



Metef-Foundeq : International Metal Expo

Veronafiere Exhibition Centre, Italy, 18-21 April 2012

Key Word - Internationalisation

Just two months before the event and thanks to the joint work of industry-related associations such as Amafond and Assomet and Veronafiere internationalisation services, the number of foreign representatives expected at METEF-FOUNDEQ has almost doubled compared with those of the 2010 edition. A significant sign of how important the event has become and the interest it arouses in foreign operators. 28 official representatives from 22 countries are expected to be present at VeronaFiere from 18 to 21 April. The participation of top-notch players is highlighted: CIFRA (Argentinean Foundry Association), the Egyptian Chamber of Metallurgical Industries, the Czech Foundry Association, the Russian Foundry Association, the IDCA (Iranian Die-Casting Association), the Turkish Foundry Association and delegations of specialised operators from Ukraine, Iraq and the Chinese province of Shanxi organised with local official support.

Effective B2B Services

The special 'business to business' trade matching service available for exhibitors and visitors to the event by means of online custom appointments will favour a meeting point for demand and supply at the fair, generating concrete business opportunities with top-class visitors, the most qualified buyers visiting the event. Simultaneous events: among others, the first edition of the International Extrusion Forum and the International Forum on HPDC structural components

The 2012 edition of Metef-Foundeq will host a range of varied lectures and seminars. Among them, the 1st Edition of the Aluminium Extrusion Forum - Prospects and challenges for the global extrusion market aiming at outlining the world's industrial scenario of extrusion through data provided by some top experts of the segment; the first edition of the International Forum on Structural Components by High Pressure Die-Casting - Prospects and challenges for the high-pressure foundry industry; a conference on Aluminium finishes: beautiful and durable, organised by Aital; a conference on The provision and management of equipment for the surface treatment aluminium. Technological problems, products and users' expectations, organised by UCIF (Italian Association of Surface Treatment Equipment Manufacturers); the event on Sustainability of the aluminium chain: guiding principles and industrial cases, by IT Metal and

CSMT. In addition, on Wednesday 18 April, the prize-giving ceremony for the winners of the Metef Innovation Award will take place, which, thanks to the success obtained in 2010 was proposed again for 2012. An initiative appreciated by exhibitors and visitors as well due to its top-level technology, the Award shows the most significant technological innovations presented by exhibitors.

PIAZZA ITALIA : The best of the "made in Italy" on display

Among the different simultaneous organised within the scope of METEF-FOUNDEQ 2012 to lure a qualified public and attract the media's attention there stands out PIAZZA ITALIA. This exhibition-area is dedicated to show the best made in Italy examples, thanks to the collaboration of prestigious Italian brands.

PIAZZA ITALIA aims at exalting the image of Italian technology all over the world, fully merging this with the best Made in Italy products of the different sectors, creating a moment of communication hinting the 'Italian know-how'.

The world over, 'Made in Italy' is synonymous of creativity, taste, quality of life, and the capacity of knowing how to do things. All the elements strictly connected with the history and culture of Italy that are translated in time into a strong manufacturing industry in the food sector, fashion, design, furniture, and in the fields of metalworking and mechanics.

Social events and shows have been scheduled to amuse exhibitors and visitors as well, offering some diversion amid full business activities during and after the trade fair.

METALRICICLO-RECOMAT, the international exhibition on technologies for the recovery and recycling of industrial materials

The 5th edition of METALRICICLO-RECOMAT, the international exhibition on technologies for the recovery and recycling of industrial materials, will be held simultaneously with METEF-FOUNDEQ 2012.

METALRICICLO-RECOMAT 2012, the only specialised and vertical event dedicated to the universe of industrial recycling in Italy, has always been a unique occasion to meet traders, recycled material users, secondary material producers, consultants and analysts, to keep yourself up to date with the progress of the global scrap market as well as the delicate and complex system of regulations governing this market it, and to display the best and latest technological advances for the collection, selection and

METEF-FOUNDEQ, the international fair dedicated to the aluminium and foundry, has reached its ninth edition in 2012. The fair is the unquestioned reference event for the international metalworking industry, and is dedicated to raw materials, machines, plants, technologies, equipment, products and applications for the aluminium and foundry industry. The 2012 figures confirm the leading role the show plays for Southern Europe and the Mediterranean area in particular: more than 480 exhibiting companies (27 % of which from 28 countries), among them we find the world's main producers of technologies for the metal industry; a 14,000 sq m exhibition area; 28 delegations from 22 countries; 400 official representatives, and more than 20,000 visitors expected.

recovery of scrap of all kinds of materials.

