



Visions become reality.

ALUMINIUM 2014

7-9 Oct 2014 | Messe Düsseldorf
10th World Trade Fair & Conference

www.aluminium-messe.com

Organiser:



Partners:



Main Sponsor:

SMS group



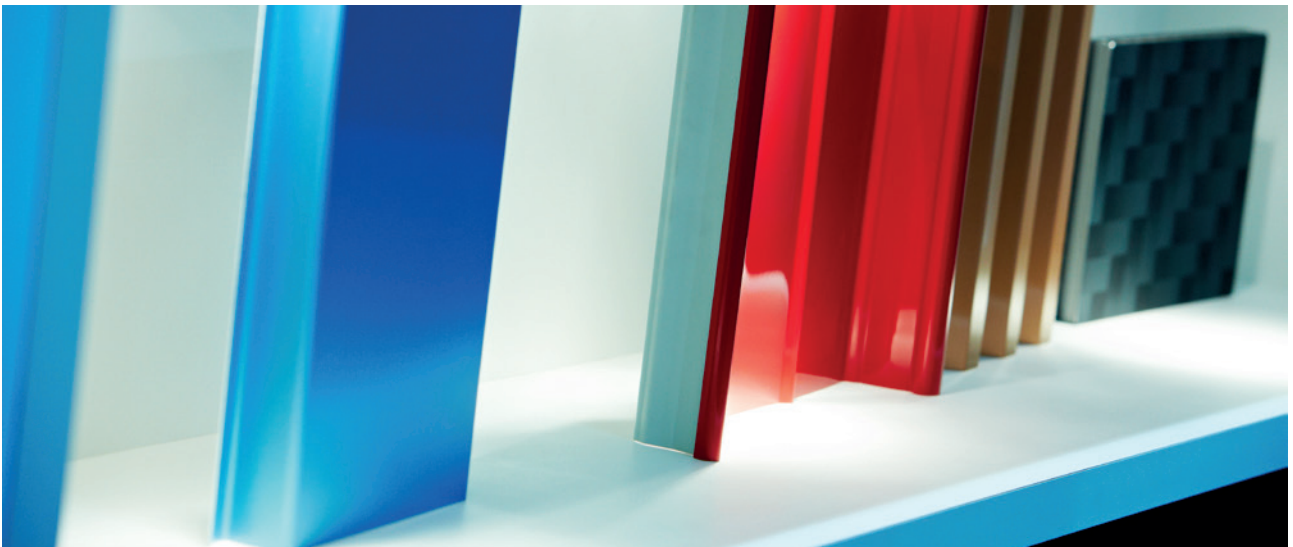
„The future belongs to the material aluminium.“

Emilien Collard, Eastern Europe Sales Manager, Siempelkamp Maschinen- und Anlagenbau GmbH & Co. KG

Giving impetus to the industry

The experts all agree: the versatile material of aluminium has a bright future ahead of it. And the industry knows that the exhibitors and visitors of ALUMINIUM 2014 will be helping to shape this future. Because the leading global trade fair remains the number one platform for the entire world of aluminium.

The whole value chain will be at ALUMINIUM 2014 to get the latest information. This is where the decision-makers meet. This is where the points are set for your business.



The number 1 in the world for direct success

25,000 visitors* from roughly 100 countries*: In 2014 ALUMINIUM is once again set to be the unrivalled meeting place for the global industry – from raw materials and semis through to finished products, services, plant and machine engineering as well as metalworking, automation and logistics.

Renew business contacts – Pick up new ideas

You will be ideally placed as one of the roughly 1,000 exhibitors* in 75,000 sqm* of exhibition space. This is where trade visitors from a wide range of sectors from the entire world of aluminium come to check out your solutions. The result? More potential customers, new demand and a vast wealth of new ideas.

* expected 2014

More attractive than ever.

