



Coil Winding, Insulation & Electrical Manufacturing 2006

International Conference and Exhibition

30th, 31st May & 1st June - Berlin, Germany

EXHIBITION REPORT

After each and every exhibition we produce a factual and honest report concerning the exhibition. We endeavor to make the reports as genuine as possible by sharing with you the facts, figures and planning strategies of the exhibition, plus relevant comments made by exhibitors, visitors, conference speakers and attendees.

We consider the 2006 exhibition to be the most successful exhibition thus far. Exhibitors complained that there was just not enough hours in each day to meet with all of the potential customers. We sincerely appreciate the time exhibitors took to share their feelings about the exhibition. We will continue to listen and take note of all comments and suggestions and do our utmost to eliminate problems and continue to keep CWIEME Berlin as one of the successful, most productive, and easy to attend exhibitions in the world.

GENERAL EXHIBITION STATISTICS:

EXHIBITORS

280 (247 – 2005) contracted stands with 444 (404 – 2005) companies represented from 34 (34 – 2005) different countries utilizing 7613.50 (6577.50 – 2005) net square meters. This was an increase of over 15.75% compared to year 2005.

ATTENDANCE:

CWIEME 2006 had an 8.46% increase in attendance compared to 2005 CWIEME Exhibition. It was difficult to assimilate the numbers by looking at the halls because for the 2006 Exhibition we had an additional hall and an additional 10 aisles to fill. Plus there were an additional 33 stands where visitors could hide. To make the exhibition seem as busy as 2005 we would need nearly a 30% increase in visitor numbers just to make the aisles seem the same as 2005 and this is not counting the extra 33 exhibition stands. 30% increase is of course not feasible.

3371 (3108 – 2005) delegates from 93 (88 – 2005) different countries. We were surprised at the increase in attendance and the extra high quality of the delegates and so we were more than pleased with this figure especially considering that exhibition attendance was down at most exhibitions in 2006.

Visitors arrived early on Tuesday morning and attendance remained steady and consistent throughout the morning making the first day an excellent day. Wednesday was even better than Tuesday with full aisles and visitors on every stand. The last day was quieter but for a last day the attendance was excellent. Visitors are learning to pace their attendance and take better advantage of the whole three days. Visitors were still in good numbers right the close of the exhibition and as a result very, very few exhibitors were able to break their displays before the official closing time. There were of course a couple of very inconsiderate and rude companies that did start their break down early while visitors were trying to view their displays. We hope exhibitors found time to check their competitor's stands. It always amazes us when we see exhibitors not making any attempt to attract visitors onto their stands and others doing such an excellent job. An unappealing stand can be made inviting with the correct approach. Check out your competitors stands and find out if they are busier or less busy than your own. If they are busier then ask yourself the question or questions why are they busier? We, as exhibition organizers,

notice this fact time and time again when we walk around the exhibition. A company can be displaying exactly the same products and yet one will be full of delegates and the other empty.

There is a definite advantage for those exhibitors that book early, book larger stands, and incorporate innovative methods to attract visitors to their stands.

REGISTRATION:

This the first year that we utilized a “Do-it-Yourself” on-line registration system. We considered this new system a success. It did have a few minor glitches and a very, very small number of visitors did experience difficulties using the system. Fortunately 99% of visitors found the system easy to use and printed their own badges thus avoiding the lines at registration at the exhibition and also avoided paying the 30.00 Euro entrance fee. For those that could not use the system for one reason or another they had the option of using the old on-line registration system or registering by fax or by mail.

We received many favorable comments about the new registration layout in the South Entrance. Long lines to register have become a thing of the past thanks to the “Do-it-Yourself” on-line registration system.

HALL LAYOUT AND TRAFFIC FLOW:

Let me preface the following comments with the statement that we received comments from only 57 companies out of a total of 280 companies and of these 57 only 7 related to traffic flow. Never the less we felt an explanation was necessary.

At the end of the 2005 exhibition we were faced with difficult decisions regarding the hall layout of exhibition stands. Clearly the 2 halls would not be big enough for future exhibitions.

Our options were:

1. Keep the 2 halls and limit the number of participating companies.
2. Keep the same 2 halls and reduce or limit the size of the stands but increase the number of participating companies.
3. Find a new location with a hall large enough to accommodate the growth of the exhibition.
4. Add an additional hall.

