



POWTECH

Leading Trade Fair for Powder & Bulk Solids
Processing and Analytics

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PRESS RELEASE

September 2022

POWTECH under new management

- **Marianny Eisenhofer is the new exhibition director**
- **Interview: Five questions for Ms. Eisenhofer**

POWTECH 2022 launches this year with a new exhibition director. Within the team led by Heike Slotta, Executive Director Exhibitions, Marianny Eisenhofer will assume responsibility for POWTECH, the leading European trade fair for mechanical processing technology. For many years previously, Eisenhofer had been the exhibition manager for watch and jewellery trade show Inhorgenta in Munich, including the technology components of the event. Since July 2022, she has been deploying her this accumulated expertise on behalf of POWTECH. We asked the new exhibition director five questions to get to know her better.

Ms. Eisenhofer, you have a trade fair background, specifically in jewellery and watches. What aroused your interest in mechanical processing technology?

Eisenhofer: It has long been my wish to look after a trade fair like POWTECH that is associated with so many of people's basic needs. Mechanical processing technology is everywhere in our day-to-day lives: From that first coffee in the morning to the protein shake after exercise, when we take a pain killer or clean our teeth, or in the form of safe workplaces and equipment. I am fascinated by the diverse ways in which mechanical processing

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technology simplifies people's daily lives. At the same time, I am already seeing how much heart and soul the engineers put into the industry.

What aspects of the industry appeal to you the most?

There is no specific area as such, it is more that I am impressed by the immense breadth that connects various segments with one another, from food to chemicals and pharmaceuticals to recycling and many more.

What highlight of the programme are you particularly looking forward to at this year's POWTECH?

I am very much looking forward to the exhibitor reception. There's nothing nicer than seeing all those satisfied faces after a long and successful day at the fair. The sector is a community that appreciates personal interaction and wants to network. The exhibitor evening is therefore an important – and at POWTECH an apparently very popular – platform away from the working hustle and bustle of the fair. And naturally, I am already very excited about getting to know a lot of exhibitors, visitors and partners to the sector in person.

Where do you see POWTECH in two to three years?

POWTECH is strongly associated with bulk solids, and rightly so, but many of our exhibitors also operate in the liquids and fluids segment. This is something that I want to bring out more. In future, the leading European trade fair for mechanical processing technology should be even more visible and absolutely the "place to be" for experts in solid or liquid materials. Together with our fantastic trade fair team and the experts from the sector I want to drive POWTECH forward so that it will always be exactly the platform that exhibitors and visitors need.

What is especially important to you in terms of the collaboration between trade show, exhibitors and trade visitors?

It is my heartfelt wish for representatives of the sector to know that we are listening to them and that they can always approach us. But not just in the advisory committee and during the exhibition period as such; we are always open to receiving information and suggestions. This dialogue is really very important to me, because ultimately, it is the exhibitors and trade visitors who



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are the specialists in the market. Without their expertise, we cannot design POWTECH to be the way they need it. I am therefore resolutely focusing on approachability and openness.

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