ALUMINIUM 2014 – well established at the new location

Satisfied exhibitors and visitors confirm that the first ALUMINIUM in Düsseldorf was a complete success. Attracting roughly 25% more visitors than the previous event, ALUMINIUM 2012 significantly strengthened its lead over rival events.



You concentrate on doing good business – we'll take care of the rest.

„We couldn't be more satisfied. The large numbers of visitors and the stimulating range on offer have proved a great success.“

Nikolai Malanowski, Managing Director, Wirtschaftsverband Großhandel Metallhalbzeug e.V. (WGM - association of NF metal semis traders)

„The change from Essen to Düsseldorf has proved a great success. ALUMINIUM has raised its international profile as a result. This applies for Europe and for visitors from all parts of the world. The high visitor numbers leave us feeling optimistic.“

Roland van der Aa, Marketing Director Sapa Profiles Europe, Sapa Aluminium Profile AG

Turning visions into solutions.

Precise segmentation by topics in the halls helps your target audience find the quickest way to your stand. The wide range of different interests are reflected not only in the trade fair itself, but also in the special shows, theme pavilions and specialist talks. Numerous opportunities for networking provide a great setting for communication.

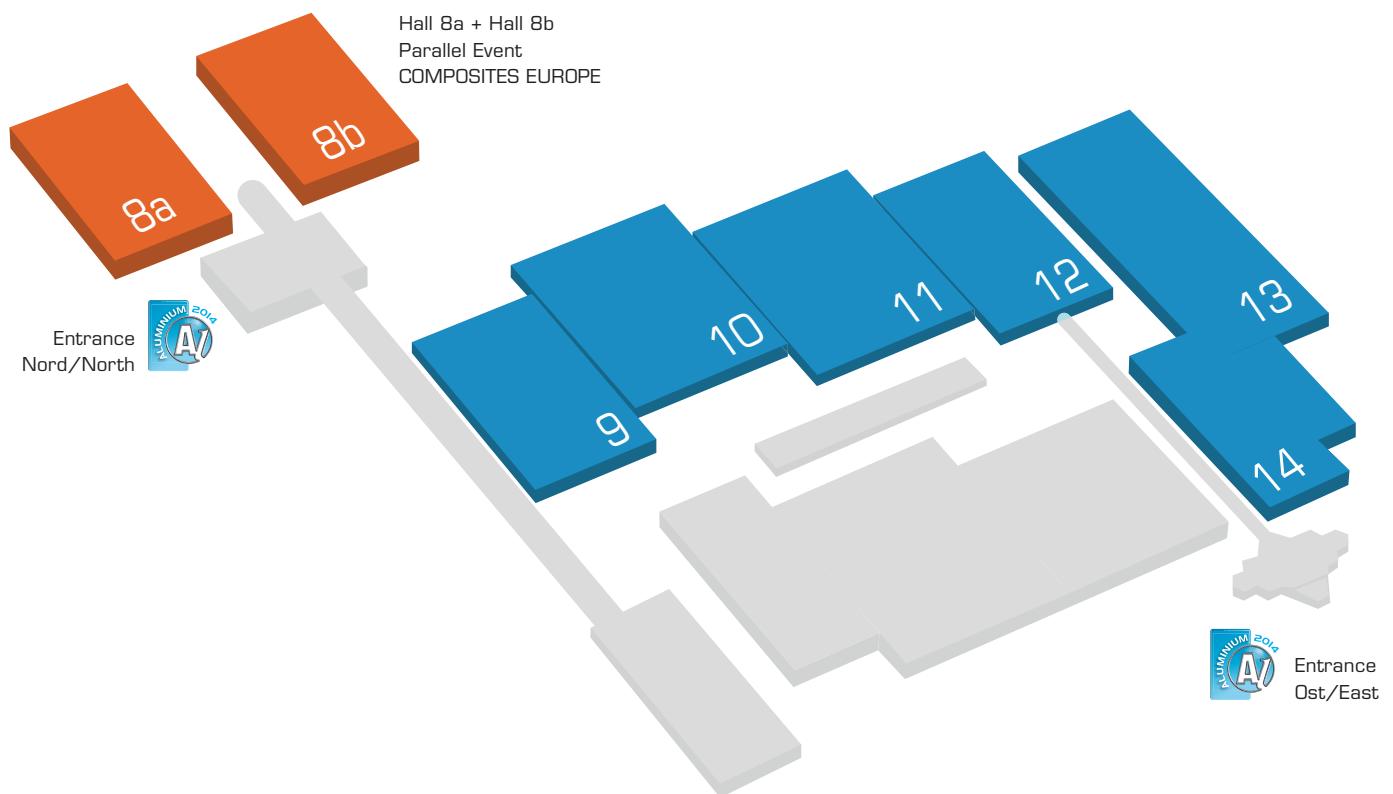
Hall 9
Primary Production and related Technology,
Recycling Area

