

INDUSTRIE Paris 2008

An event focused on a thriving engineering industry

Monday 31 March to Friday 4 April 2008
Parc des Expositions – Paris Nord-Villepinte

From Monday 31 March to Friday 4 April 2008 at Paris Nord-Villepinte, INDUSTRIE Paris 2008 – the biennial gathering of French and international industrial-production equipment manufacturers – delivered a dynamic event buoyed by the current favourable economic context for companies in the engineering sector.

INDUSTRIE Paris 2008 delivered 10 exhibitions in one, and welcomed 30,400 visitors, 15% of them international visitors from 47 countries – results that are virtually identical to those of 2006, proof that the engineering industry and its benchmark exhibition constitute an essential economic force in our country.*

Plenty of quality contacts, according to organizers – and exhibitors thought so, too!

After the exhibition, exhibitors reported their thorough satisfaction with the event's results, for they experienced substantial visitor numbers during the exhibition's two busiest days and recorded a marked increase in orders signed onsite. With a completely stable level of traffic between 2006 and 2008, this renewed interest – seen in the majority of industries, in particular the machine tool, moulding, soldering and surface-treatment sectors – reflects the combined effect of solid investment levels and a genuine revitalization of visitor profiles thanks to organizer efforts, in conjunction with their professional partners.

A recap of INDUSTRIE Paris 2008's highlights

■ Tuesday 1 April and Thursday 3 April: official visits

Luc Chatel, Junior Minister for Industry and Consumption for the Ministry of the Economy, Industry and Employment and newly appointed government spokesperson, visited the exhibition to meet the sector's key players on Tuesday 1 April.

Lionel Tardy, Deputy for Haute Savoie, conducted a tour of engineering exhibitors from his district on Thursday 3 April.

■ Wednesday 2 April: Productivity Excellence awards

Starting with a field of 23 nominees, five prizes and one special award were ultimately bestowed and later presented by public figures from the profession (the SYMOP and UITS trade unions and the organizers). The winners were SIEMENS (Cycle 996 – calibration for transformation of five axes), DOGA (Winnig'sam), SFAI SAS (energy-transmission transmitter furnace), ABB France (self-guiding trajectories), SESCOI (WorkXplore 3D) and FRONIUS (the special award winner for its CMT [Cold Metal Transfer]).

■ Thursday 3 April: The Fête de l'INDUSTRIE (Celebration of Industry)

It was the second time around for the Fête de l'Industrie in Paris, where visitors attended a special night session of the exhibition – a festive musical event that also offered quality professional contacts! Various stands, especially those in the machine-tool and robotics sectors, organized celebrations that went on well into the night.

Innovations and corporate services

■ The MECASPHERE Village and associated conferences

Coordinated by the FIM (French Federation of Engineering Industries), the MECASPHERE Village brought together partners that specialize in supporting manufacturers with administrative, environmental and ecological services, including ADEME, AFAQ-AFNOR, CETIM, COFACE, CREDIT COOPERATIF, INERIS, INPI, OSEO and UNM. The village was a real success on this first showing and saw great demand from members of its audience, who came prepared with plenty of highly specific questions.

■ **INDUSTRIE 2020 and its associated conferences: a focus on anticipating and mastering future technologies**

The innovative production procedures presented in this area, managed by CETIM and SYMOP, included a machining robot that attracted particular attention from visitors. Other applications presented included powder technologies, vibratory piercing, micro-machining and even a machining and soldering simulation.

Sustainable development

Since protecting the environment begins at the production stage, sustainable development made its mark at INDUSTRIE Paris 2008 via two new events:

A demonstration area and conference series

■ **Technologies suitable for surface treatments** brought together exhibitors who presented applications in operation, notably for the automotive, aeronautical and household-equipment sectors, with active support from UITS, the related professional organization. Also in this area, DRIRE presented its research study on "Issues and challenges for the industry in Ile-de-France, 2008," which focused on engineering companies and the like.

A themed experience

■ **The Green Line:** the interest shown by visitors in companies with environmentally-friendly products and technologies confirmed this element's significance for all industrial sectors today.

MICAD & IND.a0

■ **FOCUS DESIGN** exhibition

This exhibition featured more than 180 products covering 80 years of innovation in industrial design and attracted more than 5,000 visitors, providing an adventure for anyone with "everything old is new again" tastes by presenting innovations associated with technological developments. In addition to its museographical appeal, the event highlighted the importance of the design stage for manufacturers of assemblies, sub-assemblies and components. Some 80% of SMEs and SMIs in France do not yet use a designer in devising their products, even though a designer's involvement is synonymous with significantly increased productivity. A similar approach will be used for SCS Paris 2008.

Other events

■ **The Hands-On event**

Almost 400 visitors took part in free hour-long training sessions on high-tech equipment to learn about the latest techniques involving industrial robots, CAD software and machine vision systems.

* Figures now include the number of visitors counted only once, regardless of the number of exhibitions visited at INDUSTRIE Paris.

**For further information:
www.industrie-expo.com**

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Don't miss INDUSTRIE Lyon at Eurexpo on 10-13 March 2009