Options 1 and 2 - would have been a death knell for the exhibition.

Option 3 - we did look at this option very seriously but there were no better hall configurations or locations and moving an exhibition from an established location is never a good idea.

Option 4 - was the only option left but it would require some careful traffic flow planning and we also had to make sure that each hall was balanced in terms of products, types of stands and size of stands.

During the morning of the first Day Hall 1.1 was considerably busier than the Hall 1.2 and Hall 2.2 but within an hour or so the visitors soon discovered their way upstairs. In the afternoon the trend reversed and the upper halls were busier than the lower hall. On Wednesday we discovered that approximately 50% of the visitors went immediately to the upper halls thus balancing the exhibition nicely. This was probably due to the fact that most visitors stay at the exhibition for more than one day.

EXHIBITION HOURS:

We received 118 comments about the exhibition hours and only 36 (30.5%) of these wanted a change. When compared to the 280 total exhibitors this represented only 12.8% of the total exhibitors. However, we would like to point out that the CWIEME exhibition is one of the few exhibitions that never closes. At 9:00 PM on Tuesday evening there were over 200 exhibitors and visitors in the halls doing business. On Wednesday evening parties and private functions on exhibitor stands were still in full swing after 10:00 PM. Our opinion on the subject is that you have paid for the stand space therefore why not use it to its full potential. Inviting your future and present customers to your stand after hours is an excellent time to

relax, have a little fun and close that deal. The Krempel Group rent several buses every year to take their preferred and future customers to different locations around Berlin for an evening of very sought after entertainment.

When we ask for opinions and recommendations for future events we hope to get enough response on a subject to make a realistic change. We had 280 contracted exhibitors in 2006. If we only get a few exhibitors wanting to extend or reduce the exhibition hours that is not enough opinions to warrant a change. (NOTE: We consider an exhibitor that booked 9 square meter stand to be one vote and an exhibitor that booked a 100 square meter stand to have 10 votes)

EXHIBITION SET UP

Set up of the larger stands went very smoothly with most of the larger stand builders arriving on the early set up days the week before the exhibition.

Unfortunately this was not the case for the majority of the smaller stands that arrived very late on the Monday before the event. Approximately 120 companies arrived in the space of 3 hours between 11:00 AM and 2:00 PM on Monday. This put a tremendous strain on resources and manpower of the stand contractors. With the anticipated growth of the 2007 event a scheduling system will have to be put in place to avoid a repeat of 2006. The late arrivals did not allow sufficient time for aisle and stand cleanup and carpet laying which went very late into the early hours of the next morning.

Rubbish left in the aisles after set up and after the event was greater than any previous event. Germany and especially Berlin is very "Green". They require trash and packing material to be returned to the crates from which it came or use the appropriate re-cycling containers or bags that can be purchased from the contractors. Most European exhibitors used the pre-purchased trash bags each evening but many others failed in this regard.

WHERE DID VISITORS COME FROM:

Western Europe	67.66%	67.03% (2005)
Eastern Europe	17.01%	14.77% (2005)
Asia	8.82%	11.56% (2005)
Central & S America	1.28%	1.22% (2005)
North America	1.34%	1.27% (2005)
Middle East	1.99%	1.61% (2005)
Africa	1.60%	2.27% (2005)
Australasia	0.30%	0.26% (2005)

WHAT VISITORS CAME TO SEE:

Delegate Product Interest at CWIEME 2006

(Information taken from Delegate Pre-Registration Cards)

Adhesives & Sealants	11.16%
Armatures/Rotors/Motor Housings	22.21%
Bobbins & Coil Formers	12.24%
Burn-off Ovens	2.93%
Carbon Brushes & Brush Holders	6.55%
Coil Winding Machines-Motor	23.08%
Coil Winding Machines-Toroidal	18.91%

Coil Winding Machines-Transformer	17.44%
Cut-Out Sensors-Motor & Transformer	6.77%
Coils & Transformers-Finished Product	20.21%
Commutators	8.29%
Impregnation & Encapsulation Equipment	9.80%
Insulation Materials	27.25%
Laminations-Motor/Transformer	15.33%
Magnet Wire	11.05%
Magnetic Cores	20.26%
Magnetising Equipment	7.31%
Magnets	14.46%
Motor Balancing Equipment	7.20%
Needle & Wire Guides	3.41%
Resins and Varnishes	14.13%
Rewinding Equipment-Motor & Transformer	7.04%
Software-Coil/Transformer & Motor	6.55%
Soldering Equipment	7.10%
Taping Machines	4.23%
Testers-Motor & Transformer	12.89%
Welding Equipment-Coil/Motor/Transformer	8.78%

