Sailing full steam ahead for an upturn in growth

“At full capacity” and “heading for a new record”: The first six months of the year set clear trends which allow the aluminium industry to look forward yet again to a very good annual result. A ten per cent increase in the global production of primary aluminium and a probable tonnage of 44.6 million tons for the whole year confirms that the worldwide industry is sailing full steam ahead towards an upturn in growth.

The forecasts, including the latest from the British CRU Group, continue to give us cause for optimism, even where the growth rates in individual regions and branches of industry differ quite considerably. For Western Europe with a growth rate of 3.3 per cent, for Eastern Europe with 6.6 per cent and for Asia with 10.9 per cent. The transport sector (+ 10%), the aviation industry (+ 9%) and civil engineering and machine building (+ 8%) continue to be the most significant factors to drive growth.

The mother of all aluminium trade fairs, ALUMINIUM 2012 in Düsseldorf is currently heading for a new record. Today, one year before it opens its doors, the fair is already 10 per cent larger than at the start of last year’s ALUMINIUM. Three of the six halls, are already “at full capacity”, whilst there are only a limited number of the most attractive spaces still available in the other three halls.

In Brazil, there has frequently been talk of a lost decade. The indications now are that this South American giant will become a super power. The start of a new era, in which German and European companies are increasingly participating.

We are intensifying our event activities in one of the most important regions worldwide for the aluminium industry with International ALUMINIUM BRAZIL, which will take place in line with EXPOLUMINIO from April 24 to 26, 2012. With this, we are offering you a targeted entry into one of the most dynamic, world-class markets. Just be there.

Markus M. Jessberger
Event Director ALUMINIUM

Combining with aluminium
Welding and Joining Pavilion at ALUMINIUM 2012

Since 2006, companies involved in the sectors of plants, machinery, accessories and equipment for joining, separating and coating of aluminium were present in the Welding and Joining Pavilion. Since its introduction, the pavilion has become established amongst exhibitors and visitors and has actually doubled in size. Around 10 exhibitors will present their innovations in 2012 on 200 m². Compared to an individual participation at the fair participation in the pavilion offers the following additional services: High-quality turnkey stand; Information counter with hostess; Common catering area (including catering voucher); Additional, target group specific marketing.

New in 2012: In cooperation with DVS (German Welding Society) and DVS Media, a presentation area will be created next to the pavilion, on which a high-calibre range of lectures will be provided on all three days.

All exhibitors of the Welding and Joining Pavilion 2010 have already booked or confirmed their participation for the pavilion in 2012.

Are you interested in exhibiting in the pavilion or do you require further information? For any queries or a non-binding stand proposal please contact Ms Dahinten on +49 (0)211 90191 104 or by email to Hilke.Dahinten@reedexpo.de.

Organiser: Reed Exhibitions
Institutional Partner: DVS
Partner: Heinz Soyer Bolzenschweissysteme GmbH

Heinz Soyer sen., Managing Director, Heinz Soyer Bolzenschweissysteme GmbH

Exhibitor Statement

“In 2012, Heinz Soyer is taking part at the ALUMINIUM fair for the 7th time. After successfully introducing the Welding Pavilion in 2006, we were sure: This will be our platform for the next fair. The decision was rewarded: The visitors from our segment came specifically to the Welding and Joining Pavilion. This way, we always reach our target group.”
European Aluminium Congress 2011: “Technologies for the Aluminium Industry”

As partner of Reed Exhibitions, the Gesamtverband der Aluminiumindustrie e.V. (GDA) has been the ideal supporter of the global exhibition “ALUMINIUM” since 1997. Because of its connections in the worldwide aluminium industry, GDA has been an experienced seminar and congress organizer for many years. In 2010, the association organized the first congress accompanying ALUMINIUM. GDA’s successful series of congresses will continue this year as it holds the European Aluminium Congress 2011 “Technologies for the Aluminium Industry” on 22 and 23 November 2011 in Düsseldorf, where numerous experts from the national and international aluminium industry are expected.

