

# Engineering excellence and top technology at EMEX

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All those involved in engineering and manufacturing have been challenged to attend EMEX 2010.

[Industrial and Engineering Distributors Association \(IEDA\)](#) chairman Barry Fisher believes the event is a must-attend for those serious about their industry.

“All engineering and manufacturing engineers and distributors need to be at EMEX. It is a unique opportunity to explore a wide variety of new and innovative ideas and solutions. We’ve seen an extremely positive response to this year’s event, and the majority of IEDA members have said that they are exhibiting, attending or supporting other members.

“I’ve been privy to some of the new product and brand offerings that are going to be on show at EMEX and believe that if you invest the time to attend the show will inevitably discover something that will improve, simplify or add value to you or your business.”

EMEX 2010 is the premier and most comprehensive engineering, machinery, electronics and manufacturing industry event in the country and is endorsed by the [Institution of Professional Engineers New Zealand \(IPENZ\) as well as IEDA.](#)

More than 80% of the space available has already been allocated, with this year’s EMEX on track to exceed the highly successful 2008 event. One of those already locked, loaded and planning to wow visitors is [Headland, in association with Iscar Pacific](#). General Manager Joanne Jennings says her company’s stand will deliver on the big promises and high standards of information and entertainment that EMEX visitors have come to expect.

“Exhibitors at EMEX are innovative and customer focused companies so we’re really making an effort. Headlining the stand will be demonstrations of [Headland’s](#) brand new five-axis machine. In a class of its own for accuracy, options and price, the Spinner U-620 is ideally suited to the low volume production runs that are the norm for most New Zealand manufacturers. The Spinner boasts an impressive 55 Tool ATC, Glass Scale Closed Loop Feedback, and the user-friendly Siemens 840D Solution Line Controller. There is no machine which compares and we’ll be presenting it with flair. We’ll also have a few other surprises on our stand.”

Andrew Sharp of [Soanar](#) says that even though EMEX is in May, there’ll be a lot of sun on their stand. “EMEX visitors will be able to have a really good look at our Eco Tech solar range that covers solar PV panels, modules and cells, hardware mounting systems, batteries and chargers, controllers and regulators, inverters and cables/connectors and accessories.

“We’ll also be showing our normal [Soanar](#) capabilities - especially our kitting and full turn-key capabilities as well as doing a full re-launch for [Soanar](#) in New Zealand. We’re an Australian-owned company that’s been operating since 1963. We have a large regional footprint throughout Asia-Pacific with offices from Christchurch to Delhi and Perth to Shenzhen and Hong Kong. As a B2B

electronics solutions distributor we can offer customers great technology, excellent value and top value-added service.”

ECS Lapp Kabel will be a magnet for people wanting to find a sure-fire way of managing energy – especially with a view to reducing costs, says Garry Rayner. “[Satec](#), established in 1987, is internationally-recognized as a leading developer and manufacturer of high-end full-suite solutions for digital energy meters, hardware and software sub-metering, and power quality analysis systems.

“Clients using our systems are making energy savings on average of about 20-30%. One client saved more than \$80,000 a month and paid back their system in eight weeks. We have made considerable sales and major energy savings for many large power users in New Zealand.

“[Satec](#) exports to more than 38 countries worldwide because of the extensive line of power monitoring equipment and unique software packages which are backed by CE, UL and ISO9001 quality certifications, while offering competitive prices and fast return on investment with solutions designed to meet the needs of utilities, industrial and commercial end users. International customers include Intel, WalMart and De Beers.”

Among the returning features is the Heavy Metal machine technology exhibition, offering visitors the opportunity to engage with fully functioning machine technology and getting a first-hand and up-close look at functions and attributes. Another key feature is the industry and business seminar series. Among the new additions to the programme are seminars by the [Employers and Manufacturers Association](#), covering valuable employment information.

It’s not all hard work though. Fun and informative are bywords for EMEX 2010 and visitors will have the chance to experience (or should that be play?) another engineering and technology ‘game’. This year, [Rocket Labs](#), which recently put New Zealand’s first rocket into space, is providing technical expertise for the visitor challenge to build and launch a rocket.

EMEX Sales Manager Rob Lavender says that there are plenty of good business reasons to attend the show, as well as some additional incentives. “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.

“It’s the one place you can get hands-on experience with the technology and compare and contrast alternative solutions on site. In the space of a day or two you can see more and talk to more experts than you ever could with site and showroom visits. And it doesn’t cost anything to attend – plus if you pre-register you’ll go into the draw to win a fishing trip for you and five others, worth about \$1500.”

EMEX 2010 is expected to attract up to 150 exhibitors, including companies from overseas and at least 20 first-time exhibitors. EMEX attracts a high proportion of return visitors, with feedback from EMEX 2008 backing up the value of this vital component of the industry. This is confirmed by the support of the sector’s two main professional bodies.

Entry to EMEX is restricted to those working in engineering, manufacturing or technology roles and is free to attend. Pre-registration is open at [www.emex.co.nz](http://www.emex.co.nz).

If you would like information on exhibiting at EMEX contact Rob Lavender on (09) 976 8381.

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Note for editors: For further comment and images of EMEX 2008 are available. Please contact Marianne O'Donoghue at [marianneodonoghue@dmgworldmedia.com](mailto:marianneodonoghue@dmgworldmedia.com). Tel: +61 2 8923 8328