Of great interest to us in the above figures is the high percentage of delegates with an interest in coils and transformers – finished product (20.21%), magnetic cores (20.26%) and transformer coil winding machines (17.44%). We realize that delegates are not just interested in finished coils and transformers as such; their interest is in companies that can custom manufacture to their requirements. Based on this fact we are going to put effort into attracting companies to exhibit who custom manufacture coils and transformers. This is heartening because it means the Show will eventually bring in more exhibitors who produce components, materials and machinery for the bobbin and transformer market.

WHAT TYPE OF VISITORS WERE THERE:

Manufacturer	73.62%
Distributor	13.92%
Marketing/Press/PR	1.84%
Unclassified	15.55%

The 2006 Show list is available for hire - cost **1997.00 EUROS**. Please note that the list will be larger than the actual attendance figure. This is due to the fact that approximately 50% who register do not actually attend the exhibition. If you wish to receive a preview of the list via Email in Access XP, Dbase or TXT format then please send payment of **47.00 EUROS** Remember, we are the only Coil Winding based Show to make our list available for scrutiny and hire. We have been meticulous in removing students, wives/husbands (whichever), secretaries and duplications.

CONFERENCE:

CWIEME 2006 Exhibition was supported by our own INDUCTICA 3 day Technical Conference. Professor Doctor Gareth Monkman was the coordinator and Conference Chairman. We have plans to change the format of the Conference in 2007

Statistical Summary - Inductica 2006

Number of papers in proceedings:

21

Number of papers presented:	20
Number of speakers listed:	21
Number of speaker attending:	20
Number of absentee speakers	1
Maximum audience	28
Minimum audience	6
Average audience	18
Standard deviation	5.6

EXHIBITION QUESTIONNAIRE RESPONSE.

First of all we would like to thank those exhibitors who returned the questionnaires to us. Without the continued input, suggestions, criticisms and compliments we would never know if you were happy with how the exhibition is being organized and presented, although this year exhibitors did not return as many questionnaires as in previous years. We will answer certain items where we consider an answer is required.

Please feel free to respond to this report or to send us your comments about the 2006 exhibition. Also, we would be pleased to receive your suggestions for the 2007 exhibition and future exhibitions.

EXHIBITOR COMMENTS - The good, the bad and the ugly.

The Bad and the Ugly First

Air Conditioning:

1/ "very bad air conditioning system"

Answer - European Exhibition Hall air-conditioning is no match for USA air-conditioning

Communication:

1/ "please communicate for 2007 in German"

Answer - We use English because CWIEME Berlin is an International Show and English is the language of business

2/ "the internet list should include stand positions"

Answer - We have taken note of your suggestion and will implement this idea a couple of months before the start of the exhibition

3/ "we need a business centre for internet"

Answer - There is a business centre in Hall 7, details of which are in the exhibitor handbook and on the information sheet which was handed out when you picked up your exhibitor badges. Internet access is available in the hall details also in the handbook. Why did you not ask for help on this matter from the exhibitor reception desk? We are there to help and this point could have been sorted in seconds.

4/ "The contact before the fair wasn't as good as it should. Our mails weren't answered.

Answer - We had no other complaints and we assume it was therefore an email problem. You should have contacted us by telephone or fax to verify if there was an email problem.

Company Name Bigger

1/ "the company name should be bigger on stand"

Answer - Company names can be any size you wish. Use the order form in the Messe Exhibitor Handbook.

