



ENGINEERING, MACHINERY & ELECTRONICS EXHIBITION

31 May – 2 June 2022

Auckland Showgrounds

www.emex.co.nz



2022

NZ's largest manufacturing
and engineering industry trade show



“It’s so rare to have that number of talented people in one room to talk to and scope out available technology. One day is simply not enough time to have all of the conversations I would like.”

Visitor

79%
of visitors are ‘likely’ to make contact with an exhibitor after EMEX.

NZ’s largest manufacturing and engineering industry trade show

EMEX showcases the ingenuity in the New Zealand engineering, manufacturing and electronics industries. Display your equipment, tools, products and services that help Kiwi companies succeed on a national and international scale.

Meet key decision makers at the perfect platform for connecting your advanced manufacturing technologies to New Zealand innovators. Exhibiting at EMEX has been the start of many successful business relationships and over the years we have delivered thousands of visitors looking to experience an exceptional line-up of speakers, show features, new products and new suppliers.

Save time seeing existing customers and meeting new prospects at New Zealand’s leading manufacturing and engineering trade show.

Held only every 2 years, this is the greatest marketing platform that your business can’t afford to miss.

86%
of visitors ‘satisfied’ to ‘very satisfied’ with their overall show experience

Why exhibit?

There is no better platform to showcase your products and services, educate buyers on your offering and sell to the right people.

EMEX will boost your sales targets and deliver your business a measurable and profitable ROI



+\$422,000,000*

Total buying power

4,500+ visitors

CEOs, General Managers & Business Owners,
Design Engineers, Mechanical Engineers,
Electrical Engineers, Operations Managers, Fitters,
Turners & Toolmakers, Welders & Fabricators

200+ exhibitors

across 4 of NZ’s largest exhibition halls



“It was very good, even better than two years ago. The quality of leads was super! We got the sort of people through the stand that we wanted to meet, it ticked all the boxes.”

Geoff Hemstra / Sprockets NZ

84%

of visitors met their objective of looking for new/alternative suppliers

“EMEX was extremely successful for Omron, with a number of solid leads being generated to be followed up in the coming weeks.”

Lyndon Fowler / Omron NZ

Bringing thousands of industry professionals and innovators together:

- Experience the latest products and technologies in the sector
- Share ideas, network, and learn from industry leaders
- Develop relationships and identify new business

EMEX is the premium marketing platform to showcase your innovative products and service solutions to the decision makers in New Zealand’s manufacturing and engineering industries.

A marketing platform you can’t afford to miss.

- Maximise your sales leads in just 3 days
- Showcase your full product range
- Educate customers on your solutions
- Network with the industry
- Launch new products
- Research the market
- Convert qualified decision makers

See show highlights



<https://www.emex.co.nz/exhibiting/about-the-show/>



71%

of visitors hold direct authority or influence buying decisions.

91%

were satisfied with their ability to gather sales leads at EMEX.

\$145,000

estimated average exhibitor sales post show

New and returning features



Innovation Quarter feat. 'The Lab'

Visitors experience the latest innovations that the world has to offer. The Innovation Quarter features examples of how Kiwi manufacturing and engineering businesses are taking the

next step on their journey to a digital future by implementing Industry 4.0 and Internet of Things principles. This is the destination for finding great new technology and being inspired! The Innovation Quarter includes 'The Lab' for Start-Ups looking to get connected, build professional relationships with investors and technical specialists, and compete for a grant to the value of \$10,000!



Business Support Hub

Auckland Unlimited, Tāmaki Makaurau / Auckland's economic

and cultural agency, operates the Business Support Hub for manufacturing and engineering companies of all sizes and stages. The hub provides business owners and managers with practical hands-on learning, advice, and available support from key industry experts.



Design for Additive Manufacturing Course

Your chance to learn from the best! Olaf Diegel, Professor of Additive Manufacturing and Head of the Creative Design and Additive Manufacturing Lab at the University of Auckland, shares his unmatched knowledge through a very hands-on 2-day course at the end of which you'll walk away with your own designed 3D printed part.



Industry 4.0 Mobile Showcase

Callaghan Innovation has team up with official partners Beca and EMA to deliver the **Industry 4.0 Demonstration Network** which includes a mobile showcase, site visits and smart factory tours.

Together with the Business Support Hub, this is the go-to area for manufacturers looking for professional advice to help take their business to the next level! The showcase is a relevant and inspirational hands-on experience, aimed at increasing knowledge and interest in Industry 4.0.



Industry 4.0 Manufacturing Futures

Hosting the Manufacturing Futures Speaker Series is Callaghan Innovation, the government agency supporting business R&D, accelerating innovation, and empowering New Zealand's innovators.

The series covers a range of topics including factories of the future, moving to an Industry 4.0 future, AI, and customer-based product design.

With speakers from Beca, FrameCAD, United Machinists, Facteon, and more, the series is a must-attend for businesses looking to grow.

Supporting partners



INTERESTED IN EXHIBITING? CONTACT US:

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