



**March 2007**

# **INDUSTRIE Lyon 2007,**

The national meeting place  
for engineering industry professionals (held in odd years)

6-9 March 2007 – Eurexpo Lyon - France

***Mission accomplished: INDUSTRIE Lyon 2007 has confirmed its reputation as an essential event for engineering industry professionals from the South-East of France and neighbouring countries and regions – Switzerland, Italy and North Africa. More than 20,000 visitors browsed the aisles of Eurexpo, meeting exhibitors and enjoying a series of creative displays showcasing the latest solutions and innovative new lines.***

## **AN EXHIBITION REAPING THE BENEFITS OF A FAVOURABLE ECONOMIC SITUATION**

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INDUSTRIE turned out to be an extremely positive experience, attracting thousands of high-quality visitors seeking solutions for short- and medium-term projects. Exhibitors had made considerable efforts to promote their stands and many visitors commented favourably on the strong European presence. Orders were placed for industrial machinery and equipment, occasionally by customers the exhibitor had not heard of prior to the exhibition. Many SMEs are currently in an investment phase, which includes purchases of heavy machinery and tools. Aeronautics featured prominently, with the reorganisation of Airbus expected to trigger the release of orders that have been frozen for several months.

All sectors benefited from this positive climate, although results varied from exhibitor to exhibitor depending on their product ranges and equipment.

## **AN EXHIBITION WITH A SPECIAL FOCUS ON EVENTS**

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The **INDUSTRIE Hands-On** event, offering free one-hour training sessions on key themes (robotics, vision, automatism and CAD/CAM) proved a great success, with some very studious visitors signing up for a total of around 400 hours of training.

The new **Gold Meetings** business meeting service for targeted and productive contacts led to a number of in-depth discussions. Most of these will be continued in subsequent meetings between the exhibitor and the visitor and are expected to reach a positive conclusion over the next few weeks.

**In collaboration with the CETIM and Symop**, **Industrie 2020** provided an insight into the innovative industrial technologies of tomorrow. A description of “powder metallurgy” technologies, as well as talks on the joint Robotcalisez project, funding from the Oséo assistance bank and the ACAMAS/SME project attracted large numbers of visitors. Visitors also had an opportunity to watch the powder compression process in action, as a token in the INDUSTRIE colours was produced and presented to them on completion.

As a partner of the IND.ao conferences at INDUSTRIE Lyon, the MICADO association organized 7 extremely high-level conferences on the world of CAM and computer-assisted technologies.

The **Lyon d’Or INDUSTRIE Lyon “Way to Performance”** awards were presented to five exhibitors who use technological innovation to help manufacturers remain competitive at a national or a global level:

- AMADA TECHNI-SCIA for the PCSAW700 metal cutting machine
- CEREBELLUM AUTOMATION for the ApproFlex "intelligent vibrating bowl"
- DOGA for its GRIP FIX fixing solution
- MICROVISION for its FILTREX particle counting system
- VERNET BEHRINGER for its HD range of multi-spindle drilling machines for high-speed machining of metal profiles.

On **Thursday 8 March 2007**, many exhibitors took advantage of the **Fête de l'Industrie** to organize drinks and nibbles for visitors alongside a series of events arranged by the organizers. The aisles of the exhibition remained very busy until the end of the evening, with visitors appearing in no hurry to leave. Exhibitors at INDUSTRIE also attracted visitors and exhibitors from **STIM, the subcontracting exhibition organized by SepelCom, confirming the benefits of this new scheduling, which would be well worth repeating in 2009**. This day also featured the Fête de la femme, in honour of all female exhibitors at INDUSTRIE.

**François Bayrou, from the French UDF party, the only presidential candidate to have responded to the organizers' invitation, spent more than two hours at the exhibition meeting key industry players. He defended his proposed "small business act" for SMEs and confirmed his intention to make France "a strategic country offering the right conditions to allow industry to take advantage of development opportunities".**

## **KEY FIGURES FOR 2007**

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800 exhibitors - - 20,396 visitors\* - - 23,500 sq.m. gross exhibition area

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\* figures now include the number of visitors counted once only, regardless of the number of exhibitions visited at INDUSTRIE Lyon.