

EMEX: NZ's biggest and best is back and better

New Zealand's biggest, oldest and most comprehensive engineering, machinery, electronics and manufacturing industry showcase returns next year and is already proving popular, with almost half the show space pre-booked.

EMEX 2010 is the prime business tool for everyone working in industrial engineering and maintenance, control and instrumentation, machine technology, plant automation and monitoring, welding, forming and cutting, and software and computerisation. In many cases you can get hands-on experience with the technology and compare and contrast alternative solutions on site. If you're grappling with problems, or looking to make improvements and expansions you need to visit EMEX 2010. Similarly, if you're in the business of providing those solutions, you need to be exhibiting at EMEX.

"EMEX is held every two years, and EMEX 2010 is already looking set to be bigger than 2008's", says Marketing Manager Marianne O'Donoghue. "We've also been working to make the show even better than last time, and have made many improvements and will be introducing some exciting new features."

EMEX 2010, which takes place from the 4-6 May 2010, will have an even bigger focus on new technologies and innovations, and will see a return of the highly successful and innovative Heavy Metal machine technology exhibition within EMEX.

Many exhibitors are planning to feature hot new technology, systems, software, equipment and instrumentation. As the prime event of its type, and a vital industry business tool, companies exhibiting will be going all out to give visitors an unbeatable hands-on experience. They'll also have their top people on site to ensure that immediate technical advice can be provided.

Show organiser dmg world media has also worked to enhance the learning and development aspect of EMEX 2010. There will be a seminar series as well as specially created 'social' areas to support visitors who want to network and talk over common issues and share experiences. The focus on business is a prime motivator for EMEX 2010, but we're also striving to make it fun as well. dmg world media has announced its intention to sell its Australia and New Zealand show portfolio (comprising 15 trade and consumer shows, including EMEX). The sale process is scheduled for completion by the end of November 2009. Importantly, all 2010 events and beyond, which include EMEX, are completely unaffected by the impending sale.

With almost half the space booked, EMEX 2010 is expected to attract 160 exhibitors or more. There are already some from overseas confirmed, and EMEX 2010 is hoping to have at least 20 first-time exhibitors as well. As in previous events there is likely to be a high proportion of return visitors, with feedback from the 2008 event backing up the value of this opportunity. First-time attendees soon recognise the value of the show and make a point of returning to each subsequent EMEX. There is

no other place where you can see so much of the best equipment and systems in one location over so few days, and have access to the top specialists from those suppliers.

“For more than a decade EMEX has been an integral part of the Engineering industry in New Zealand. We’re working to make 2010 the biggest, best and most successful yet,” says Marianne.

Entry to EMEX is restricted to those working in engineering, manufacturing or technology roles and is free if you pre-register at www.emex.co.nz.

If you would like information on exhibiting at EMEX contact Rob Lavender on (09) 976 8381 or Mike Lust on (09) 976 8381. You can register your interest in visiting at www.emex.co.nz.

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Note for editors: Images of EMEX 2008 are available. Please contact Marianne O'Donoghue at marianneodonoghue@dmgworldmedia.com. Tel: +61 28923 8328