



INTERVIEW

March 2017

Five questions put to ...

- **Christopher Boss, new Director Exhibitions at EUROGUSS**

From 16 to 18 January 2018, the European die castings sector will meet once again in Nuremberg at the EUROGUSS trade fair. The exhibitors' applications are ongoing, the trade fair preparations in full swing. We spoke to Christopher Boss (31), the new Director Exhibitions, about the development of EUROGUSS and the international involvement of the NürnbergMesse Group in the die casting sector. Boss has a degree in business science, has been in the trade fair and exhibition branch for around 10 years and has worked for NürnbergMesse for around one year.

1. *EUROGUSS 2016 was the most successful ever staged. With around 580 exhibitors, more than 12,000 visitors and the additionally-occupied exhibition hall, it set new records. You recently took over as Director Exhibitions from Heike Slotta, who in future – continuing her strong bond with EUROGUSS – will be increasingly involved strategically. Which objectives have you set yourself for the coming fair?*

Christopher Boss: In Europe, EUROGUSS is the leading trade fair for the entire die-casting value-added chain: from raw materials through to technology and processes up to finished products. I was fortunate to immediately experience the fair live already in my second week at work and I'm delighted to continue to be involved in future in shaping this meeting place which is recognized and popular in the sector.

In terms of both exhibitors as well as visitors, EUROGUSS has in recent years recorded impressive growth rates. My objective, together with the team, is to continue this growth trend. In 2018, we are seeking to break the 600-mark for exhibitors and further increase internationality.

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2. *How would you like to reach this objective?*

Since I started at NürnbergMesse, I've been travelling a lot to customers and events at home and abroad. I have conducted numerous, interesting, specialist discussions and meetings aimed at getting to know the sector better and finding out which adjustments we can make in order to establish EUROGUSS even more strongly as a mirror for the sector. We will retain the product range core of the event, but further extend the range depth. The focus of EUROGUSS will continue to be Europe. Of course, die casting is in particular dependent on the automotive sector, but we will also be increasingly inviting target groups from other sectors to EUROGUSS, for whom the die casting process with its many advantages offers a genuine alternative.

3. *Are there changes to the trade fair concept?*

The EUROGUSS concept has proved itself most effectively. This is confirmed to us not only by the fantastic exhibitor and visitor figures from the last event, but also by the top ratings awarded in the exhibitors' and visitors' survey. 98 percent of the visitors surveyed stated that they were satisfied with the range presented at the fair and 94 percent of exhibitors assess their trade fair participation as an overall success. So we should not tinker with the trade fair concept in general. Nevertheless, it is necessary to further refine the concept and extend the trade fair range to include attractive formats.

4. *What should exhibitors and visitors look forward to at the next EUROGUSS in 2018?*

The exhibitors' applications process is going very well. Three quarters of exhibition space is already booked around 10 months before the event. Many exhibitors have enlarged their stands. Of course, all the market leaders are once again present, but new exhibitors are also on board. The theme of surface technology, which was highlighted for the first time at EUROGUSS 2016, is being extended further and presented in a pavilion. The "Forschung, die Wissen schafft" (Research for Knowledge) special show, where the latest research projects from universities and technical colleges are presented, has been popular with the trade visitors for years.



It too will of course also be part of the event again. The exhibitors and visitors can also look forward to interesting lectures and presentations on current themes and issues at the “Internationaler Deutscher Druckgusstag” (International German Die Casting Congress) specialist event, which is being organized by our esteemed partner, the Verband Deutscher Druckgießereien (VDD, Association of German Die-Casting Foundries). There will be excitement surrounding the award presentations for the International Aluminium Die Casting Competition and the Zinc Die Casting Competition. As you can see, there is once again a great deal on offer at EUROGUSS.

5. In addition to EUROGUSS in Nuremberg, the NürnbergMesse Group, within the framework of its internationalization strategy, has indeed for several years also been successfully staging die casting trade fairs and exhibitions worldwide, for example in China and India. What advantages does that bring to the company?

Yes, that is correct. For several years, the NürnbergMesse Group has been strengthening the positioning of its successful events at the home location of Nuremberg through so-called product families worldwide. That means in the case of EUROGUSS that this event is functioning as the mother of the product family so to speak and has offshoots in attractive foreign markets outside Europe. As an international product manager, I am trying to make use of the synergy effects between the individual members of the product family in the various markets. It is important for us that these events are always perfectly tailored to the requirements of their respective markets. We are accompanying our customers on their way into these exciting and prospering markets and offering them the proven exhibition quality and service they are familiar with from Nuremberg. In this connection, for example last December, the largest die casting trade fair in India was held with around 140 exhibitors, ALUCAST, organized and staged by NürnbergMesse India. According to forecasts, the Indian die casting market offers great growth potential for European companies. The date for the next ALUCAST is 6 to 8 December 2018 in Delhi. In China too, the largest die casting market in the world, we been active since 2013 and are involved in shaping the dynamic development of the CHINA DIECASTING trade fair in Shanghai through our subsidiary NürnbergMesse China.



Internationale Fachmesse für Druckguss: Technik, Prozesse, Produkte
International Trade Fair for Die Casting: Technology, Processes, Products

Last year, CHINA DIECASTING registered 295 exhibitors and 12,027 trade visitors. The next fair will be held from 19 to 21 July 2017. We are expecting around 350 exhibitors and 15,000 trade visitors.

Many thanks for the interview!

Further information on EUROGUSS is available at www.euroguss.de

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