Hall 10
Foundries, Heat Treatment

Hall 11 + Hall 12
Semi-finished Products and related Technology

Hall 13
Surface and Finishing

Hall 14
Metal Working, Welding and Joining,
Logistics, Warehousing, Automation



Where theory meets practice:

- roughly **50 specialist talks and presentations** at the **ALUMINIUM 2014 Conference**
- **Innovations** honoured in the **EUROPEAN ALUMINIUM AWARDS**

Here's where business relationships start. Here's where the future begins.

One exhibition – every facet.

Pavilions focussing on the big industry issues:

- **Competence Centre Surface Technology** with international talks and presentations. Supported by the VOA and GSB International associations.
- **Foundry Pavilion** for aluminium product solutions. Supported by BDGuss.
- **Primary Pavilion** featuring equipment and plant for aluminium extraction.
- **Welding and Joining Pavilion:** talks, presentation and exhibitors dedicated to plant, machinery, equipment and resources spread across more than 200 m².
- **Magnesium Area** – an integrated zone for promoting and developing the material magnesium. Supported by the EFM.
- **Recyclingpavilion** as the new meeting place devoted to crushing, sorting and processing light metal.
- **Distributor Pavilion** organised by the Wirtschaftsverband Großhandel Metallhalbzeug e.V. (WGM) as the place to be for aluminium traders and metal wholesalers.



Selected exhibition themes:

- Focus on sustainability and climate protection: the new Recycling Pavilion sees ALUMINIUM 2014 bring together the concentrated competence of the recycling industry in a suitable setting.
- Hands-on innovative products: the Innovation Areas will once again be showcasing inspiring solutions from the Solar, Building, Automotive and Transportation fields. These are visitor magnets which represent the ideal setting for product-based meetings and visionary applications.

ROUGHLY 78%

of the ALUMINIUM visitors would recommend the event to others. *

ROUGHLY 60%

of the overseas visitors came with the clear objective of placing an order. *

ROUGHLY 85%

of the visitors were qualified to make purchasing decisions within their company, or could influence the decision. *

ROUGHLY 70%

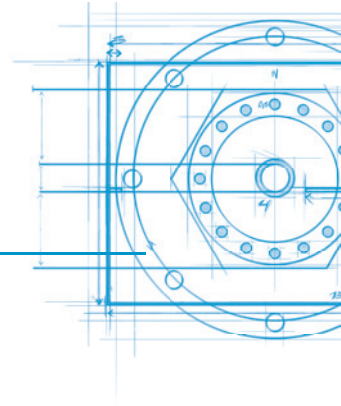
of the visitors placed direct orders during ALUMINIUM 2012 or planned to do so immediately after the event. *

*extract from the ALUMINIUM 2012 visitor survey

„I can sum up what I think about this fair in two words – very good. The decision-makers from nearly all application areas such as wind power, solar power and the transport sector are all here.“

Lothar Thoni, Owner, Thoni Alutec, Poland

Your target groups are already here. All of them!



Raw materials producers, processors, refiners and suppliers to the key industries: there's no alternative for anyone working with aluminium.

