

Manufacturing event EMEX showcases the new

Visitors to EMEX 2012 will not only get hands-on with the latest in engineering, electronics and manufacturing, but also get a glimpse into the future thanks to the presence this year of eight top New Zealand universities.

Dr Luke Krieg of AUT says that the universities will show everything from product design to non-tech. “We’ll be making this as exciting as we can with a wide range of technologies and expertise on show. We’re also arranging a fascinating programme of speakers from research and industry. Whether it’s micro-machining, friction stir welding, wireless power transfer or anything else, you’ll see the leading edge at our EMEX 2012 space.”

The successful event’s sales manager, Rob Lavender, says EMEX 2012 is industry’s key event for manufacturing businesses, with thousands of professionals gathering over the three days in May.

“Auckland’s ASB Showgrounds will again be the only place to be 1-3 May. EMEX offers exhibitors and visitors alike fantastic return on their time and money investment. That’s why more than 150 key industry suppliers’ exhibit and approximately 4000 people visit. It’s also why it’s endorsed by IPENZ and HERA.

“Among the dozens of organisations already confirmed are industry groups New Zealand Heavy Engineering Research Association (HERA) and Metals New Zealand Incorporated. Also at EMEX this year will be world-leading machine tool manufacturers DMG/MORI SEIKI, Road Runner Manufacturing – known for their Precision Abrasive Waterjet Systems, and the New Zealand German Business Association.”

Leading motor vehicle manufacturer Ford will run a number of show-only promotions before and after the events, giving visitors a genuine reason to buy. Chris Masterson, national marketing manager at Ford says, “It’s an exclusive business target audience and one that we just had to jump at – and we are the first major vehicle brand to partner with XPO in this B2B exhibition space. Our vehicles are a great value match for specific business sectors looking at fleet or even personal needs. This is a fantastic new marketing launch pad.” Ford will be giving away a brand new Ford Transit worth more than \$50,000 to one lucky EMEX visitor. Visitors will be able to enter the draw on Ford’s stand in Hall 3.

Rob Lavender says that remaining space at EMEX 2012 is filling fast, and suggests that businesses wanting to get face-to-face with thousands of engineering, machinery and electronics professionals should act now. There’s more information at emex.co.nz, and industry professionals wanting to visit EMEX can also find details there on how to register and get free entry.

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