

Elmia

# SUB

contractor

Northern Europe's leading subcontracting trade show

**"The customers we have in Scandinavia have been acquired through the trade show."**

Nauris Jansons, Managing Director of SFM, Latvia. Exhibitor.

**"I have been to regional trade shows in Germany, Poland, Turkey, Italy and Spain. Elmia Subcontractor is without doubt the best."**

Zygmunt Luk, CEO of Luk Metal, Poland. Visitor.

**"A kick for anyone who wants to be at the forefront of developments. Extremely interesting for me as a designer!"**

Pontus Fontaeus, car designer for companies such as Ferrari, Land Rover, Volvo, Kia, Opel and Volkswagen. Visitor.

Summary  
Elmia Subcontractor  
2013

# Your gateway to Scandinavia



## High grades from visitors

The overall grade for Elmia Subcontractor 2013 from its visitors was 4.1 out of 5. The quality of the exhibitors and the business benefit provided by the visit were particularly appreciated.

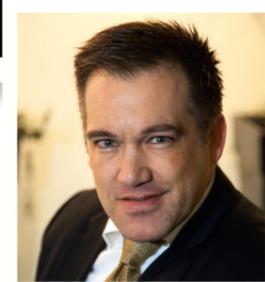
Source: Fairlink AB

Elmia Subcontractor has further strengthened its position as northern Europe's leading trade show for subcontractors in the manufacturing industry. 2013 was characterised by growing optimism for the future, both on the exhibition floor and in industry forecasts. Decision-makers from across the industry networked and made contacts. Elmia Subcontractor has once again played host to thousands of rewarding business meetings.



**"Elmia Subcontractor is the most important activity we take part in. When it comes to our customer base, we have actually met most of them here at the fair."**

Peter Rydahl, CEO of Rydahl Precision Components, Sweden. Exhibitor.



Erik Barenthein,  
Purchasing Director  
at GAZ.



## Purchasing giants present

Elmia Subcontractor is a first-class forum for players at all levels of the industry. Leading companies take the opportunity to talk purchasing, supplier requirements and future plans with the industry's assembled subcontractors. Here are a few examples from 2013:

### Kongsberg looking for something new

Malin Domstad, Vice President Purchasing at Kongsberg Automotive, spoke about the new requirements that suppliers have to satisfy in the future. The company's supplier base is to be halved, yet the door is still open to new talent.

"We are always interested in skilled suppliers. Developments in the field of electronics are advancing rapidly and we are now on the lookout for suppliers of new technology, such as ceramic circuit boards."

### Hot news from Nevs

"I can announce that we now have all the subcontractors in place to start mass production, and are expecting the first Saab car to roll off the production line in week 49," revealed Per Svantesson, Vice President Purchasing at Nevs, during his visit to the fair.

### Electrolux likes local produce

"More and more companies are starting to look at bringing production back to Europe," said Jan Svensson, Purchasing Manager at Electrolux. In his opinion, the major advantages of this are short lead times, greater flexibility and closer communication.

### GAZ open to new collaborations

The Russian car manufacturer GAZ is holding the door open to new subcontractors.

Purchasing Director Erik Barenthein explained that there is a good opportunity for collaboration with Swedish subcontractors. He is in charge of more than 200 purchasers and believes that the time is ripe for contacts with more Swedish companies.

"The right price, the right quality level and secure deliveries are vital. We are looking for business partners in all segments."

### Scania's advice for the future

Scania's Purchasing Director Roger Rytterström came to the fair to discuss the company's relations with Swedish subcontractors.

"In some areas, Swedish suppliers are on a par with suppliers on the Continent. But it is necessary to look ahead – what do we need to invest in to keep up?"



## Deal closed in the very first hour

The day before Elmia Subcontractor opened its doors, Magnus Aretjäll, CEO of the exhibitor Stålmannen, was called by a company that was experiencing problems with pipe bending. Just after 9 a.m. the following day they met at the fair, and a short while later the deal was closed.

The company that made contact needed help bending pipes for their manufacture of cooling and heating elements. And before even an hour of the first day of the fair had passed, the order had been signed.

"It went quickly, and for my part our time in Jönköping could not have started any better," says Magnus Aretjäll.

Stålmannen is a subcontractor that specialises in the bending of thin pipes in narrow radii. However, in order to bend the pipes according to the customer's wishes, the company needed

a new, specialised tool. Resolving this was not a problem. Stålmannen's tool supplier, Sigarvs, was just a few stands away.

"I just walked over and placed my order," says Aretjäll, before explaining that he has received more firm enquiries than ever after Elmia Subcontractor 2013.



### Deals between exhibitors

Three-quarters of the exhibitors hold business meetings with other exhibitors during the fair.

