

The company on the global market

The roots of success for an international company Europe is the market of the future

In the meantime, France and Spain record record-breaking growth

The Metal Work brand is still strongest in Italy, but intense work is being done to bring the foreign component up to a growth rate more accelerated than the domestic rate. And, in recent years, this has already begun to happen. The national market, however, still represents 55% of the group's turnover. Predictions indicate that, within a few years, this figure will be 40% for Italy and 60% for the foreign market. Spain is the company where Metal Work

has had the greatest success, followed by Great Britain and France. These areas have also recorded the most consistent growth in Metal Work product-



“The foreign market will soon account for 60% of our sales”

sales. Over time, partly due to the creation of a single market, consisting already of more than 300 million consumers, Europe will be the most promising area. "For a

company of our size, it is unproductive to think, for example, of covering the Chinese market, or the American market, in a capillary way", claims Marconi. "We have our feet on the ground. I believe that it makes most sense to focus on the Continent. The countries closest to home can also be given the best support. And, for Metal Work, it is essential to guarantee maximum customer satisfaction. The customer must always find the specialist in the company who is able to resolve its problems and to give an optimal response to its requirements".



A warm welcome to
Andreas Span
New Managing Director
Metal Work Oesterreich

From the European capitals

A word from foreign managers Why trade fairs?

We are seeking an increasingly incisive presence in our markets



Jordi Soto
Managing Director
Metal Work Iberica

“This year as well, Metal Work Iberica will be participating in the "Bienal Española de Maquinaria Herramienta" (Spanish Bi-annual Trade Fair of Machine Equipment and Industrial Machines), to be held in the city of the Bilbao, Spain. This event has undoubtedly become the key event for sector operators, both nationally and internationally. And we couldn't miss it! With a large and innovative stand, we look forward to presenting our vast range of products and new offers. Our company is growing year by year, just like our interest in research, innovation and co-operation with all of our customers is growing”.



Philippe Crosnier
Managing Director
Metal Work France

“Metal Work will be at the Salone dell'Industria 2002, where it will launch its range of products and offers for 2002. This opportunity will enable us to confirm our image on the international level and to listen to your requests at firsthand. Mecanolem - Mecatronic, which has now become the singular event for the automation sector, will be an integral part of the Salone dell'Industria 2002, which will combine seven industrial trade fairs at the Parc des Expositions in Paris Nord-Villepinte. Metal Work absolutely had to be part of this huge new international event. Year after year, Metal Work continues to evolve, thanks to unending research and innovation and to the quality of both the service and the offers”.

Events 2002

21 shows with our brand

Here's the complete calendar of the trade-fair events scheduled for this year, in Italy and abroad, and where Metal Work will have its stand.

20 - 23 / 02	FLUIDTRANS	International Exhibition of Power and Motion Transmission, Drive, Control Equipment and Industrial Design	Milan	Italy
21 - 24 / 02	BIMU MEDITERRANEA	Machine utensili, robot, automazione	Bari	Italy
23 - 26 / 03	MUAP	Rassegna della produzione per l'industria meccanica	Brescia	Italy
11 - 16 / 03	BIEMH	Bienal Española de la Maquina-Herramienta	Bilbao	Spain
19 - 22 / 04	MECANELEM	Salone Internazionale delle macchine e delle tecnologie per l'industria calzaturiera e pelletteria	Paris-Nord Villepi	France
11 - 14 / 04	VEN MEC	Salone delle tecnologie per l'industria meccanica e subfornitura	Padova	Italy
07 - 10 / 05	SIMAC 2002	Salone Internazionale delle macchine e delle tecnologie per l'industria calzaturiera e pelletteria	Bologna	Italy
21 - 25 / 05	XILEXPO	18A Esposizione delle Tecnologie del Legno	Milan	Italy
19 - 22 / 06	INTERTOOL	Austria International Production Engineering Exhibition	Wien	Austria
25 - 27 / 09	TEKNIKA	International Exhibition in Automation Technology, Calibration, Environmental Protection and CAD	Jyvaskyla	Finland
24 - 26 / 10	IMPATEC	Salone dei sistemi, dei servizi, delle tecnologie per il fine linea industriale di imballaggio, packaging e materiali	Vicenza	Italy
03 - 08 / 10	23 BIMU	Macchine utensili, robot, automazione	Milan	Italy
28 - 31 / 05	INDUSTRIA 2002	International Industry Trade Fair	Budapest	Hungary
16 - 20 / 09	MSV	44th International Engineering Fair	Brno	Czech Republic
24 - 27 / 09	MOTEK	20th Motek International Trade Fair for Assembly and Handling Technology	Sinsheim	Germany
19 - 23 / 03	IFPE	Powerful forces for motion control	Las Vegas	Usa
13 - 17 / 11	EMAF	Exposicao Internacional de Maquinas-Ferramenta e Acessorios	Oporto	Spain
11 - 13 / 09	TIV Hardenberg op	Technische Industriële vakbeurs	Hardenberg	Holland
17 - 20 / 09	STI2 Brussel	Service en technologie voor industrie en installatie	Brussel	Belgium
01 - 04 / 10	Aandrijftechniek Power Transmission Exhibition	Components for Hydraulics, Pneumatic, Electric and Mechanical Drives and Transmissions	Utrecht	Holland
24 - 27 / 09	INDUSTRIDAGENE 2002 INDUSTRY	Industrial Exhibition	Olso	Norway

Teamwork

Around the world

The arrival in Poland and Finland, which took place last year, increases the extent of the Metal Work brand map around the world.

There are now 16 countries in which the company has partners equipped with marketing structures.

Of these, 12 are located in Europe, proof of interest in the Continent.

On the other hand, the authorised retailers operating in 13 other countries are able to satisfy any market demand. The acquisition last year of a significant share in a Brazilian company producing components for the automation sector should also be mentioned.

Metal Work is thus operating all over the world chessboard.