



EUROGUSS FAMILY UPDATE

May 2021

Successful launch of EUROGUSS MEXICO Virtual Weeks

- Multiple weeks of intensive networking
- Registration and participation still possible
- Next EUROGUSS Family event: CHINA DIECASTING

The EUROGUSS MEXICO Virtual Weeks were launched today, 4 May 2021. Until the end of May, experts from the die casting industry will be able to network on the virtual platform. On the Tuesdays 4, 11 and 18 May, a comprehensive programme of lectures will ensure that the virtual conference rooms are packed as well. It is still possible to participate in the EUROGUSS MEXICO Virtual Weeks at any time, and registered participants can watch all presentations on-demand after the event is over. Meanwhile, for all those die-casting experts with a focus on the Chinese market, preparations are already under way to hold CHINA DIECASTING as a traditional on-site event in Shanghai.

“Despite the pandemic, the worldwide activities of the EUROGUSS Family are still in full swing,” says Christopher Boss, Director Euroguss and International Product Manager at NürnbergMesse. “Whether we are hosting a virtual event for Mexico and Latin America or CHINA DIECASTING in Shanghai, our international platforms directly address the needs of the regions and offer die casting experts precisely tailored platforms that allow them to network and develop and expand their business.” That is why EUROGUSS MEXICO, which was originally scheduled to be held in Guadalajara, is currently taking place as a specially designed online-only event.

euroguss.de/international

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THE LEADING DIE CASTING SHOWS

A trade fair visit with plenty of flexibility

Until the end of May, exhibitors and visitors can continue to access the EUROGUSS MEXICO Virtual Weeks to share information on the platform, arrange meetings and communicate live using chat and video functions. The event has attracted prestigious companies and suppliers from the sector, including a Bavarian Pavilion by Bayern International featuring seven exciting technology vendors. A matchmaking system makes it easy to approach new contacts and get to know experts and suppliers from the non-ferrous casting sector. The virtual networking sessions also allow participants to quickly start conversations with one another. The Virtual Weeks are directed at foundries, toolmakers and mould fabricators, foundry machinery and equipment suppliers, designers, developers and procurement managers based in Latin America or with a focus on that market. Because of the length of the event and the fact that the presentations are recorded, it is particularly easy to take part in EUROGUSS MEXICO Virtual Weeks while attending to your day-to-day business.

Concentration of industry expertise on three separate presentation days

The programme of presentations will be concentrated into three days, on the Tuesdays 4, 11 and 18 May. On these dates, participants can enjoy round table discussions and presentations by prominent international exhibitors and industry experts. On the very first day of the event, Heinz-Jürgen Büchner, Managing Director Industrials & Automotive at IKB Deutsche Industriebank AG, will venture a glimpse into the future with his opening address: "Outlook Casting Production 2025: How Sustainable will the Recovery be?" Other presentations will cover topics like the USMCA trade agreement or the role of foundries in sophisticated and globally networked supply chains. A slot by the VDMA and CEMAFON will explore intelligent machine-to-machine communication and approaches to it. There are plans for a high-calibre panel discussion with Mexican suppliers moderated by Oscar Albin, Executive President of the INA National Autoparts Industry, which will probably take place on 11 May. Other partners of the EUROGUSS MEXICO Virtual Weeks include the Mexican industry associations IMEDAL and Clúster de la Fundición. EUROGUSS MEXICO Virtual Weeks will run until 18 May 2021. Interested parties can still join in at any time by going to **www.euroguss-mexico.com** and using the free e-code "EGMX21WELCOME".



THE LEADING DIE CASTING SHOWS

CHINA DIECASTING: Concepts for the “New Normal”

CHINA DIECASTING will start about two months after the EUROGUSS MEXICO Virtual Weeks. From 7 to 9 July 2021, die casting experts from Asia will gather in the Shanghai New International Expo Center (SNIEC). Organiser NürnbergMesse China is expecting around 400 exhibitors on a display area measuring some 33,000 square metres. The trade fair will be accompanied by 14 different meetings and events including the Auto Tech Day focusing on the automotive sector, an Innovation Day, and the Non-ferrous Alloys & Application Forum. Many of the presentations will also explore altered market conditions and developments in the post-pandemic era. Consequently, the theme of CHINA DIECASTING this year will be “Market and Innovative Development of Die Casting and Non-ferrous Metals Industry under the New Normal Economy”. For more information on CHINA DIECASTING and options for participating as an exhibitor please go to: www.diecastexpo.cn/en

About the EUROGUSS trade fair family:

THE LEADING DIE CASTING SHOWS

In all even years, the European die casting sector comes together at the EUROGUSS trade fair in Exhibition Centre Nuremberg in Germany. Over a three-day period, some 750 exhibitors and 15,000 visitors find out about the latest technology, processes, and products. EUROGUSS is the only event covering the entire die casting process chain, from high-tech machines to new materials and efficient services. In the die casting segment, NürnbergMesse Group is also active at CHINA DIECASTING (every year in Shanghai), ALUCAST, which takes place at different locations in India in all even years, and EUROGUSS Mexico.

For more information, please go to: www.euroguss.de/international

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All press releases, more information, photos, and videos are available from our Newsroom: www.euroguss.de/en/news