Source: Fairlink AB

## "A really good day at the world's second-largest subcontracting trade show, at Elmia with 1,200 exhibitors."

**"For me, Elmia Subcontractor is number one. It is a great chance to find out about new companies as well as a good opportunity to meet existing suppliers. I can hold as many meetings in the course of one day at the fair as I can achieve in two weeks otherwise."**

Liselott Wingbro, Project Buyer at Bosch Rexroth Teknik, Sweden. Visitor.

**"I'm old school. I want to meet my customers face to face, and I can do that here."**

Kenneth Axelsson, Key Account Manager at Horda Stans, Sweden. Exhibitor.

Sweden's Minister for Enterprise, Annie Lööf, on Twitter after her visit to Elmia Subcontractor.

**"As early as the first day we received three firm requests for tenders from new sectors."**

Jörgen Åberg, Marketing Manager at Steelnova, Sweden. Exhibitor.



### With sights set

More than a third of the visitors came to Elmia Subcontractor 2013 to discuss specific projects with exhibitors. These visitors have a clear objective with their days at the fair.

Source: Fairlink AB

**“Exhibiting at Elmia Subcontractor is a good opportunity to make new contacts.”**

Ole Lykke Jensen, CEO of Davinci Development, Denmark. Exhibitor.

**“We need a platform like Elmia Subcontractor to access new markets.”**

Dragan Jovičević, Head of Marketing at Perfom, Serbia. Exhibitor.

**“I am amazed at the high quality of the matchmaking and the fair in general. We only booked one meeting, but it proved to be an extremely important one. We will definitely be returning next year, although as an exhibitor as well.”**

Zygmunt Luk, CEO of Luk Metal, Poland. Visitor.

**“A great many things that concern us are assembled at Elmia Subcontractor. We get a good overview of new developments in the industry and can make many new contacts.”**

Kent Jansson, Prototype Engineer at Kinnarps, Sweden. Visitor.

## Subcontractor Connect – matched for business

At least 10 million euros. That's how much the matched business meetings at Subcontractor Connect 2013 are expected to lead to in future deals.

“We take great care to involve the ‘right’ companies and to be very precise when matching purchasers and suppliers. And the response we have received has been fantastic! Most of the meetings were followed up,” says Ana Bjelkman at Enterprise Europe Network.

During the trade fair, 142 companies from 19 countries took part in 600 matched business meetings and hundreds of spontaneous discussions in the Connect arena.

# 91%

... of the fair's exhibitors in 2013 state that they have made interesting new customer contacts among the visitors.

Source: Fairlink AB

**“Elmia Subcontractor is developing into Sweden's industrial hub.”**

Fredrik Sidahl, Managing Director of FKG, Fordonskomponentgruppen, Sweden.

**“For us, the joined stand concept is perfect. We have good support and can refer to each other if necessary.”**

Elaine Johansson, Managing Director of Finmekanik i Småland AB, Sweden. Exhibitor on a shared stand.

**“Without the trade show we lose customers”**

Danish company B6 Akustik opted not to exhibit at Elmia Subcontractor for a few years. However, this soon resulted in reduced enquiries from Norwegian and Swedish companies.

“So now we're back. The trade fair is an important point of contact for us,” says Anders B. Jensen, Technical Sales Consultant at B6 Akustik.

B6 Akustik is one of Europe's leading manufacturers of sound insulation for machines, vehicles, wind turbines and workplaces. They have manufacturing operations in Denmark and Slovakia, and sell their products throughout Europe.

“Sweden and Norway are two of our larger markets. We have been at Elmia Subcontractor for fifteen years, but during the economic downturn we decided not to participate for

**“Most people feel that this is the place to be if you want to be involved in Swedish industry, which is great. We are looking forward to coming back next year – to make new contacts.”**

Per Svantesson, Vice President Purchasing at Nevs.

a couple of years. We immediately noticed a decline in enquiries from both Sweden and Norway, because we can make good contacts here,” says Anders B. Jensen.

B6 Akustik presented several new products at Elmia Subcontractor 2013.

“Demand for better, smarter acoustic solutions is increasing, particularly from industrial companies. Here we can discuss our new products directly with customers and see how they are received. Through this feedback, we can continue to develop as a company,” says Anders B. Jensen.

And B6 Akustik received a positive response.

“Our customers want better and smarter solutions, and we have had a positive reaction to our four entirely new acoustic-optimised products,” says Anders B. Jensen.

## Serbian suppliers on a new market

Serbia is witnessing growing demand from Swedish industry, in companies within the metal industry that are good at producing small and medium-sized series. A national shared stand was arranged at Elmia Subcontractor in 2013.

