



ALUMINIUM 2010, 8th World Trade Fair and Conference

14 to 16 September 2010, Essen Exhibition Centre

16 September 2010

Final Report

**Aluminium industry leaves crisis behind
ALUMINIUM trade fair sets a clear signal for growth**

Essen. "For us the crisis is over." The experience of Frank Busenbecker, Managing Director with Erbslöh Aluminium GmbH, a medium-sized supplier for the automotive industry, is currently shared by many companies in the aluminium industry. After the sharp decline last year, the industry has started on a catch-up race which, with its tempo, surprises even industry insiders. "In the first half of 2010 alone, the production of rolled and extruded products increased by a remarkable 30.3 per cent to 1.2 million tons – an unprecedented increase", says Christian Wellner, Managing Director of the German Aluminium Association (GDA,) at the start of this year's ALUMINIUM which, with a total of 873 exhibitor companies from 47 countries, was even slightly larger than the 2008 event which had so far held the record.

The strong increase mentioned by the GDA is not only felt by Frank Busenbecker who expects the best trading result in the company's history of extrusion going back almost 100 years in 2011. In this context he counts on export business in the premium automotive sector continuing strong and on demand in the domestic market picking up. Hans-Peter Schlüter, CEO of the TRIMET AG, which operates two aluminium smelters in Germany, in Essen and Hamburg, also notices signs of a turnaround: "In 2008 after the end of ALUMINIUM we felt the beginning of the crisis, now we feel the onset of a boom which may well turn into a sustained one. Business is very lively."

Visitor numbers stable at a high level

This is emphasized by this year's ALUMINIUM which, with a total of 17,200 visitors, once again achieved the high level of the previous record of 2008 (16,886). The number of visitors from abroad showed a clear increase of almost ten per cent, reaching the 50 per cent mark for the first time. "ALUMINIUM set a clear signal for growth", says Markus Jessberger, Event Director of ALUMINIUM. According to him, strong impulses came from the transport sector, from mechanical and plant engineering and from the solar and packaging industries.

The course is set for further growth: that is also apparent from the results of a representative survey conducted by an independent trade fair and market research company during the fair. According to this survey, the industry's willingness to invest is clearly on the rise again. Almost one in three visitors came to Essen with concrete intentions to invest, with more than 35 per cent of the companies planning to spend more than half a million euro. Expectations regarding the future economic development of the industry match this positive view. 69 per cent of the companies surveyed expect a significant or slight growth in business, 23 per cent expect business to remain stable, and only four per cent fear a deteriorating business climate.

ALUMINIUM moving to Düsseldorf in 2012

After 13 years in Essen, during which ALUMINIUM developed into one of the most successful industry fairs in Europe since its premiere – with 219 exhibitors at the time – in 1997, it will move from the Ruhr to the Rhine in 2012. "We felt very much at home in Essen", says Hans-Joachim Erbel, Managing Director of Reed Exhibitions Deutschland GmbH, "but currently the necessary exhibition space capacities of consistently high quality are not available in Essen, which is why the move to the Rhine was inevitable." This is apparent from the space increases planned from 2012 onwards. Right from the start, ALUMINIUM will occupy some 75,000 m² in the six trade fair halls 9 to 14.

The 9th ALUMINIUM, World Trade Fair and Conference, will be held in Düsseldorf from 9 to 11 October 2012.

For up-to-date photo material and information on the winners of the 7th European Aluminium Award please visit www.aluminium-messe.com

Exhibitors' comments

"Demand from our customers from the aluminium industry for our plant and machinery solutions already recovered noticeably over the past few months. Specialist discussions with both long-established and new customers at our stand confirm this trend. The number of exhibitors and expert visitors which has again risen compared to last year – with a marked increase in participation from abroad – shows that the event succeeded in emphasising its claim of being the 'leading industry world fair ' in a most impressive manner."

Dieter Rosenthal, Member of the Managing Board, SMS Siemag AG

"ALUMINIUM lives up to its name: it is a world fair. On the international level, we do not see any other fair that even remotely measures up to it. It would be sending a bad signal not to have been here. A large number of automotive customers were here – almost more than we expected. We are very satisfied and look toward the future with optimism. For us, the crisis is over. 2007 was our best business year so far, and we expect 2011 to be even better than 2007 – in particular due to exports in the premium segment and a stronger domestic market."

Frank Busenbecker, Managing Director, Erbslöh Aluminium GmbH

“We are very satisfied with ALUMINIUM 2010: the extremely large number of visitors we had made the Hydro stand a central meeting place, our customers continue to signal an enormous demand for our products, and the praise we received from many sides for our stand is very gratifying to me personally. Because what we are showing this time – the potentially infinite cycle of efficient production, high product benefit and sustainable recycling - is of integral significance for the future of our material and our industry.”

**Oliver Bell, Group Executive Vice President, Norsk Hydro ASA and
Chairman of Metals pro Climate**

“In 2008 after the end of ALUMINIUM we felt the beginning of the crisis, now we feel the onset of a boom which may well turn into a sustained one. This is accompanied by a shortage of metals in all segments, which was why supply was the core issue at this year’s ALUMINIUM. Business is very lively. The trade fair reflects the dynamic character of aluminium as a material. The development of the trade fair made the move to Düsseldorf imperative, so to speak.”

Heinz-Peter Schlüter, CEO, TRIMET AG

“We are very satisfied and had a strong stream of visitors with high-quality contacts right from the start. We established a very good basis and have taken new – albeit still cautious – confidence in the future development of the economy. We received strong impulses from the solar industry.”

Tania Voigt, Marketing & Communication Manager, SAPA Deutschland

“We value the broad range of exhibitors at ALUMINIUM. The entire industry gets together here, and this is what makes it so interesting. The link-up with COMPOSITES EUROPE is also an advantage. For us, the duality between the two materials is productive since, as a machinery manufacturer, we are at home in both worlds. Our view of the economic situation is optimistic, although not euphoric.”

Ulrich Gnädinger, Managing Director, MAKA Systems GmbH

“There is an excellent climate for business at the fair, conducive to both maintaining customer contacts and making new ones. The industry looks toward the future with a positive attitude. At the moment we are happy to report an ideal extent of utilization of our capacities.”

Elisabeth Schwab, Marketing, Hammerer Aluminium Industries Extrusion GmbH

“ALUMINIUM is the largest industry fair; it is simply a must. Due to the economic recovery, there are more people about again, which is why our stand was very well frequented throughout. There was quite a mix of visitors, from all nationalities and sectors. We do not feel any effects of the crisis anymore.”

Leopold Pöcksteiner, Head of Strategy, Communication and Marketing Services, AMAG

“Lively but not overheated – that is our view of the current economic situation. Business is stable, but there is also a certain sense of insecurity regarding future development. We have adopted a wait-and-see attitude. In this context, it was a good decision to take part in ALUMINIUM 2010. The trade fair even went significantly better for us than two years ago.”

Michael Späth, Director, Aluminium-Werke Wutöschingen AG & Co.KG

“We have been exhibitors at ALUMINIUM almost since it started. Meanwhile, the trade fair is bursting at its seams. We therefore look forward to going to Düsseldorf now. We also expect higher visitor numbers at our stand at the new location.”

Eva-Maria Tuschwitz, Managing Director, ALUPRO GmbH & Co.KG

“The crowds at our stand can be compared to the 2008 event. This is predominantly a very target-oriented expert audience with definite ideas.”

Uwe von den Hoff, Head of Marketing, RBB Aluminium-Profiltechnik AG