

## ENGLISH VERSION

EXPOMATEC was presented to companies last 25th March at IFEMA's facilities. More than 150 companies were represented at the meeting, mainly from the machinery industry, but also from other sectors linked to infrastructures, civil works and construction. This meeting was a resounding success and the organisers, IFEMA and Grupo TPI, would like to thank and acknowledge the effort of all those who travelled to Madrid expressly in order to attend the presentation.

The presentation event itself was chaired by the Co-Chairmen of the EXPOMATEC Organising Committee, Mr. Juan Lazcano, President of the Spanish National Building Confederation (CNC) and Vice-President of the Confederation of Spanish Industry (CEOE), and Mr. Julián Núñez, Vice-President of SEOPAN. The majority of the members that make up the different groups that sit on the Organising Committee were also present at the meeting.

EXPOMATEC is a fair based on innovation, featuring a model that is different and quite unique, having been developed in accordance with the demands of the industry itself, a sector that recognises the value of highly professional projects and authentic forums for know-how and training. An event that is orientated towards clients but that also constitutes an ideal opportunity for participants to present their latest new features and technological developments. In this respect, EXPOMATEC will take advantage of both the extraordinary possibilities offered by the exhibition centre where it takes place and the advanced communication technologies available to promote the participating companies' marketing strategies.

Thus, EXPOMATEC will offer a comprehensive range of advanced services within the framework of a unique venue, the Juan Carlos I Exhibition Centre, which is fully equipped to cater for the needs of any event of international scope and stature.

EXPOMATEC will set up an ongoing communication system that ensures that any decision and proposal is based on the opinions of the companies that will be taking part at the event itself.

The three founding pillars of EXPOMATEC are as follows: 1) an authentic meeting-point for supply and demand 2) a focal point for know-how, training and the presentation of new features, successful experiences and technology, and 3) a centre for generating business. However, the fair's emphasis on new information technologies will ensure that, irrespective of the event's geographical location, participants will always be able to maintain close contacts throughout the world by means of global communication strategies.

We would like to take this opportunity to summarise the main characteristics that will make EXPOMATEC a new and different exhibition, one that perfectly caters for the needs of manufacturers and importers of machinery, products and services within the sectors encompassed by the fair: infrastructures, civil works and mining.

### **Definition of EXPOMATEC**

A meeting-point for supply and demand within the civil works and mining machinery industry and infrastructure-related sectors.

EXPOMATEC will reject the habitual factory-line approach of machinery fairs, focusing on boosting **exhibitor profitability** and promoting a personalised approach, over and above a mass exhibition of all the products available.

### **Character and Scope**

Exclusively for members of the **industry**, but featuring an **international vocation**. The fair will invite delegations from North Africa, as well as from countries that manage large infrastructure investment budgets: Eastern Europe, Brazil, Panama ....

### **Staging and Organisation**

Dates and Place: Ifema - Madrid between 17th and 21st May 2011

Frequency: Every three years, starting in 2011

Times: from 10.00 a.m. to 7.00 p.m.

Organised by: Ifema and Grupo TPI

### **Events and Conference Programme**

Over the days on which the exhibition is presented, the fairground itself will provide the setting for a **wide-ranging Programme of Specialised Conferences and Events**, thus making EXPOMATEC a focal point for know-

how relating to the field and attracting a series of true buyers, opinion-leaders and professionals.

### **Associations: Staging of Congresses and Assemblies**

EXPOMATEC already enjoys the support of various associations and offers these participants the use (free of charge) of rooms at Ifema so that they can organise the staging of their **association congresses and assemblies** to coincide with the dates of EXPOMATEC.

### **Useful Tools for Exhibitors**

- The exhibitors will use card-readers so that they can immediately obtain the details of all visitors who pass through their stand.
- Participants will have access to a database featuring all of the registered visitors, one month prior to the staging of EXPOMATEC itself.
- Meeting-rooms will be made available to exhibitors (presentations for the press or for clients, meetings with distributors ...).
- An external multi-brand area will be set up for bargain machinery sales.
- The fair will feature an Innovations Stand featuring machinery, products and services selected by a Committee of Experts.
- An ongoing exhibition and ongoing contact with visitors will be provided by means of Virtual EXPOMATEC, which will continue to operate up until 31st December 2011

### **Advice and Consulting**

EXPOMATEC will consult participants regarding the objectives they wish to pursue as exhibitors (brand recognition, search for distributors, customer loyalty, securing of new contacts ...), offering them the very best means of participating at the fair.

