

PRESS RELEASE
for immediate release

indometal 2016 – Proven business platform for the region’s metal and steel industry, drew quality prospects and served as gateway to global trade opportunities in Southeast Asia

- **Over 200 exhibiting companies from 24 countries displayed a wide range of machinery and solutions**
- **5,836 quality visitors from 30 countries visited the 3-day trade fair**
- **Valuable business collaborations and connections made on the show floor**
- **Industry-focused seminars were well-attended by trade visitors**

16 Nov 2016 – The 3rd edition of indometal, jointly organised by Messe Düsseldorf Asia and PT Wahana Kemalaniaga Makmur (WAKENI), came to a successful close last month. Held at the JI Expo from 25 – 27 October, the specialist trade fair welcomed 5,836 quality visitors from 30 countries, and was grounds to a comprehensive exhibit range presented by over 200 exhibiting companies from 24 countries, including national group representation from Italy, China, Taiwan, Indonesia – supported by the Ministry of Industry, Republic of Indonesia, and for the first time, Spain, led by FUNDIGEX-AMFEX, the Spanish Association for the Castings, Foundry Machinery and related products and services. These positive figures point towards indometal’s strategic and timely staging vis-à-vis heightened demand and healthy forecasts expected in the region’s metal and steel industry.

In his keynote speech at indometal’s key seminar, Mr Syarif Hidayat, Secretary General of the Ministry of Industry, Republic of Indonesia, reiterated the essential role that the metal industry plays in supporting other industries, such as the infrastructure sector, and that nearly 85% of industrial components and machineries are made from metal products. With infrastructure development becoming an important part of national economic growth, he added that, “the

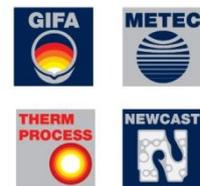


25 - 27 October 2016
Jakarta International Expo Kemayoran
Jakarta, Indonesia

www.indometal.net

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metal industry has its potential resource to contribute to Indonesia's economic development through added value and the "multiplier effect" in socio-economic activities such as employment and foreign exchange. indometal 2016 thus provides a prime setting to integrate the efforts of the government and industries in supporting infrastructure development and the growth of the industry as a whole."

Riding on these significant industry opportunities, Mr Gernot Ringling, Managing Director of Messe Düsseldorf Asia, said: "As an organiser, we strive to be that 'bridging' platform in paving the way to business expansion, sustainable investments, as well as new industry partnerships between international and local companies – in creating strategic leverage, that of matching strengths with prospects, and to promote profitable ventures. We are pleased that indometal 2016 opened doors to many new collaborations and connections."

New strategic partnerships forged at indometal 2016

DISA & Wheelabrator, global provider of foundry technology, held a contract signing ceremony at indometal 2016. On the new partnership, Mr Michael Colditz, Area Sales Manager of DISA Industries A/S, commented that: "indometal certainly helped open doors in Indonesia for our business. We are pleased to announce the sale of a complete foundry, including moulding lines, to a local company, PT. Suplindo Sejahtera, to supply automotive parts for the automotive industry. This is one of many opportunities we had, and having participated in indometal two years ago, we are seeing a growing interest and rising knowledge of the industry edition-to-edition."

Participation objectives were also met for metallurgical engineering company, Sinosteel Equipment & Engineering, who at the exhibition, sealed several new partnerships, including one with China Construction Bank Corporation. Said Ms Wang Siqi, Deputy Director of Sinosteel Equipment & Engineering: "We are pleased to share that we



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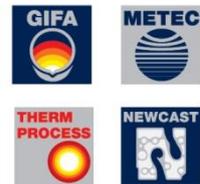
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will be cooperating with China Construction Bank Corporation to implement financing models for our projects. Additionally, we had the opportunity to meet with new customers who have projects in Jakarta and Surabaya, and after this exhibition, we will be visiting their companies to further discuss how we could work together. The results of our participation at indometal 2016 have truly gone beyond our expectations.”

Increased brand awareness and positive response to new products affirms exhibitors’ participation at indometal 2016

According to Mr Iben Rifa, President Director of steel mill and foundry supplier PT Haltraco Sarana Mulia, the company chose to exhibit at indometal 2016 as they are still optimistic about the steel market, following investments by the Indonesian government in numerous high-priority infrastructure projects. He added that, “this is our 3rd time participating at indometal and we have been pleased with the professionalism and organisation of the exhibition year-on-year. We are confident that through this trade-focused platform, we will be able to secure more niche markets, expose our products to new target audiences and meet with customers from all over the region.”