This is where the designers, engineers, technicians and buyers from the main application industries meet ...

- Automotive (passenger cars and commercial vehicles)
- Transportation (rail, aviation and shipbuilding)
- Mechanical engineering
- Electronics and electrical engineering
- Building and construction
- Packaging and consumer goods

... and the top decision-makers from the aluminium industry:

- Aluminium producing and processing industry
- Metalworking and processing
- Surface treatment and finishing

+ Nationality of the visitors



More than **50%** of the exhibitors expect the industry's economic prospects to improve in the medium term. *

88% of the 2012 exhibitors have already booked their stand for ALUMINIUM 2014 or are planning to do so. *

* extract from ALUMINIUM 2012 exhibitor survey



ALUMINIUM 2014 brings into focus what the industry needs to know. +

„Despite the depressed market in parts of Europe which is creating challenges for all of us here, many of our customers came from all over Europe to ALUMINIUM. We made plenty of new contacts and maintained existing ones, and had lots of interesting conversations. Our customers made the most of the opportunities offered by the fair. The Düsseldorf Exhibition Centre provides the ideal platform for this.“

Jasper van Zon, Director Communications Europe, Alcoa Europe

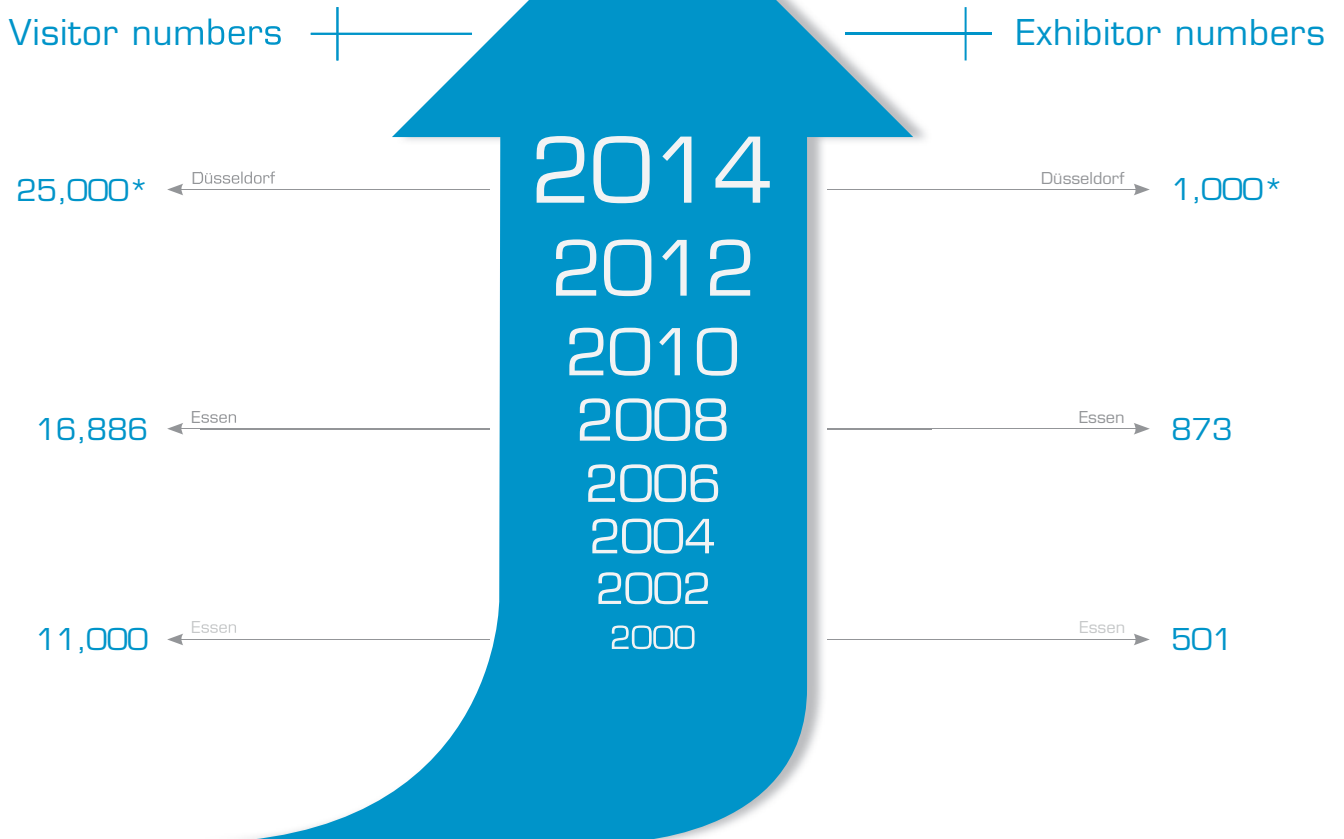
One trade fair. All potentials. 3x bigger ...

