

Metal Work Deutschland

Objective, the huge European market

Strengthening of Metal Work in Germany, along with a necessary step for continued growth on the continent. Hans Kurey's new commercial strategy is key to this undertaking.

"It is our intention soon to establish the strong points that distinguish Metal Work - quality, service and professional competence - in Germany as well.

Thanks to our changes in strategy, we will be able to facilitate the sale of our products and increase market share".

These are the goals of Hans Kurey, who has been the managing director of Metal Work Deutschland since September 2002. Kurey, who has held managerial positions in the pneumatics sector for many years, is convinced that the company will

"We are able to offer high-quality and extremely innovative products, with characteristics that make them stand out from those of our competitors,"

soon win a major position in the large German market.

Kurey has already adopted three initiatives. First, the creation of an extended, branched commercial structure with the company's existing collaborators and partners.

Second, the expansion of the sphere of action, in order to be able to respond rapidly and

flexibly to customer requests. Third, strengthening of the Metal Work brand by means of advertising and promotion to increase awareness of the brand and image. Metal Work's number

one in Germany believes that the strengthening of the competitive position must occur, on one hand, strategically, by concentrating on the chosen market segments in which the company has already enjoyed enormous success internationally and, on the other hand, thanks to the acquisition of the know-how that is one of the Concesio group's strong points. "We can present ourselves on the market with a selection of more than 40,000 items", points out Kurey, "and we are able to offer extremely innovative products. I'm referring particularly to Lineonline, the integrated functional connections, and Multimach, the modular and compact group of valves". "For 2003", Kurey says, "our team has great expectations for strengthening the company's position in Germany". The Hanover event is a first test of this new strategy.



Hans Kurey
Amministratore delegato di Metal Work Deutschland

News from our associated companies

The Metal Work family continues to grow

The Group's commercial development continues at a sustained rate. Recently, four branches have been strengthened, two in Italy and two abroad, with new, larger and better-located premises. The first two are Arcore, near Milan, and Novara, while the two foreign associates are in France and Thailand. Here are their new addresses.

● **P Service Arcore**
via Altiero Spinelli, 57
Tel. 039 61 800 56
Fax 039 68 823 25
pservmz@pservice.it

● **P Service Novara**

● **Metal Work France**
Zone d'activités de l'Esplanade
14 rue Enrico Fermi
77464 Saint Thibault des Vignes
Tel. 0160 94 00 00
Fax 0160 94 01 94
metalwork@metalwork.fr

● **Metal Work Pneumatic (Thailand)**
29/67 Moo 2
345 road, Lumpoo
Bangbuatong
Nonthaburi 11110 Thailand
Tel. 662 96 170 00
Fax 662 96 172 27

A Verona nasce una nuova P Service
A new P Service in Verona.
An enthusiastic welcome into our large commercial family goes to Giuseppe Rossini, manager of the latest operation to join the P Service chain, in Verona. The premises of the new company in the Verona are located at:

Via del Perlar, 92
Tel. 045 50 31 23
Fax 045 82 500 38
pservvr@pservice.it

Events 2003

Here is the complete calendar of trade fairs scheduled for this year in Italy and abroad and where Metal Work will exhibit with a stand.

Date	Name	Type of Fair	City	Country
5 - 8 / 02	IETF 2003	15 th International Engineering & Technology Fair	Pragati Maldan, New Delhi	India
4 - 8 / 03	IPACK-IMA 2003	International exhibition packing and packaging material handling food-processing industrial machinery	Milan	Italy
19 - 22 / 03	MU&AP	17 th Production exhibition for the mechanical industry	Brescia	Italy
26 - 27 / 03	MACON 2003		Antwerp	Belgium
25 - 28 / 03	PRAGOREGULA/ELEXPO 2003	25 th International Fair of Measuring and Control Technology	Prague	Czech Republic
30 / 03 - 2 / 04	TEKNO 7	International Technological Exhibition & Conference for Industrial Machinery	Dubai	United Arab Emirates
1 - 4 / 04	AUTOMATICON 2003	First year	Warsaw	Poland
7 - 12 / 04	HANNOVER MESSE	World fair for industrial technology	Hannover	Germany
6 - 9 / 05	DREMA 2003	International trade fair of woodworking machines and tools	Poznan	Poland
7 - 11 / 05	INTERMACH 2003	20 th International metalworking automation and industrial machinery exhibition	Bangkok	Thailand
26 - 31 / 05	INTERNATIONAL ENGINEERING FAIR 2003	10 th International Engineering Fair	Nitra	Slovak Republic
4 - 7 / 06	MOTEK	3 rd Trade fair assembly and handling technology	Parma	Italy
9 - 11 / 09	AUTOMATION (AUTOMAATIO 03)	Northen europe's largest automation event	Helsinki	Finland
16 - 19 / 09	TAROPAK 2003	International packaging technology and logistics exhibition	Poznan	Poland
23 - 26 / 09	MOTEK	22 nd International Trade fair for assembly and handling technology	Sinsheim	Germany
29 / 09 - 2 / 10	HI-TECHMESSEN	Danish Industry's Professional Focus Point	Herning	Denmark
18 - 21 / 11	SCANAUTOMATIC 2003	Sweden's only exhibition for industrial automation products and services	Göteborg	Sweden
20 - 22 / 11	AMMTECH	Trade fair for packaging technology assembling - Assembly and handling technology	Vicenza	Italy