



PRESS RELEASE

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Another addition to the family: EUROGUSS ASIA PACIFIC in Thailand

Alongside CHINA DIECASTING, ALUCAST in India and EUROGUSS MEXICO, the parent event EUROGUSS in Nuremberg can now also count EUROGUSS ASIA PACIFIC in Thailand as a member of its product family. As part of the METAL AP exhibition, NürnbergMesse is organising the EUROGUSS ASIA PACIFIC pavilion, which will take place for the first time at the BITEC Exhibition Centre in Bangkok, Thailand from 19 to 21 September 2018. Around 4,000 trade visitors, mainly from Southeast Asia, Europe and the USA, are expected to attend the three-day exhibition, which is accompanied by a congress. On a display area measuring around 6,000 m², about 120 exhibitors will present their products and innovations from the entire supply chain for die casting and foundry technology.

NürnbergMesse helps exhibitors to expand their network in the Southeast Asian market and to develop and extend contacts to the ASEAN economic area. The exhibition company is responsible for the entire organisation of the EUROGUSS ASIA PACIFIC Pavilion, offering the perfect platform for showcasing your own company.

Thailand as lucrative market with booming economy

The Thai economy is booming and recorded a rise in GDP of around 3.5 percent in 2017, accounting for about 12 percent of the GDP in Asia as a whole. The bilateral free trade agreement with the ASEAN nations that the European Union is seeking will further promote trading relations between Europe and Southeast Asia.

The automobile market in particular, which is one of the most important customers in the die casting industry, is driving the Thai economy and is able to achieve renewed growth each year. In the meantime, the two million

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cars that Thailand produces every year are securing its position in the top five countries for automobile production. According to forecasts, this positive development is likely to continue for the next few years. Other industrial sectors like aviation, industrial machinery or renewable energies are also enjoying consistent growth, which also benefits the metal and die casting industry.

There is a similar situation in other countries in the ASEAN region. Vietnam too is experiencing enormous growth in the manufacturing sector, particularly in the automobile market. VinFast aims to be the first Vietnamese automobile manufacturer with its VinFast car. As things stand production is set to start at the end of 2019. This ambitious project offers interesting opportunities for automotive suppliers.

METAL AP – Asia-Pacific Metal Industry Exhibition

METAL AP takes place at the BITEC Exhibition Center in Bangkok, Thailand and is organised by the Foundry Productivity Promotion Center of China (FPC), which is also the organiser of CHINA DIECASTING in Shanghai. NürnbergMesse China acts as co-organiser alongside other professional foundry associations such as the Thai Foundry Association, Japan Foundry Engineering Society, Korea Foundry Society, Hanoi Association of Foundry & Metallurgy and the Taiwan Foundry Society.

The holistic exhibition concept for METAL AP covers all areas of the metalworking and casting industry. The trade fair is divided into four main streams: die-casting, foundry technology, industrial furnaces and heat treatment and metal industry. The congress running parallel to the exhibition features presentations by Thai and international experts on the four thematic areas. It's where attendees can learn about and discuss new technologies, new markets and the latest hot topics in the industry.

NürnbergMesse offers comprehensive service to exhibitors

EUROGUSS ASIA PACIFIC takes place as part of METAL AP. Exhibition organiser NürnbergMesse is in charge of the entire handling of the trade fair appearance for participants in the pavilion. At the venue itself exhibitors are also supported by high-quality services. During the fair as such, but



also beforehand, company representatives can therefore concentrate fully on establishing new business contacts and enjoying the presentations. This means that potential participants, with a professional partner like NürnbergMesse at their side, can also decide at short notice to take part in the event.

About the EUROGUSS trade fair family:

In even years, the European die-casting industry meets in Germany at the EUROGUSS trade fair at the Exhibition Centre Nuremberg. For three days, some 640 exhibitors and 15,000 trade visitors learn about the latest technology, processes and products. EUROGUSS is the only event covering the entire die casting process chain, from high-tech machines through new materials to efficient services. In the area of die-casting, the NürnbergMesse Group is also active at CHINA DIECASTING (held annually in Shanghai) and ALUCAST, held at different locations in India in even years. This year, NürnbergMesse is organising for the first time the pavilions EUROGUSS Mexico at the Fundiexpo and EUROGUSS ASIA PACIFIC as part of METAL AP in Bangkok, Thailand.

For more information please visit: www.euroguss.de/international

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