His thoughts were emphasised by Mr Gavin Soon, Territory Sales Manager of Oxford Instruments, who shared that his company chose to exhibit at indometal 2016 as they would like to bring Oxford’s name to a bigger platform, allowing customers from Indonesia and the region to know more about their newest product, as well as its broad yet cost-effective range of metals analyser tailored for different needs and budgets. Speaking of his impressions of the trade fair, Mr Soon commented that, “the exhibition is very effective for us. We got to touch base with a lot of customers and partners who showed keen interest in our products. And this is something we want to achieve when participating at an exhibition, it is not the quantity, it is the quality leads that we are looking for, and having that forum to establish good rapport with our customers.”



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Industry-focused seminars were well-attended by trade visitors

Complementing the show floor's global showing of expertise and advancements that leverages on the interdependent affiliations of foundry technology, casting products, metallurgy and thermoprocess technology, indometal 2016 hosted a two-day seminar led by various industry associations, including the Indonesian Foundry Industries Association (APLINDO), Indonesia Foundrymen's Association (HAPLI), Federation of Indonesian Metalworks and Machinery Industries Association (GAMMA), and VDMA – the German Engineering Federation, the largest industry association in Europe.

Focused on the strengthening of the metal industry in supporting Indonesia's infrastructure developments, Mrs Rini Sumardi, Managing Director of WAKENI said: "Market indicators have been pointing towards growth prospects expected in Indonesia's metal, steel and related industries, spurred on further by the Ministry of Industry's long-term vision plan to transform Indonesia into a strong industrial nation by 2025 and a production hub for consumer electronics (a major consumer of metal) in the ASEAN and Asia region. In aligning the exhibition's line-up closely to industry movements, the seminar, well-attended by over 200 participants, provided a constructive avenue for members of the trade to learn about the latest industry developments, exchange ideas and expertise, as well as facilitate collaborations for the metal processing, steel, ferrous and non-ferrous metal sectors to ride on upcoming prospects."

Speaking at the seminar, Dr Timo Würz, Managing Director of VDMA (Foundry Machinery, Metallurgical Plants and Rolling Mills, Thermo Process Technology), shared that "the Southeast Asian markets are important and present great future potential for European companies, especially since exports from foreign companies into Southeast Asia's economy is currently valued at about 2 billion euros. And in this instance, trade fairs like indometal, are definitely very important for the industry because they are platforms to meet customers in the specific markets, and helps to promote international trade of metallurgical equipment and the exchange of know-how, between

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Southeast Asia and Germany. In fact, I think it is still one of the most powerful marketing instruments for the investment goods industries.”

Visitors echoed exhibitors’ sentiments on the satisfaction with the trade fair

Mr Faisal Iqbal, Marketing Director of Baniyaas Group, said: “This is my first visit to indometal, and I found the comprehensive range of exhibits on display relevant to my line of work. In particular, I appreciated the onsite product demonstrations by exhibitors, where I had the chance to gain in-depth understanding of the latest innovations.” His thoughts resonated with second-time visitor Mr Indra Lalujan, Manager of PT Metal One Indonesia, who remarked that his visit to indometal 2016 gave him an opening to keep up with the industry’s latest technologies and developments and meet new contacts. “As I am in the business of steel trading, the exhibition allowed me to meet and interact with new suppliers face-to-face, learn of what they have to offer and pave the way to new working collaborations and partnerships. I will surely be back in 2018”, he said. As for Mr Sentot Aliwinoto, Engineering & QA Manager of PT Preformed Line Products Indonesia who was on a lookout for consumables to improve his aluminium foundry, he shared that Oxford Instruments’ range of spectrometers at the exhibition caught his interest and being able to learn more about it at the exhibition will certainly help in his purchase decision.

The next edition of indometal will take place from 17 – 19 October 2018 at the Jakarta International Expo, Kemayoran.

For more information, please visit www.indometal.net

-End-



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About the Organisers:

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf GmbH, one of the world's most successful exhibition organisers, responsible for organising more than 20 of the world's number one exhibitions in various industries including foundry technology, casting products, metallurgy and thermo process technology. With extensive expertise in organising trade fairs in Southeast Asia, Messe Düsseldorf Asia has developed a portfolio of numerous trade fairs in the region since 1995. PT Wahana Kemalania Makmur (WAKENI) represents Messe Düsseldorf GmbH for the marketing and promotion of its trade fairs to the Indonesian market since 1991.

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