... than the next largest equivalent trade fair.

Following the records set in the last few years, ALUMINIUM, the number one aluminium trade fair, is expecting to post new best-ever figures in 2014.

Among other things, with the top 5 of the world's major aluminium producers and other primary producers, more than 50% of the world's primary production will be represented on site in Düsseldorf.

+ Growth in challenging times



* expected number

How you, too, can benefit from the steadily growing appeal of the leading world trade fair:

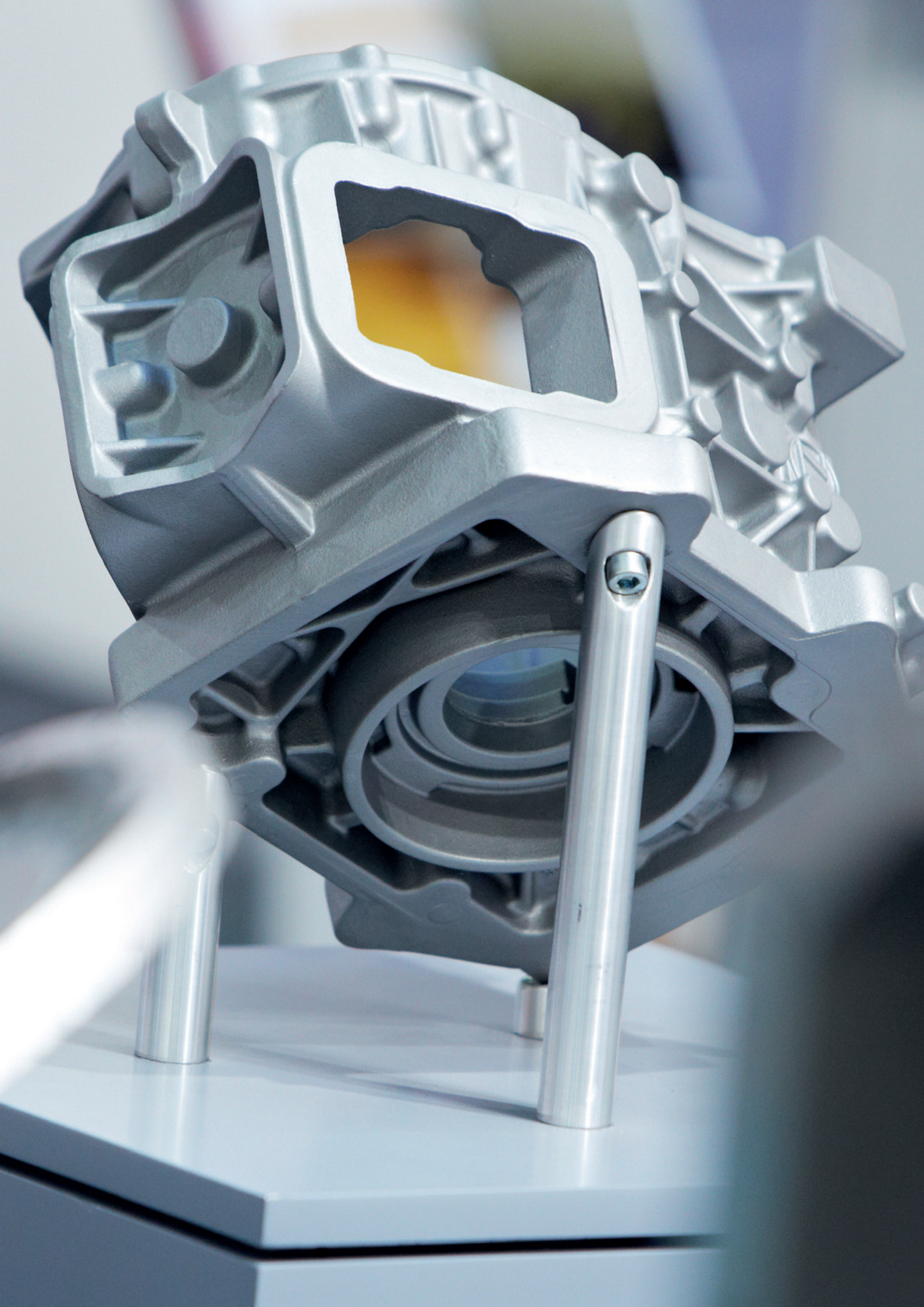
- Extra potential business thanks to new leads to companies and buyers from related sectors
- Supporting programme creating unique links between theory and practice
- Further synergy effects from the COMPOSITES EUROPE being held at the same time in adjacent exhibition halls
- The „One-Stop-Shop“ with solutions from the entire process chain for your customers
- Professional organisation from the largest trade fair organising company with extensive international experience and a global ALUMINIUM competence network