Dates & Hours:

1/ "Date of 2007 is very bad, June is better"

2/ "the date would be better if it is not in the national holidays"

3/ "scheduling conflict with PCIM in Nuernberg - please change future dates"

4/ "national holidays next year: during this exhibition date in Italy the Intel exhibition takes place, holidays again"

5/ "the exhibition should be a little bit longer"

6/ "holiday's in Germany"

7/ "the end of the show is too late - 4 pm is much better"

8/ "the exhibition should begin on Monday"

9/ "the exhibition must be longer Mon to Fri"

10/ "the exhibition could be longer"

Answer - We will answer all the above in one go, firstly dates. The dates for the 2006 exhibition were decided by the football world cup. The dates for 2007 were planned for June but the Messe Berlin would not honour our scheduled dates as they had a larger exhibition request our planned dates for June. We are not happy about this and have looked at moving to Nuremburg and would be interested in your views on this. Regarding the length of the exhibition we have looked at this possibility in the past, but Mondays, in general, are not good for attendance at Exhibitions, if enough exhibitors request Monday to Friday then we would comply. The majority of our exhibitors like the hours / days but we are always interested to hear your views. See item about Exhibition Hours above which gives more details.

Facilities:

1/ "all toilets should be open"

Answer - This is not feasible, the toilets were open in the centre of the halls on all three floors.

2/ "poor for copying or faxing"

Answer - In Hall 7 there is a dedicated business centre with copying, faxing and internet facilities.

Halls & Traffic Flow:

1/ "bad customers response on the first morning because of guiding the customers to hall 1.1 - must be changed next year"

2/ "the forced traffic pattern (1st floor first) negated much of the value of Tuesday, Wednesday was very good"

3/ "having the exhibitions split over two floors & visitors being herded through the lower floor on arrival. That mean that the throughput on our hall was very slow to get going and we were then inundated in the late morning and early afternoon"

4/ "didn't like 3-Hall-Disposition"

5/ "flow through the holes shall be more open - not first to shall 1.1 and then 1.2 and 2.2"

6/ "customer couldn't reach us no direct entrance to hall"

Answer - We don't have much choice, we are too large for two halls and not large enough for four halls. If we don't encourage traffic into Hall 1.1 then the exhibitors would have a very poor Show, it is a practice that will continue until we can fill another Hall. This is a good example of how mailing your customers a personal invitation to pre register for free and visit you on stand no. XXX in hall x.x will help your customers find your stand. (Also see our detailed answer above on this subject)

Registration:

1/ "The present registration system is very old and expensive - online registration with a code number for the exhibitors would be better"

2/ "online registration doesn't work"

3/ "lot of customers never got their visitor passes."

4/ "distribution of exhibitor badges before the trade show by post would be more convenient for us"

Answer - Not sure we understand the point regarding registration being expensive. We purposely operate the exhibitor registration as we do i.e. exhibitors collect badges from Reception Desk for two reasons.

1/ We get to put a face to exhibitors and thus it is not just a name at the end of a telephone.

2/ We use the collection of badges as an opportunity to collect any outstanding debts. If the online registration is not working then you need to contact us and inform us of the problem and we will then rectify it. If visitor passes have not been received then you need to contact us prior to the exhibition and we will ensure swift entry for your clients if we don't know then we can't do anything about it. The vast majority of our exhibitors liked the online registration and more importantly the visitors loved it!

Invitation Tickets:

1/ "invitation ticket is to heavy, weight limit for standard letter is 20gm"

Answer - We offer to mail exhibitors invitation tickets free of charge, including a letter of personal invitation – this is detailed clearly in the Exhibitors' Handbook but we will look at making the ticket lighter although of course standard weight letter rates do vary throughout the world. Our ticket weights 13gms.

Rent:

1/ "rental fees are to high"

Answer - Supposedly lower price Fairs are not so low price when the extras are added in, also, you get what you pay for. The Coil Winding Section at Hanover no longer exists, the Section at Productronica gets smaller every year and what can one say about the USA Coil Winding Show. China has eight Coil Winding Shows and not one is a good Show. So, is cheaper better or are good results better?

Show Guide:

1/ "the context and publishing quality of show guide need to be improved"

Answer - We print 23,500 copies of the catalogue which we distribute free worldwide in addition to the copies distributed free to all the visitors to the Exhibition. We could not do this if the catalogue was the same size and weight of other exhibition catalogues which contain unnecessary information. The catalogue is designed primarily for the visitors to see your products. The company that made this comment did not take advantage of the complete catalogue entry that is free to all our exhibitors. We are always open to suggestions. Please put your constructive ideas for improvement into writing so that we may consider them.

2/ "we paid for 5 Logos in the catalogue, only one appeared"

Answer - Apologies for an error on our part, please make sure we give you free entries in 2007.

