

THERMPROCESS provides momentum

In contrast to THERMPROCESS in 2011, this year's event was held in a challenging economic environment. The consequences of the global economic crisis have not yet been overcome and a number of other crises have become apparent. In addition, structural problems in key markets and customer segments give furnace producers cause for concern.

In 2014, German suppliers of thermo process technology delivered products with a total value of about € 5 billion throughout the world, representing a fall of 4.8 % compared with 2013. In 2015 too, significant progress in exports is not expected. All in all, the prospects for the sector do not seem to be very bright.

Nevertheless, THERMPROCESS 2015 provided strong impetus. Even though a trade fair cannot create an economic situation, this year's trade fair was an important event that generated some optimism. With growth rates of about 10 % in terms of exhibition area and exhibitor numbers, this was the largest "Bright World of Metals" ever. Especially European furnace manufacturers took this cluster of four trade fairs as a platform for presenting their innovations to an international public. This can be seen as expressing unbroken confidence that European

companies will continue to assert their position on the world market in the future as a result of their technological edge.

With their high-productivity, resource-efficient solutions, European manufacturers stand out against their increasingly strong competitors from emerging markets. At the same time, these companies are developing innovative solutions for new applications and significantly strengthening the foundations for their business.

58 % of the approximately 80,000 visitors came from other countries, many of them from key export markets such as China and India. These visitors not only came to obtain information but also continue to invest in European equipment.

Europe is still the centre of innovation capabilities and activities in our sector. This was once again convincingly demonstrated by THERMPROCESS, sending a clear signal that European thermo process technology is well-positioned for the future.

Author:
Dr. Timo Würz
General Secretary CECOF

