

# Signs of a recovery!

INDUSTRIE Paris 2010 – Paris Nord Villepinte – 22nd to 26th March 2010

**INDUSTRIE Paris has just closed its doors, with visitors and exhibitors welcoming signs of a recovery that was noticeable in the trade show's aisles. Projects are coming together and there is a need to invest in order to have the innovative and competitive equipment to be ready when the recovery happens – these are the reasons which brought principals to "sound out" the market at the first big industrial event of the year following the conclusion of the Special Industry Commission.**

## **Strong indications from public authorities**

The promotion of French industry was one of the most talked-about topics at the trade show. The profession salutes a government which is making industry popular once again and dares to talk about the light at the end of the tunnel. Industry minister Christian Estrosi confirmed this approach himself by spending two hours on an in-depth tour of the trade show. He was able to chat to young visitors, witness the degree of exhibitors' innovation and present the Industrie Mécasphère Awards. He also took the opportunity of the trade show to confirm the forthcoming appointment of a "Subcontracting Tsar", the holding of an industry convention before the summer and above all the launch of a project to support financing for companies.

## **A sales show!?**

Visitors praised the show for being effective and conducive to doing business. And, for the first time in a long time, exhibitors sold machines to visitors who had come with parts or plans for parts. In a sign of the times, manufacturers of special machines saw their stands enjoying particularly high visitor numbers.

## **Themed villages to stimulate creativity**

INDUSTRIE continued its idea of offering themed villages reflecting trends in the sector:

- coordinated by CETIM and Symop, INDUSTRIE 2020 introduced future projects relating to assembly, tooling, drilling and robotics,
- the MECASPHÈRE Village supported investment, patent registration and funding for mechanical companies,
- the new EPI Village promoted man's role in a world of machines,
- a Nuclear Village organized by the Burgundy Nuclear Cluster which, with its high-level program of conferences and original stand – combining industrial, projects, specific training... and local produce from Burgundy – attracted numerous visitors.

## **Awards tailored to professionals' expectations**

As well as the "Excellence in Productivity" INDUSTRIE awards which continue to recognize companies that help their customers improve their productivity and remain competitive, the FIM and some of its Mécasphère partners (Oséo, Crédit Coopératif, UbiFrance, Cetim, Institut de Soudure, Coface) launched the Mécasphère Awards recognizing companies which are bold internationally and responsible in terms of eco-innovation:

### **INDUSTRIE Machine-Tool Awards:**

EDM SERVICE – HIRSCHMANN HDC100-H high-speed drilling head - [daniels@edmservice.com](mailto:daniels@edmservice.com)

KASTO France – Kasto Performance Cutting - [Stephanie.erb@kasto.fr](mailto:Stephanie.erb@kasto.fr)

### **INDUSTRIE Machine Environment Awards:**

MICRO-EPSILON – BoreCONTROL - [Marc.rosenbaum@micro-epsilon.com](mailto:Marc.rosenbaum@micro-epsilon.com)

### **MECASPHÈRE International Award:**

TECHNOMARK – Marking equipment for industrial traceability - [m.boulkouane@technomark.fr](mailto:m.boulkouane@technomark.fr)

### **MECASPHÈRE Eco-Innovation Award:**

MECA FONCTION – Moulds for plastic injection –

## **Key figures from INDUSTRIE Paris 2010**

Exhibitors: 550 direct – 250 indirect

Surface area: 50,000m<sup>2</sup> of exhibition space

Visitors: 22,609

Journalists: 90

Prize-givings: 4 (UITS, INDUSTRIE, MECASPHERE, EUROPE France INVENTEURS)

Conferences: 36

Trade show newsletter: 5 editions (INDUSTRIE Daily News)

Trade show TV: 40 minutes of live trade show news

Next INDUSTRIE events:

INDUSTRIE Lyon 2011 – from 5th to 8th April 2011

INDUSTRIE Paris 2012 – March 2012

Press contact:

Valentine Brunel – [valentine@ab3c.com](mailto:valentine@ab3c.com)

Jean-Patrick Blin – [jeanpatrick@ab3c.com](mailto:jeanpatrick@ab3c.com)

T +33 (0)1 53 30 74 00