

**Reed Exhibitions Messe Wien
MEDIA SERVICE**

>vienna-tec< 2008 in Vienna:

**High degree of innovation and an increase in visitors
of more than 16 per cent – Austria’s largest industrial
trade fair sends impressive signals**

**708 direct exhibitors and 1,000 represented companies filled the mall
and all four halls of Vienna’s Congress Center Messe Wien +++ Total
of 34,500 trade visitors from Austria and from abroad +++ Financial
and credit crisis has hardly any effects on the trade fair +++ Industry
sees crisis as opportunity for boost in innovation +++ Results of
visitor survey show high degree of acceptance of concept and
realisation of the >vienna-tec 2008< +++**

VIENNA (13 October 2008). – In Vienna’s Congress Center Messe Wien
the second edition of Austria’s largest industrial trade fair, >vienna-tec<,
closed its doors after four days on Friday (10 October, 2008) evening. In
the course of this event 708 direct exhibitors and additionally 1,000
represented companies (with a total share of 83 per cent of producers)
from 25 countries presented their current solutions, products, systems,
programmes and services on 60,000 square metres of exhibition space in

all four halls and the mall. Two years ago the >vienna-tec< took place for the first time. The fair offers trade visitors from the industry and the producing industry in two-year-turns six internationally renowned trade fairs under one roof (>automation austria<, >energy-tec<, >ie industrieelektronik< (industrial electronics), >intertool<, >Messtechnik< (metrology) and >Schweißen/Join-Ex< (welding)).

“This clearly makes the >vienna-tec< the largest trade fair platform of its kind for the industry and the producing trade in Austria, even reaching into the Centrope region”, emphasises Johann Jungreithmair, CEO of fair organiser Reed Exhibitions Messe Wien. Mr. Jungreithmaier can not only report about the increase in visitor numbers from 16.4 per cent to 34,358 trade visitors (visitor number in 2006: 29,511) but also highlights the remarkably high degree of innovations of the exhibitors’ products. “This proves that the domestic industry has found its home amongst the trade fairs in the >vienna-tec< where the innovational power and performance of our companies manifests itself. The success of the >vienna-tec 2008< bases itself without a doubt on the unique character of the concept with the combination of themes of the six trade fairs that offers itself to synergies as well as the interregional orientation with the focus on CEE.”

Against the obvious assumption that the current global financial and credit crisis could affect the trade fair Johann Jungreithmair explains that only little of the crisis was felt: “The industry defines its orientations in longer-lasting cycles and, as Wolfgang Morrenth, head of Siemens Industry Automation and Drive Technologies, emphasised in the panel discussion held in the course of the opening, the industry sees the current crisis as an opportunity for a boost in innovations which would make the industry a factor of stability during this crisis.”

Visitors clearly say “yes” to the >vienna-tec<

The results of the independent visitor survey clearly show that the visitors of the >vienna-tec< were delighted: almost all visitors interviewed (98.6 per cent) were content with the trade fair. 95.7 per cent praised the presence of product innovations and the high degree of innovations. The synergy effect, achieved with the combination of the six trade fairs, has been rated as advantageous by app. 90 per cent. “The data from this survey not only confirm the accuracy of the fair concept and its realisation, they are to be seen as a great compliment to the exhibitors and their involvement. In addition, they underline the necessity of this trade fair and its high degree of efficiency”, as Christian Friedl, head of the business section Trade Fairs at Reed Exhibitions Messe Wien, explains.

The significance of the >vienna-tec< is also proven by the high degree of the visitors’ deciding quality, obvious from the survey data. App. two thirds (85.2 per cent) stated to participate or co-participate decisively in investments and decisions. “From the data derived from the visitor survey it becomes obvious that the visitors of the >vienna-tec< are top-flight experts”, the two fair managers Eveline Sigl and Harald Novotny state. “And also the number of international visitors of the >vienna-tec< is remarkable, we registered visitors from Germany, Slovakia, the Czech Republic, Hungary and many more EU countries as well as non-EU countries and even from overseas.”

Austria’s industry needs much more qualified employees

The official opening of the >vienna-tec 2008< was carried out by Christoph Leitl, president of the Austrian Federal Economic Chamber, who highlighted the significance of the trade fair platform >vienna-tec<: “Trade

fairs not only present products and solutions by the exhibitors, they mainly promote the personal contact which is essential for creating confidence.” Christoph Leitl also praised the initiative for education and further training in the course of the >vienna-tec<: “The ‘Education Mall’ is a significant signal for the young generation and shows the many possibilities the market has to offer. It becomes clear here that young people do stand real chances and are needed.” The fair focus on further training was also a top priority for Alfred Hutterer, general manager of Trumpf Maschinen Austria: “In the industry we are looking desperately for qualified staff. Because of that it was so important that many education and training institutions and their students could present themselves at the >vienna-tec<. We have an excellent level in engineering education both in Austria as well as across Europe and do not need to dread a comparison with American elite universities. What will be decisive for the future, however, is that many more young people choose a career in technology.”

High-tech location Austria has shown its colours impressively

Johann Jungreithmair pinpoints the success of the second edition of Austria’s largest and most significant industrial trade fair: “The industrial and high-tech location Austria has shown its colours impressively. Not only we as the organiser but also the exhibitors, which have demonstrated top-flight quality in their presentations, can be proud of this trade fair.” And he adds another praise for the new traffic infrastructure: “Especially for such a large and important international trade fair like the >vienna-tec< it has been proven once again that the connection of Vienna’s Congress Center Messe Wien to the Vienna’s underground network, that is in effect since last spring, is invaluable.”

After the trade fair is before the trade fair

The next industrial event for the area automation, the international trade fair >Smart<, will be taking place from October 7 to 9, 2009 in the Design Center in Upper Austria's capital, Linz. And the next, third, issue of the >vienna-tec< is planned to take place from October 5 to 8, 2010 at Messe Wien. (+++)

Important: For this press information please see

www.vienna-tec.at/presse.

For further Press & PR Information please contact:

Reed Exhibitions Messe Wien/ Press & PR information:

Manager: Paul Hammerl,

Oliver-John Perry

Tel. +43 (0)1 72720 226, Fax 441

E-mail: Oliver-John.Perry@messe.at

Stephanie Raidl

Tel. +43 (0)1 72720 224, Fax 441

E-mail: Stephanie.Raidl@messe.at

