



Presseinformation - Press release – Communiqué de presse – Comunicado de prensa

Looking ahead to the KMO 2006 – launching the new look

Brisk bookings for the KMO plastics show in spring 2006. Bookings by new exhibitors, currently running at 30%, are boosting demand. Organizers, Messe Ostwestfalen, have given the KMO a new logo. Preparations for the show are picking up speed.

Bad Salzuflen, January 16, 2006: Business confidence in growth forecasts for the German economy seems to be having a positive effect on bookings for the KMO. The fact that 30% of the bookings to date are from exhibitors who didn't participate in 2005 is evidence of the growing popularity of this northern German event. The organizers, Messe Ostwestfalen, are expecting around 10,000 visitors and 250 exhibitors.

Volker Schütz, KMO project manager pointed out that KMO organizers know from experience that many exhibitors leave their decision on participation until January. There were an exceptionally high number of late bookings in 2006. One explanation could be that the show takes place very early in the year. The fact that approximately 30% of bookings are from first-time exhibitors points to an increasing number of companies deciding to use the established platform of the KMO for their marketing activities. First-time bookers included many German and international companies supplying peripheral equipment and services. Regional exhibitors said participation in the KMO was part of their strategy for continued market expansion. This aspect is strongly supported by the successful regional trade show concept in Bad Salzuflen.

After a long absence, Ferromatik Milacron from Malterdingen decided to take up the option of a regular exhibitor solution. The prestige manufacturer of multicomponent injection moulding machines wants to focus visitors' attention on its ELEKTRA range of electric machines. Electric injection moulding is a special topic at this year's KMO. Ferromatik is also using the show to establish its brand more strongly in the region. Fanuc Roboshot Europe is another company taking advantage of the regular exhibitor option and of this year's focus topic to boost recognition for its electric solutions.

The appeal of the KMO, celebrating its 20th anniversary in 2006, is also reflected in the new logo, recently approved by the organizers, Messe Ostwestfalen. The new look KMO trade show takes place from March 15-18, 2006 in Bad Salzuflen.

Photo 1: Volker Schütz, KMO project manager is convinced that regional trade shows are the ideal platform from which to drive market expansion.

Photo 2: New logo for the KMO

Contact:

Volker Schütz
Messe Ostwestfalen GmbH
Benzstraße 23
32108 Bad Salzuflen
Germany
Phone.: +49 / 52 22 / 9250-13
Fax: +49 / 52 22 / 9250-40
www.messezentrum.de
schuetz@messezentrum.de