What innovative technologies do the suppliers to the aluminium industry have to offer? Will new methods, processes or developments in materials open up new markets for aluminium? Which trends can be observed? These are the central questions of the international trade congress, and will be discussed by the experts from the aluminium industry and their suppliers and equippers. The target groups of the congress are smelters, producers of semi-finished products, foundries, processors, traders in metal and semi-finished products, as well as research institutes. The congress will be held in English and offers suppliers and technology partners of the aluminium producing and processing industry a comprehensive platform to present and discuss their new developments. In his keynote address, Oliver Bell, Vice President of the GDA and Executive Vice President Rolled Products of Norsk Hydro ASA is convinced that “aluminium is the solution of the future”. The European Aluminium Congress “Technologies for the Aluminium Industry” is divided into a total of six sessions. The topics of these sessions are application-oriented process technologies, machinery and plant engineering, heat treatment, software and simulation, recycling and melting, and measurement, control and sensor technologies. Renowned speakers from international companies will offer information and real-life examples in all the sessions of the congress. Among others the speakers will include Axel Bauer of SMS Meer who will talk in the session on machinery and plant engineering about extrusion presses for large scale profiles. Gaspar Fernandez Roldán, GIA Clecim Press, and Christoph Daeters, Gerhardi Alutechnik GmbH, will describe the European cooperation at the company in the construction of a new extrusion press. Rainer Neukant of Achenbach Buschhütten will describe new developments in aluminium strip rolling technology. Dr. Dan Dragulin of Belte AG will present a new generation of heat treatment systems for aluminium components. The Institute of Forming Technology and Lightweight Construction (IUL) of the TU Dortmund will inform about the simulation of burrs on extrusion press profiles.

A variety of detailed information on different topics will be presented in an exhibition accompanying the congress, and companies in the branch will be presenting process and supply technologies for the aluminium industry.

The participation fee for the congress is EUR 970 plus VAT. The registration forms and further information about the congress can be found at the congress website www.aluminium-congress.com.

Georg Grumm will answer further questions or provide information, and can be contacted at tel. +49 (0921) 4796 160, or by email: Georg.Grumm@aluinfo.de.

220 participants have joined the lectures at the European Aluminium Congress 2009.
ALUMINIUM INDIA 2011

3 months to go: Don’t miss out on an exclusive Indian Aluminium business opportunity!

The leading B2B trade event for the Indian aluminium eco-system and its application industries, ALUMINIUM INDIA is the only platform that brings together producers, processors, technology suppliers and consumers along the entire value chain - i.e. from raw materials through to semi-finished and finished products.

This is your opportunity to personally connect with Indian and international decision makers from across industry segments. Network, exchange ideas, share knowledge, discover the latest innovations and develop strategic business alliances. This year’s edition will feature around 150 exhibitors including Redex, Urja Products Pvt. Ltd., Siddharth Industries, Manakasia Limited, Surtec Chemicals India Pvt. Ltd., LOI Wesman Thermprocess Pvt. Ltd., Jiwanram Sheoduttrai Group, Wagstaff, Inc., Pyrotec Inc., SAPA AB, Granco Clark Inc., ZPF therm Maschinenbau GmbH and many more.

The ALUMINIUM INDIA Conference will consist of six cutting edge tracks featuring globally renowned speakers who will offer insights into current trends and the emerging future of Aluminium and its ever important role in the application sectors it serves.

Around 150 exhibitors are expected to present their products at ALUMINIUM INDIA 2011 in Mumbai.

A special highlight this year is our 2010 EUROPEAN ALUMINIUM AWARD Winner’s Showcase.

Do not hesitate to contact Ms Dahinten by phoning her on +49 (0)211 90191 104 or mailing her at Hilke.Dahinten@reedexpo.de for a non-binding stand proposal.

For more information on the show or to register as a visitor to ALUMINIUM INDIA 2011, please visit www.aluminium-award.eu/2012.

ALUMINIUM CHINA 2011

With a record high attendance number of 370 exhibitors and 11,282 trade visitors ALUMINIUM CHINA closed its doors on 15th July.

July 13 to 15, 2011, the 7th presentation of ALUMINIUM CHINA opened its gate at Shanghai New International Expo Centre (SNIEC) to embrace the 370 exhibiting companies from all over the world. The 3-day event proved itself truly Asia’s No. 1 by a record high attendance number – 11,282 trade visitors from 83 countries, amongst which 1,244 are coming from overseas - respectively increased by 25% and 76% compared to last edition!

Alongside the showcase of a complete supply chain of aluminium industry, INDUSTRIAL MATERIALS CHINA incorporating the Asian version of COMPOSITES EUROPE – COMPOSITES CHINA jointly launched by Reed Exhibitions Germany and China is for the first time introduced on the same show floor, offering a synergetic opportunity for specialists sourcing diversified solutions from non-ferrous (copper, magnesium) and composite materials. With this expansion, ALUMINIUM CHINA solidly makes a first step to become Asia’s leading materials solution sourcing platform.

In addition to stand showcase and networking, the concurrent technical seminars, forums and other theme activities offered the visitors chances to learn about the latest know-how and professional experience in various segments. The second edition of SAE Asia Congress also shed lights on the latest developments in material solution for lightweight and new-energy automobiles, showing overwhelmingly positive trends in emerging application segments.

The next edition of ALUMINIUM CHINA will take place on June 6 to 8, 2012, at Shanghai New International Expo Centre.


