

hybridica 2008

International trade show for the development and manufacturing of hybrid components

**Neue Messe München
New Munich Trade Fair Centre
11-14 November 2008**

www.hybridica.de

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International platform for hybrid components:

Successful premiere for hybridica

Munich, 14 November 2008. Having drawn approximately 8,000 attendees and 130 exhibitors from ten countries, hybridica enjoyed a successful premiere. This international trade fair dedicated to the development and manufacturing of hybrid components featured excellent attendee quality and a complete depiction of the entire value chain. In this way, hybridica accommodates this sector's strong interest in and need for an international, innovative trade show platform. Held in conjunction with electronica – the world's leading trade show for components, systems and applications – this new presentation platform was very well received within the target industries. The numerous business deals made during the course of the trade show also helped to ensure that the exhibitors were well pleased.

The “hybridica Forum” also received a great deal of attention. There, experts informed attendees about the latest developments in hybrid manufacturing and pointed out best-practice solutions for all areas, while also examining trends in the industries that purchase this technology.

As this first edition of this trade show comes to an end today, it is possible to immediately draw a positive conclusion for hybridica. With approximately 8,000 attendees (26% of which came from outside Germany), 130 exhibitors from ten countries, and 10,000 square meters of exhibition floor space, hybridica has lived up to the expectations of those involved. hybridica was able to welcome guests from a

total of 35 countries, such as China, Denmark, Italy, Russia and Switzerland. The broad spectrum of industries present in Hall C2 provided ample evidence of the rapidly growing significance of hybrid components and processes in the target industries: electronics, automotive, medical device technology, consumer electronics, power engineering, and domestic appliances.

Klaus Dittrich, managing director of the Messe München GmbH, sums up: “Our concept of creating a new international presentation platform for the entire value chain in a high-potential market segment has definitely proved to be on the mark. As a business-to-business platform, hybridica complements electronica in an ideal fashion and offers the target industries genuine added value.” “The event resonated well with the exhibitors, which shows that our new trade show meets the industry’s desire for an international platform,” adds Thomas Rehbein, deputy head of Messe München GmbH’s New Technologies business unit. “In addition, Munich has again proven itself as a venue that is able to meet all the demands of an internationally-oriented trade show and satisfy the high quality requirements.”

Beginning right from its premiere this year, hybridica was able to welcome numerous well-known exhibitors, such as Härter Stanztechnik, IMO Oberflächentechnik, Kleiner, Kummer, PRYM INOVAN, Roth Werkzeugbau, Swoboda, Ticona, Walter Söhner, Wieland-Werke, and ZIMK. With their exhibits, these companies depicted the complete value chain and offered attendees a representative market overview encompassing all segments – from metal raw materials to precision mold and tool making, and from punching, bending and injection molding machines to automation solutions for manufacturing cells. The importance of hybridica for the plastics industry can be seen in the numerous booths from companies from the plastics technologies sector, such as Geiger Gruppe, Lichau, Plastitec, Röchling, Spritzguß Müller, and VARIOPLAST. This comprehensive exhibition illustrated the enormous potential that hybrid components and manufacturing processes hold for the individual target industries.

The innovative and interesting program of accompanying events was also received with great interests. One of the trade show highlights was the “hybridica Forum,”

which was always completely booked. There, representatives from the business, industrial, and research communities offered insights in a total of eleven exciting speaker presentations that covered innovations within the integrated manufacturing industry and explored the opportunities for applications and the markets for hybrid components. Besides a compact exhibition, “Highlight Avenue” showcased hybrid studies for medical device technology, the consumer goods industry and the automotive sector. Another highlight for the attendees was the special “Transparent Manufacturing” show, which vividly illustrated the advantage of integrated, intelligently interlinked automation components. Trade show attendees were able to observe a live demonstration of the entire production line in action and then take the final product, a “hybrid clip,” home with them as a souvenir.

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About hybridica

hybridica is the international trade show for hybrid components. As a business-to-business platform, the event fosters the exchange of information and generates business in the development and manufacturing of components made of metal and plastic. The event takes place in Munich, a leading high-tech region, where it is held in parallel with the world-leading electronica trade show. hybridica offers exhibitors and attending trade professionals a compact overview of the entire value chain for this innovative, high-potential technology.

hybridica 2008 was held at the New Munich Trade Fair Centre from November 11 – 14, 2008. Additional information is available at www.hybridica.de.

About Munich Trade Fairs International Group (MMI)

The Munich Trade Fairs International Group (MMI) is one of the world’s leading organizers of trade fairs. It organizes some 40 trade fairs for capital goods, consumer goods and new technologies. More than 30,000 exhibitors from over 100 countries and more than two million visitors from more than 200 countries participate in fairs and exhibitions in Munich each year. In addition, MMI organizes trade fairs in Asia, Russia, the Middle East and South America. With six subsidiaries abroad – in Europe and in Asia – and 65 foreign representatives covering 90 countries, MMI has a network that spans the globe.

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