

Thai Metalex 2004 – A review

18. - 21. November 2004 in Bangkok, Thailand

Reed Tradex organizes the 18th International Machine Tools and Manufacturing Machinery Trade Exhibition and Conference.



With the increase to 6 halls of an exhibit area of 36,000sqm and 1,900 exhibitors from 45 countries and International Pavilion taking part, Metalex is the largest Machine Tools and Metalworking Exposition in ASEAN. 500 conference and seminar tracks will attract more than 50,000 visitors for the show.

Thailand's automotive industry and electronics industry are on sharp rise and with the government's strategic plan to promote Thailand as "Detroit of Asia", therefore it is a show, which could not be missed. Co-located with Metalex2004 is "Automotive Manufacturing Summit," Thailand's most prestigious forum for high-ranking officials and top professionals from government and private sectors in the automotive manufacturing industry to congregate and share visions on strategic directions.



This is the first time Bruderer take part in the show with an area of 36sqm (6 x 6 metres) under the Singapore Pavilion. A pallet decoiler PD-1211A from

Practical Solution Pte Ltd, together with the BSTA500-110B fitted with BBV190/85H and die lifter were freight to Bangkok for the show. With strong support from our customer KR Precision Co., Ltd, manpower and tooling were provided for the demonstration.

Despite the recent chaos and bombing incident in the southern part of Thailand, and Bangkok may be one of the targets, no empty booth space was noticed for the show. The location of our stand is not so ideal, as is almost right at the end but facing the main entrance of the hall 106. This year, hall 106 is the largest and main attraction for the show as it was classified under "Machine Tools and Japanese Innovations".



The organizer had specially arranged an interview with Mr. Lim at the booth to introduce the BSTA500-110B, as we were new in the show so that it would be featured in the big screen at the main entrance as a show highlight. Aida and Komatsu also take part in the show but we are the only one exhibiting high-speed precision presses.

Most of the visitors were local and some were from the region (e.g. Malaysia, Indonesia, India, Sri Lanka and etc.). Many stampers were in the automotive industry, which uses the high tonnage press for the automotive body parts as Japan big players are in Thailand. For the electronics industry stampers, most of the local are using Aida and Amada low speed presses. A few of them did enquired about our press as they are going into high speed stamping. For those who are in high speed stamping, most of them are Japanese MNC using Koyri, Aida and Ya-

mada Dolby. Few of them do have our Bruderer presses or Aida-Bruderer presses.

VIP invitations and invitation cards were sent out to our existing customers two weeks before the show. Most of them did turn up and visited us at our booth. A brief introduction of the B-Control and demonstration were presented. And a short video clip of “Bruderer Technology” was also shown to the customers for better understanding of the unique features in our presses.



The attendance of the visitors is good and as the economic is picking up fast, maybe Thailand's electronics industry will be much more ready for the high-speed precision stamping technology in the next few years. In this exhibition, we got great support from the organizer Reed Tradex and the official contractors for the success of introducing Bruderer Presses into the Thailand's market.

Would you like more information about our products and services? Please contact us or visit our homepage. We would be delighted to give you all the advice you need about „The World of Stamping Technology“.

Your BRUDERER-Team

BRUDERER Presses (Far East) Pte Ltd.
65 Loyang Way
Singapore 508 755

Tel. +65 6546 8121
Fax +65 6546 8131

info@sg.bruderer-presses.com
www.bruderer-presses.com