For any questions or a non-binding stand proposal please contact Ms. Kristian or Ms. Dahinten at +49 (0)211-90191 104/232 or via email at Hilke.Dahinten@reedexpo.de or Jessica.Kristian@reedexpo.de.
ALUMINIUM BRAZIL
From Düsseldorf to Shanghai and Mumbai, on to Dubai and from 2012 on to Sao Paulo.

ALUMINIUM BRAZIL is one of the most important meeting places for the aluminium industry with an event in Brazil. The visitor profile of ALUMINIUM BRAZIL composed as follows:

- aluminium producing and processing industry
- metal working and processing industry incl.
  - surface treatment
- automotive (cars, commercial vehicles)
- transport (railway, ship and aircraft building)
- engineering
- electrics and electronics
- building and construction
- packaging and consumer durables

Opportunities for participation: Within this well-established event, International ALUMINIUM BRAZIL offers both individual stand areas and a pavilion package for international exhibitors. For the individual stand areas, the choice is between a system stand provided by the organisers or an own stand construction. The “International Pavilion” offers a complete package including a comprehensive range of services – the perfect solution for a smooth and efficient trade fair presentation.

Stand areas (from 9 sqm on) – you can book for 410.00 US $ per sqm plus ancillary costs.

The Pavilion Package includes following services:
- High-quality, uniform stand design
- Lounge Area for use for conferences incl.
  - catering
- Computer with Internet access at the Lounge Area
- Inclusion in special advertising activities for the “International Pavilion”
- Stand service provided by the stand building partner and the ALUMINIUM team

The prices for the “International Pavilion” as well as for the shell scheme will be published soon at www.aluminium-brazil.com.

For further information please contact Ms Kristian or Ms Dahinten at +49 (0) 211-90191-232/104 or email to Jessica.Kristian@reedexpo.de resp. Hilke.Dahinten@reedexpo.de.
Design meets functionality
Competence Centre Surface Technology at ALUMINIUM 2012

For many years, the Surface Pavilion, supported by the Association for the Surface Finishing of Aluminium e.V. (VOA), has been an integral part of the ALUMINIUM trade fair and a contact point for visitors looking for solutions in surface machining, finishing and coating for various industries, e.g. automotive, civil engineering and building or machine and plant construction.

For ALUMINIUM 2010, a Pavilion for Piecework Coating was introduced for the first time, aided by GSB International (Gütegemeinschaft für Stückbe- schichtung e.V.).

For ALUMINIUM 2012, GSB International and VOA have joined forces so as to establish a contact point for the topic of surface finishing at the trade fair, the “Competence Centre for Surface Technology.”

This is a shared area of almost 1,000 m², on which 30 exhibitors will be on display. The special feature here: Apart from participating in the Full Service Package, with a turnkey stand (12–24 m²), there is the possibility for exhibitors, who would like to have more space (30-48 m²) and an individual presentation within the shared stand, to register for a Basic Package. This consists of a basic structure as well as a cabin, whilst anything else can be individually designed by the exhibitor. Like in the Welding and Joining Pavilion, a presentation forum will also be held alongside the Competence Centre for Surface Technology. The programme of this forum will be arranged by VOA and GSB International.

Companies that have already registered:
- NABU Oberflächentechnik GmbH; HD Wahl GmbH; Aucos Elektronische Geräte GmbH; Akzo Nobel Powder Coatings GmbH; STOZ GmbH; Omya (Schweiz) AG; Clariant International AG; plating electronic GmbH; CHEMAL GmbH & Co.KG; Albea GmbH; Munk GmbH; Chemetall GmbH; IGP Pulvert Technik AG

Registering for a stand in the pavilion is reserved for the member companies of both associations until 30th September 2011, thereafter the area will also be open for non-members. If you are interested in participating in the pavilion, please contact Ms Dahinten on +49 (0)211 90191 104 or email Hilke.Dahinten@reedexpo.de who will be pleased to be of assistance. Further information is also available at www.aluminium-messe.com.

Exhibitor Statement

“We are convinced that both exhibitors and visitors will benefit from the presentation by GSB International and VOA in the Competence Centre Surface Technology at ALUMINIUM 2012. In 2012 they will find all the expert knowledge in the surface treatment and piecework coating segment concentrated in a single area. Furthermore, state-of-the-art technology and innovations will be presented in a special lecture area.”

Andreas van Baerle,
Head of Business Unit Aluminium Finishing,
Omya (Schweiz) AG

Partner Statement

“We are interested in both exhibitors and visitors who will benefit from the presentation by GSB International and VOA in the Competence Centre Surface Technology at ALUMINIUM 2012. In 2012 they will find all the expert knowledge in the surface treatment and piecework coating segment concentrated in a single area. Furthermore, state-of-the-art technology and innovations will be presented in a special lecture area.”