### **Stand**

EXPOMATEC proposes a series of **stands aimed at boosting personal attention** to clients and distributors, based on the presentation of a range of truly new features and key products, instead of a mass display of machinery and products that simply leads to oversized stands of little profitability for the stand-holders. Ifema will propose a series of key-in-hand solutions that make participation at the fair comfortable and easy.

## **The Fairground and Infrastructures**

Ifema is a modern exhibition centre, the leading facility of its kind in Spain and an important institution with strong contacts and representation abroad. It features the most advanced facilities and the very best range of services for exhibitors:

- It is located within the boundaries of the City of Madrid
- An underground station, bus stops and taxi ranks are all located at the fairground gates. The fairground features various different access-points by road from the M40, M11 and other avenues.
- 14,000 parking spaces, restaurants, banks, Servifema.
- A Business Centre, press room, two auditoriums featuring a capacity for up to 1,500 persons and a Convention Centre. Almost 100 meeting-rooms.
- Wide-ranging hotel facilities, based on a capacity of more than 55,000 guests in the City of Madrid. Discounts at more than 40 hotels throughout Madrid for exhibitors and visitors. Discounts on Spanish railways services, Renfe, and Spanish airline services, Iberia.

## **Promotion of EXPOMATEC**

Promotion and distribution of entrance-tickets for sub-contractors, rental clients, representatives from public administration and public bodies, building companies, mining exploitations, associations, concessionaires and distributors.

Advertising and communication in the specialised press and the business press (printed and on-line).

Advertising on radio and TV.

Promotion through Ifema offices located abroad.

Invitations to delegations from North Africa and countries with strong infrastructure investment programmes.

## **Rates for EXPOMATEC 2011**

Between 16 and 20 m <sup>2</sup>	150 euros/m <sup>2</sup>
Between 20.5 and 100 m <sup>2</sup>	130 euros/m <sup>2</sup>
Between 100.5 and 300 m <sup>2</sup>	100 euros/m <sup>2</sup>
Between 300.5 and 450 m <sup>2</sup>	85 euros/m <sup>2</sup>
Between 450 and 1,000 m <sup>2</sup>	70 euros/m <sup>2</sup>
Over 1,000 m <sup>2</sup>	60 euros/m <sup>2</sup>

## **Organising Committee**

EXPOMATEC will feature the support of an Organising Committee with executive and operational authority in order to oversee the attendance of

trade visitors and participants, as well as catering for the true needs of exhibitors, whilst also providing participants with a series of useful tools:

#### **Chairmen of the EXPOMATEC Organising Committee**

##### **Mr. Juan Lazcano**

Civil Engineer

President of the Spanish National Building Confederation, Vice-President of the Confederation of Spanish Industry (CEOE), President of the Building Industry Employment Foundation, Vice-President of the College of Civil Engineers.

##### **Mr. Julián Núñez**

Civil Engineer

Vice-President of SEOPAN, Member of the Governing Board of the Confederation of Spanish Industry (CEOE), Vice-President of ANCOP, Committee Member of the Spanish National Building Confederation (CNC), Committee Member of the Building Industry Employment Foundation.

#### **Members**

**Mr. Juan José Potti** (Manager of **ASEFMA**), **Mr. Jaime Huidobro** (Managing Director of **ATLAS COPCO**), **Mr. Iñaki Redondo** (Marketing Director at **AUTENECHÉ-YANMAR**), **Mr. César Luaces** (Managing Director of the **FDA**), **Ms. Yolanda Espartosa** (Marketing Director at **HAULOTTE IBÉRICA**), **Ms. Brunhilde Rygiert** (Managing Director of **JCB MAQUINARIA, S.A.**), **Mr. Fernando López** (Managing Director of **KOMATSU ESPAÑA**), **Mr. Enrique Mota** (Head of Mining at **SANDVIK**), **Mr. Luis Puertas** (Marketing Director at **VOLMAQUINARIA**), **Mr. Jesús Elorz** (Industry Expert), **Mr. Roberto García Ovejero** (Vice-President of AEN CTN 115 at **AENOR**), **Mr. Carlos López Jimeno** (Head of the Department of Industry, Energy and Mining at the **Madrid Regional Government**), **Mr. Víctor Crespo** (Economic Affairs and Employment Advisor at **Madrid City Council**), **Mr. Fermín Lucas** (Managing Director of **IFEMA**), **Mr. Santiago Quiroga** (Director of **EXPOMATEC**), **Mr. Santiago Díez** (Marketing Director for **EXPOMATEC**), **Mr. José Luis Prado** (Managing Director of **Grupo TPI**), and **Mr. David Rodríguez** (General Marketing Manager at **Grupo TPI**).