In this exclusive interview with Metalworld, Mario Bertoli & Mario Conserva shares their experiences with the METEF-FOUNDEQ. Excerpts:



MARIO BERTOLI
President, Alfin –Edimet

METEF-FOUNDEQ, now in its ninth edition at Veronafiere from 18 to 21 April 2012, is the reference event for aluminium and foundry technologies and outlines the entire metal production and transformation chain; it is the world's reference event for such an important and strategic industry. METEF represents a truly complete exhibition of the production aluminium chain in Europe, a unique opportunity for visibility, a fundamental step for the rebirth of the sector. The fundamentals of aluminium are evaluated by analysts with moderate optimism in the medium term. The effects of the crisis are still strong in Europe, but the difficult equilibrium between global supply and demand of primary metal reached through production cuts mainly in EU, has allowed the system to set out towards a new cycle. In any case, primary production costs are not predicted to decrease mainly due to energy costs and possible tensions concerning alumina. Recycling and a greater use of secondary metal will help face supply problems but cannot solve the matter.

Events like METEF serve to give the sector awareness of the importance that it has for the world economy and are a great opportunity of business growth. For this reason Assomet, together with and as a part of EAA European Aluminium Association, decided to give support to the event, contributing in particular to the initiatives that favour the internationalization of the enterprises that participate in it.

How would you assess the position held by the Italian aluminium industry today?

- The presence of a significant production capacity in all components of the chain (with the unfortunate exception of Alcoa who recently announced the cessation of its primary metal production, which was already limited to 140 thousand tons/year against a demand close to one million tons), is a strength, meaning that it is a



system able to satisfy any type of domestic and foreign demand. 2011 showed signs of recovery and the overall aluminium consumption in Italy went back to almost 2 million tons, with a growth of about 20% respect to 2010 and this confirmed Italy with the position of second place in Europe, after Germany.

This chain directly employs over 25,000 workers in over 700 factories and is formed by 20,000 small to medium-sized companies. Italy's main strong point is its extrusion industry which has around 120 extrusion presses, more than 50 plants and an installed extrusion capacity of more than 900,00 tonnes. In Europe, Italy holds the second place after Germany in terms of production capacity of extrusions.



MARIO CONSERVA
Vice President, Alfin - Edimet Spa.

You present METEF 2012, now in the prestigious location of Verona, as the recovery event. How would you substantiate this statement?

- Our goal has always been to showcase the state of the art in aluminium industrial technology but also to cast a glimpse into the future. Extrusion, foundry and pressure die casting are the main protagonists at Metef that is a regular appointment for all the most influential international operators in these sectors. Preparations for April 2012 are in full swing and we desire that this edition will be remembered as the restart event for the aluminium industry as a whole. We are convinced that the 2012 edition will be marked as a the event of innovation, real

and concrete innovation generated by the small and medium-sized enterprises. Such innovation will have the potential to lift the industry out of the crisis. Thanks to the many initiatives put in place, I want to stress among these the Metef Innovation Award, appreciated by exhibitors and visitors alike for the high value of its technical content, and the EXTRUSION FORUM that will take place on 19 April, once again in 2012 METEF-FOUNDEQ will attract buyers from all over the world interested in purchasing plants, machinery and equipment for the production and processing of metals; extruded components, castings and rolled products, materials and products for treatment and finishing.

How does competition from the far East impact the aluminium producers and processors in Europe? Which sectors have been most affected?

- In theory, processors within the EU are protected by a 7.5 percent duty on imported semis. Due to special agreements, however, a large part of the semis are in fact imported duty-free. The current statistical data indicates that because of such agreements, many extra EU countries are able to export their own semifinished aluminium products completely duty free and the situation seems destined to get progressively worse, since similar agreements have already been defined or are in the pipeline with other important countries like Korea and India.

In contrast, the penalization due to the presence of an import duty on primary metal unalloyed (3%) and alloyed (6%) is real and without any discounts; the customs tariffs on raw aluminium hence result in a greater cost for primary aluminium, in any form, alloy or type of semiproduct in the EU. The competitiveness of the aluminium downstream industry is one of the main objectives that FACE has been aiming at since its foundation in 1999, and Metef represents an important instrument that the association uses to communicate the needs of the system to the decision makers and to the stakeholders.