“We can develop a new market here,” says Mateja Milković Inumaru, representative for Serbia's Investment and Export Promotion Agency (SIEPA).

Mateja Mileković Inumaru visited the trade fair last year to investigate whether it would be of interest to his clients.

“It seemed the perfect meeting place for our companies. Swedes have a good reputation as business partners in Serbia.”

## New deals every year

Seeking new customer contacts, meeting existing customers and presenting themselves to the industry. These are three reasons why Söderbergsföretagen exhibits at Elmia Subcontractor.

“It is a good opportunity to profile yourself, both in relation to customers and to competitors,” says Tom J. Kronlöf, salesperson at Nordic Plastics Group.

Söderbergsföretagen is a Swedish industrial group that manages small and medium-sized industrial companies working on the Nordic market. Three of its subsidiary companies were at Elmia Subcontractor 2013 on a large, shared stand: Nordic Plastics Group, Henjo and Elisolation.

“Elmia Subcontractor is a priority fair for us,” explains Tom J. Kronlöf.

Previous experiences have led to them exhibiting time and time again. Because it leads to new business.

“It's not only the visitors who are important to us – some of the other exhibitors are also customers of ours,” says Tom J. Kronlöf, adding that he is looking to 2014 with confidence.

“There were a lot of people on the exhibition floor and it feels as though many positive things are happening on the market right now. This is where new contacts are made, after all.”

## From northern Sweden to China on the exhibition floor

The small company Tankteknik from northern Sweden was aiming to sell two pressure tanks during the trade fair. The result was many times better.

“We have two really big deals under way that we would not have won had we not exhibited,” explains Jan-Erik Iversen, CEO of Tankteknik.

One of the orders is an agreement worth millions over a number of years, for the delivery of several hundred tanks a year to China. The other order includes really large tanks to a Swedish customer, which Jan-Erik Iversen

believes could generate even more jobs in future.

“It is great that, as a fairly small company, we are able to compete when it comes to volumes of this type. I am referring here both to the size of the orders – which will increase our turnover by around 20 per cent – and to the size of the tanks we will be delivering. If everything goes without a hitch, this will constitute a large proportion of our business in 2014.

Iversen also greatly appreciates the spin-off effects of participation at the trade fair.

“We have extended our networks of partners, and have acquired important new contacts with other suppliers who were exhibiting.”



**“Elmia Subcontractor is a good base for business relations. We are looking for new partners and solutions, and have identified many interesting possibilities.”**

Waldemar Raaz, General Manager of Magna Steyr Fuel & Battery Systems, Germany.

## New technology attracting major German companies

Germany's capital city region, Berlin-Brandenburg, participated at the trade fair in 2013 with a shared stand and a number of visiting companies from the region, including Mercedes-Benz, Bombardier and Magna Steyr.

“Swedish industry has an excellent technical base and high skills levels. I have made contacts with several suppliers that I would like to work more with,” says Christoph Tietz, Director Drive

Products at Bombardier Transportation.

German subcontractors are also seeing major benefits from the fair.

“We have made contact with a number of interesting companies that in all likelihood will result in good business,” says Steffen Kammerdt, CEO of the business organisation ZAB and responsible for arranging the shared Berlin-Brandenburg stand.



New inspiration and knowledge arena Subcontractor InnoDex – a springboard for valuable development and new business opportunities. Innovative products, new materials and smart designs. World-class inspiration!

# 87%

... of the visitors have an influence when it comes to the decision to order items being exhibited at the fair.

Source: Fairlink AB



**“These days at the fair serve to spur on industry in Sweden to do even more. The exhibitors are displaying a level of commitment that I do not see anywhere else. There have been numerous innovations and the international element is now a permanent feature.”**

Anders Ahlbertz, Industrial Designer at Megaform Industridesign, Sweden. Visitor.



**“In my opinion, Subcontractor InnoDex is a really interesting initiative at the fair. This is particularly true for me as a car designer, over and above the ‘usual’ international car exhibitions such as Geneva, Frankfurt and Shanghai. Here I have the opportunity to meet product developers, designers and other industrial designers on home ground, in a joint forum for inspirational meetings within our common areas.”**

Pontus Fontaeus, car designer for companies such as Ferrari, Land Rover, Scania, Volvo, Kia, Opel, Renault and Volkswagen. Visitor.



**“We go to InnoDex to see what new products are available. It is incredibly inspirational, enjoyable and fires the imagination.”**

Kristina Rosenblad, Designer, and Matilda Bastman, Purchaser at Marab in Mora, Sweden. Visitor.

**“We have set aside one day, but that is actually not enough as there are so many interesting exhibitors.”**

Henrik Thuvander, Development Engineer at Sigicom, Sweden. Visitor.