Dr. Alexa A. Becker, Managing Director,
VOA
Werner Mader, Managing Director,
GSB International

Exhibitors of ALUMINIUM at COMPOSITES EUROPE 2011

Although there will not take place an ALUMINIUM fair in Germany this year, our exhibitors will be on display: in Stuttgart at COMPOSITES EUROPE 2011. As most people already know, the most important German fair for composites and their applications, which is held every two years together with the ALUMINIUM show, will be held in Düsseldorf from 2012. It is probably less well known that some of the exhibitors, who are usually at home at ALUMINIUM, also use this platform for presenting their company in the uneven years. You can visit the following companies from 27-29 September 2011:

- Nabetherm GmbH; ERBO GmbH; Fraunhofer Institute for Manufacturing Technology and Advanced Materials IFAM; Reichenbacher Hamuel GmbH; RUVAC Industriesauger GmbH; Plasmatreat GmbH; MAKA Systems GmbH; Spanabhebende Präzisionswerkzeuge – SPPW GmbH

Further information as well as a list of all 350 exhibitors can be found at www.composites-europe.com.
Pilot seminar “Successfully organizing foreign fairs” has started successfully

The ALUMINIUM team in Düsseldorf held a seminar entitled “Successfully organizing foreign fairs” on 21 June 2011. Exhibitors of the ALUMINIUM trade fairs, as well as interested companies, could take part in the seminar free-of-charge. The content was aimed at companies who already take part in foreign fairs or are planning to do so, with the objective of assisting them when choosing the right foreign fair and easing participation in the fair. The lecturer, Thomas Starke, worked for over 15 years as a Product Manager and also as a Marketing and Sales Manager in renowned companies, including former start-up companies as well as worldwide corporations. During this time, he was responsible for participating in over 50 national and international trade fairs. He is now passing on his experience in trade fair seminars and workshops.

The seminar during the ALUMINIUM was well attended with 14 participants. The feedback was very positive and the request was made for further seminars as well as for individual advice. The interest in global ALUMINIUM fairs was also considerable. The seminar was a complete success for the ALUMINIUM team and the participants.

Further seminars of this kind are being planned as a series of events for exhibitors and potential exhibitors of the fair; further information about upcoming dates will be provided by us here.

Lecturer Thomas Starke emphasized the particularities of participation in foreign fairs.

Increase the productivity of your extrusion press line with IBA-KAUTEC

IBA—International Business Alliance (www.iba.co.in) was established in India in 1991 with the idea to provide European services to quality conscious clients in India. IBA’s core business is metal and especially Aluminium. Its engineers are associated with partners in Europe and this enables IBA to offer its services in Asia with European quality standards at an affordable Asian cost. Currently IBA handles extruded aluminum products (Bars and profiles), HSS and Tungsten Carbide Tools and extrusion press along with complete plant.

To offer revamping, upgrading, and optimizing extrusion plants IBA has collaborated some European firms. IBA is a group of engineers, designers and marketing professionals working together in a joint collaboration to provide wide range of solutions.

The highly experienced and trained engineers of IBA offer services 24 X 7 directly from Europe and India. Communication is never a problem with its multilingual staff.

Currently IBA offers extrusion, of complete line annual service, spare parts.

Meet IBA at ALUMINIUM INDIA 2011 at stand A25.

Your contact: partner@iba.co.in, +91-11-41841624

Further information: www.iba.co.in

Alcoa’s new aluminium facade cleans not only itself but also the surrounding air.

Alcoa’s aluminium facade as a dirt and smog destroyer

Alcoa Architectural Products brings to the market under the trademark “Reynobond Reynolux with EcoClean” an Aluminium Facade Panel, which cleans itself and the surrounding air. It renders dirt and smog particles harmless with the aid of the sun and moisture and thus contributes towards self-cleaning the façade and purifying the surrounding air.

Due to the ability to self-clean, the cleaning costs are reduced over the lifetime of the building. By comparison, there is a slight increase in production costs, which only has a minimal effect on the total price of the façade. Depending on the type of façade system, Alco presumes a price increase of between 1.5 and 5 per cent. In addition to the self-cleaning effect there is also the air purifying effect. 1,000 m² of “Reynobond Reynolux with EcoClean” eliminates the amount of smog that can be purified by around 80 trees. This is equivalent to the daily exhaust emissions of four cars.

And this is how the new coating works: Under sunlight and even with low humidity, the light-sensitive titanium dioxide coating, known as EcoClean, acts like a catalyst. Through the electrons released by the UV light, radicals are formed on the surface, which decompose organic substances, such as bird droppings, moss, exhaust emissions and smog particles. At the same time, a super hydrophilic and extremely smooth surface is produced. Even with minimal rainfall or dew the decomposed pollutants simply slide off the building leaving behind a clean façade.

Source: www.aluinfo.de

Meet Alcoa at ALUMINIUM 2012 in Hall 9, Stand 9D30.