

Essen, September 25, 2017

Global Network of the World's Premier Fair:

## Chances in the Most Important Growth Markets are Being Offered to Exhibitors at SCHWEISSEN & SCHNEIDEN

From 2018, Fair Participation Also in the United Arab Emirates

For 65 years, SCHWEISSEN & SCHEIDEN has been the number-one business platform for top decision takers, purchasers and multipliers - and that not only at the location of Essen. In addition, the experts at Messe Essen use their entire know-how in order to make it possible for companies from the joining, cutting and surfacing technology sectors to gain appropriate access to the growth markets in China, India and Russia. From January 2018, this will apply to the United Arab Emirates, too. With the WELDING AND CUTTING PAVILION / SteelFab, Messe Essen will thus offer exhibitors at SCHWEISSEN & SCHNEIDEN another platform in order to establish contacts in significant growth markets and to develop business. The events adjusted to the respective markets are organised by Messe Essen together with strong international partners. As an ideal partner, the German Welding Society (DVS) supports all the fairs from the SCHWEISSEN & SCHNEIDEN family and promotes the exchange of specialist ideas with fair-accompanying congresses.

### ESSEN WELDING & CUTTING PAVILION at SteelFab / United Arab Emirates for the First Time

From 2018, Messe Essen will be represented at SteelFab in Sharjah, United Arab Emirates, with the ESSEN WELDING & CUTTING PAVILION. From January 15 to 18, 2018, a new opportunity for the sector dealing with joining, cutting and surfacing technologies will thus be offered in situ: The event will make it possible for the exhibitors at the successful world's premier fair, SCHWEISSEN & SCHNEIDEN in Essen, to present product solutions, to establish themselves with specialist competence and to strengthen the business relations in the prospering Gulf region.

SteelFab will take place in the Expo Centre Sharjah in the emirate of Sharjah. 342 companies from 43 nations took part this year. In 2018, Messe Essen will offer a



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## INFORMATION

separate exhibition area for customers of the world's premier fair, SCHWEISSEN & SCHNEIDEN, at the leading fair for the welding industry in the United Arab Emirates.

In the GCC region, SteelFab is one of the most significant trade fairs for the metal processing, metal fabricating and steel producing industries. The modern Expo Centre Sharjah is located ten minutes' drive away from Dubai Airport. Saif Mohammed Al-Midfa, CEO of the Expo Centre Sharjah: "The brand and orientation of SCHWEISSEN & SCHNEIDEN constitute a perfect match to our fair. That will carry SteelFab further into the global markets since leading suppliers from all over the world will come into the Gulf region where the demand will rise even further."

SCHWEISSEN & SCHNEIDEN has already become established by participating in foreign fairs in the growth markets in China, India and Russia:

### **BEIJING ESSEN WELDING & CUTTING 2018 in Dongguan for the First Time**

The 22nd BEIJING ESSEN WELDING & CUTTING in Shanghai in 2017 celebrated its 30th anniversary with record values and was thus able to confirm its significance as Asia's most important trade fair for joining, cutting and surfacing technologies. Around 1,000 exhibitors presented their products and services in the Shanghai New International Expo Center. With an attractive portfolio, the sectoral event lured 25,200 visitors - this value is only surpassed by the mother event, SCHWEISSEN & SCHNEIDEN. In addition to trade visitors from the Middle Kingdom, experts used the sectoral platform in order to obtain information, exchange ideas and place orders. China is Germany's most important economic partner in Asia. In turn, Germany is China's most important trading partner in Europe. Dongguan will be the venue for the next BEIJING ESSEN WELDING & CUTTING from May 8 to 11, 2018 for the first time.

### **ESSEN WELDING PAVILION at SVARKA/Welding in St. Petersburg**

Russia continues to have significant potential for international joining, cutting and surfacing technologies. In spite of challenging economic and political framework conditions, around 6,000 experts visited Russia's oldest fair for the welding and joining technology sectors most recently in 2016 (17th edition). The event which



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goes back to 1969 is regarded as the most important trade fair for the North-West of Russia. The new and modern, well-situated fair site was opened in October 2014. The operator is the Expoforum International. On the occasion of the next event, the Federal Ministry for Economic Affairs and Energy will again offer German companies a promoted joint presentation.

The signs are good that the significance of St. Petersburg as a fair location will increase even further. From April 24 to 27, 2018, SVARKA/Welding will open its halls for the trade public again.

### INDIA ESSEN WELDING & CUTTING

The 7th INDIA ESSEN WELDING & CUTTING, the most important sectoral event for the Indian region, also closed with new records: 140 exhibitors (an eight-percent plus) from ten nations presented their products, services and technologies for welding and cutting technologies in the Bombay Convention & Exhibition Centre (BCEC). It once more took place with the TUBE INDIA INTERNATIONAL, METALLURGY INDIA and WIRE & CABLE INDIA trade fairs. Over 12,200 trade visitors obtained information and placed orders at this quartet of important fairs - 15 percent more than at the preceding event. With INDIA ESSEN WELDING & CUTTING, Messe Essen is, together with its partner Messe Düsseldorf India as well as the cooperation partner DVS, once more offering the international industry a popular platform in order to enter into business with partners in India. The next INDIA ESSEN WELDING & CUTTING will take place in the BCEC from November 27 to 29, 2018, once more together with TUBE INDIA, METALLURGY INDIA and WIRE & CABLE INDIA.

More information at:

[www.schweissen-schneiden.com](http://www.schweissen-schneiden.com)

[www.svarka.de](http://www.svarka.de)

[www.india-essen-welding-cutting.com](http://www.india-essen-welding-cutting.com)



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