**“So many interesting products gathered in one and the same place! It is always enjoyable to see inspirational new solutions that you haven’t seen before, such as inflatable metal.”**

Sofia Olsson, Designer at Husqvarna Group, Sweden. Visitor.

**“I know what I am looking for and have found a number of good solutions, which feels both exciting and new.”**

Kristina Zorjan, Purchaser at Victor Hasselblad AB, Sweden. Visitor.



Subcontractor InnoDex presented products made from entirely new materials, manufactured using groundbreaking methods.

### Industry’s extensive focus on lightweight solutions

The Swedish automotive industry, research academies and a large number of subcontractors have joined forces to implement the Sånätt development project. The end results – high-tech car components weighing up to 40 per cent less – were presented at Elmia Subcontractor. They attracted considerable attention, including from the German visitor delegation.

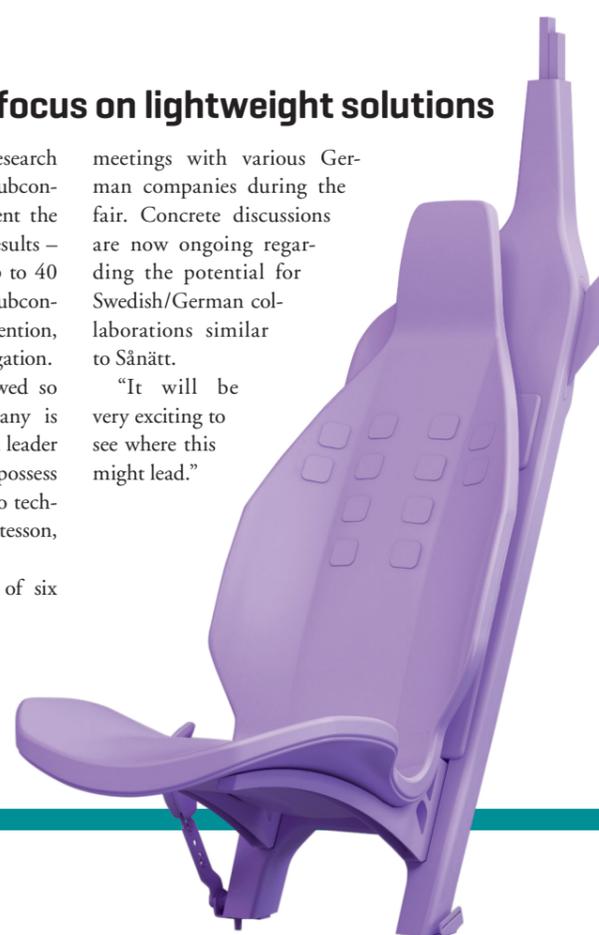
“It is great that the Germans showed so much interest in our project. Germany is considered by many to be the European leader within vehicle development, and they possess high levels of expertise when it comes to technology and vehicles,” says Peter Bryntesson, one of the project leaders for Sånätt.

Bryntesson was invited to a total of six

meetings with various German companies during the fair. Concrete discussions are now ongoing regarding the potential for Swedish/German collaborations similar to Sånätt.

“It will be very exciting to see where this might lead.”

One of the prototypes from the Sånätt project is a seat that is safe, comfortable and 45 per cent lighter.



## Elmia Subcontractor:

# For the industry. By the industry.

Industry's top experts all gathered under one roof. Innovations and ingenious solutions; designs of the future and smart materials; exciting products and new contacts. Meetings that every year generate business worth billions.

### Elmia Subcontractor 2013 – Facts & figures

No. of visitors:	15 311
No. of exhibitors:	1 178
Exhibition area (square metres):	18 307
Participating nations:	29
Proportion of international exhibitors (%):	26

### Who exhibits?

Elmia Subcontractor is a specialist trade show with a product register that regulates which companies can exhibit.

The product categories are:

- Design and development
- Manufacturing methods
- Products and components
- Material, raw material and semi-finished products
- Tools and fixtures
- Organisations and services

### Who visits?

- Purchasing Manager
- Technical designers
- Product developers
- Engineering consultant
- Business leaders
- Industry designers
- Leading industry figures
- Ministers and politicians
- Quality managers
- and many more

... from sectors including: automotive, telecom, electronics, packaging, plastic and rubber, pharmaceuticals, aviation, furniture and interior design, textiles and wood.

# Elmia Subcontractor

## 11-14 November 2014

To book your stand, please visit  
[elmia.se/subcontractor](http://elmia.se/subcontractor)

visions  
become  
reality

**Elmia**  
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NORTHERN EUROPE'S LEADING SUBCONTRACTING TRADE SHOW