Stand Choice:

1/ "not same stand like last year"

2/ "disappointed by our stand location"

Answer - All exhibitors have the chance to rebook their existing stand for the next exhibition, stands are allocated on a first come first serve basis, we try to accommodate as best as we can but inevitably not all exhibitors can have their first choice stand

Theft:

1/ "unfortunately at both CWIEME 2005 + 2006 we experienced thefts of equipment"

Answer - Regrettably theft of computers and drink at Berlin is an ongoing problem. We advise all exhibitors to secure valuable equipment and all drink, we even provide a secure room with an overnight security guard free of charge for exhibitors to leave their items in.

Visitors:

1/ "not as good as 2005"

2/ "less visitors then in 2005"

Answer - The 2006 had an 8.46% increase in visitors, but there were more stands to visit and three halls instead of two halls, this makes the aisles appear less busy even though more delegates attended. (See our detailed answer above under Attendance heading)

And Now the GOOD

"We are well satisfied"

Albol – UK
Bobbins/Laminations/Connectors

"OK, very content"

Cierre SNC – Italy
Bobbins/Potting Boxes

"An excellent show - well-attended"

Dolph – USA
Resins & Varnishes

"Met all the expectations, reached important contacts, discovered competition trends."

Elektrokarbon – Slovakia
Carbon Brushes

“Very happy CW fair, keep on going”

Ephy Mess GmbH – Germany
Thermocouples/PTC Resistors

“I appreciated the service and specially desk attendant knowledge”

Estamode – Spain
Motor & Transformer Laminations

“Concentrated to 3 days, -very good overview, - competent visitors”

Ferroxcube – Germany
Ferrite Cores

“Very satisfied”

Georg Maschinenfabrik GmbH – Germany
Transformer Tanks/Slitting Lines for Magnetic Steel

“This exhibition was very successful, we enjoyed it. We would like to have a more suitable place in 2007 for a magnetics firm”

Golden South Plastic Magnet Co – China
Magnets

“Many excellent companies”

Inner Mongolia – China
Insulation Materials

“Most interesting expo worldwide”

Jovil – USA
Toroidal Coil Winding Machines

“Again a great show! More visitors than ever before.”

Krempel – Germany
Insulation Materials

“Most interesting expo worldwide”

LAE – Italy
Transformer Coil Winding Machines/Core Cutting Lines

“Show was excellent.”

LH Industries – USA
Carbide Lamination Dies/Precision Stampings

“Preparation of the fair was very uncomplicated and comfortable”

MagSys – Germany
Magnetizing Systems

“Location is perfect”

Malvestiti – Italy
Carbide Dies/Stators & Rotors

“This exhibition is without any doubt one of the best opportunities to be able to meet the most qualified customers of the sector”

MAM – Italy
Commutators

“Our doubts were completely erased by the yet-increasing amount of customer attention. We'll need more tables and chairs next year to accommodate the growing number of people who want to meet with us.”

Mitsui – Japan
Precision Tools & Stamping Services for Motor Cores

“Everything ok.”

Nicore Electrical Co – China
Transformer Cores

“Great Opportunity to meet customers”

Nittoku Engineering Co – Japan
Largest Coil Winding Machine Manufacturer in the World

“We enjoyed the show very much”

Ozma – China
Armature & Air-Core Coil Winding Machines

“We enjoy the show, well organized”

Panatex – Italy
Textile Tapes & String

“Always a good exhibition”

Rancan – Italy
Insulation Materials for Oil Immersed Transformers

“Great show”

Roos & Kuebler – Germany
Carbide Dies for Motor & Transformer Laminations

“Happy over the special fair, the location and the international visitors”

Schuetz Messtechnik – Germany
Transformer Test Equipment & Meters

“We are satisfied”

Stalprodukt – Poland
Electrical Steel & Toroidal Cores

“Show was good”

Technax – France
Welding Machines for Coils, Transformers & Motors

“Good international event”

Tinsley – UK
Coil Testers & Meters

“Good new opportunities. Show was good.”

Watliff Greatwall – China
Commutators

"Saw less people but they were of a higher potential then in previous years"

Wiltan – UK
Laminations & Toroidal Cores

"Very satisfied "

Witronic – Netherlands
Custom made Coils & Transformers

We would like to thank those exhibitors that donated their leftover food and beverages to the Berliner Tafel Charity: this is something we will continue to do in 2007.

Best Regards,

Graham McNeill and Timothy House

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