Outstanding infrastructure in the industrial heart of Europe

- Prestigious venue at an established materials fair location
- International airport
- Excellent transport connections
- Professional trade fair structure
- Attractive city centre with many possibilities for further networking
- The new location makes the event even more attractive for international visitors from all parts of the industry

„In the fair's home country of Germany there has been a jump in growth, reflecting the development of our industry as a whole. The overall economy might be experiencing difficulties right now, but the aluminium industry is expected to see strong growth in the long term.“

Oliver Bell, Director of Norsk Hydro



One material. One trade fair. All the information.

ALUMINIUM 2014

7-9 October 2014

Location

Düsseldorf Exhibition Centre, Halls 9 - 14
Entrance North and East

Opening hours

9.00 a.m. - 6.00 p.m.

Parallel event

COMPOSITES EUROPE 2014

Halls 8a & 8b

www.composites-europe.com

Supporting programme

- ALUMINIUM 2014 Conference
- EUROPEAN ALUMINIUM AWARD

Stand prices for 2014*:

Stand type	Prices per sqm
Row stand	Euro 214,-/sqm
Corner stand	Euro 234,-/sqm
Head stand	Euro 248,-/sqm
Block stand	Euro 264,-/sqm

* Prices do not include VAT or additional costs listed on application form.

Organiser

Reed Exhibitions Deutschland GmbH

Project ALUMINIUM

Völklinger Straße 4, D-40219 Düsseldorf

www.aluminium-messe.com/socialmedia



ALUMINIUM GLOBAL

Reed Exhibitions offers the aluminium industry attractive business platforms in dynamic aluminium markets:



ALUMINIUM MIDDLE EAST 2013

23 - 25 April 2013 |

Dubai, United Arab Emirates

www.aluminium-middleeast.com



ALUMINIUM INDIA 2013

12 - 14 September 2013 | Mumbai, India

www.aluminium-india.com



ALUMINIUM CHINA 2013

2 - 4 July 2013 | Shanghai, China

www.aluminiumchina.com



ALUMINIUM BRAZIL 2014

1 - 3 April 2014 | Sao Paulo, Brazil

www.aluminium-brazil.com

Further Information on www.aluminium-global.com

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