieter Baumtrog, Managing Director, Germany:

“We are delighted with the quality of visitors and the number of foreign prospects from our most important markets. AUTOMATICA has managed to attract the right people from across all sectors, for assembly technology as well as for handling technology, systems and components.

With the success of this year’s AUTOMATICA this fair has further underpinned its claim to being the leading trade fair for assembly technology. We will be taking part again in 2008.”

Stäubli Tec-Systems GmbH Robotics, Sonja Koban, Marketing, Germany:

“Our expectations of AUTOMATICA were fulfilled and we are very happy with the event. Our goals were to reach new groups of customers, boost our attractiveness and intensify our relations with existing customers. These we all achieved. The response from visitors at our stand was very good, and we were able to win over a number of new customers. Our sector is currently on the up. The fair went very well and it will become even more important in future. We will be taking part again in 2008 as AUTOMATICA has shown a very high level and we expect the next event to feature even more international visitors.”

STEMMER Imaging GmbH, Peter Stiefenhöfer, Manager Marketing & PR

“We are very happy with how AUTOMATICA went, and we made significantly more promising contacts this time than at the premiere. Even on the first day of the fair we attracted more visitors than on the same day in 2004. Our goals were to intensify existing contacts and also to attract potential new customers. Both of them we achieved in full. The quality of visitors we had at our stand was very good. We had some very specific inquiries as regards applications and these promise some considerable potential. We are also optimistic that some of the talks we had will lead to orders. This year AUTOMATICA boosted its claim still further to being the leading fair for our industry, and in our view it is already a trade fair not to be missed by firms from Germany and abroad. If Messe München continues to do its job as well as it has done so far, then we will definitely be back as an exhibitor in 2008.”

VITRONIC Dr. - Ing. Stein Bildverarbeitungssysteme GmbH, Dr. Ing. Norbert Stein, President, Sole Shareholder Germany:

“AUTOMATICA has fulfilled expectations, it offered a very high quality of visitors, a very good range of products and services, and very high quality stands by the co-exhibitors. We were happy with the number of new potentials we reached and with our success in further intensifying relations with existing customers. We thought the special displays in the accompanying programme were very good. For us AUTOMATICA is the leading trade fair for

industrial applications. The current situation in machine vision is good and things will continue to expand. We will be taking part again in the next AUTOMATICA.”

Weber Schraubautomaten GmbH, Andreas Groth, Sales Director, Germany:

“We are very satisfied with our presence at AUTOMATICA 2006. Our expectations were met, both in terms of quality and quantity.

The fair was more international this year, we were able to make good contacts and expect to turn those contacts into many new customers. We had a good response from visitors at our stand and these visitors were of a high quality. About a quarter of those visiting our stand came from abroad, and about a fifth were first-time visitors. The atmosphere at AUTOMATICA was excellent and it was able to establish itself as the leading trade fair. We think AUTOMATICA is very good and we will be back in 2008.”