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# METALTECH<sup>®</sup>

Co-locating:

## autoMEX

### 31 MAY ▶ 03 JUNE 2023

**27<sup>th</sup> INTERNATIONAL MACHINE  
TOOLS, METALWORKING AND  
AUTOMATION TECHNOLOGY  
EXHIBITION**

[www.metaltech.com.my](http://www.metaltech.com.my) | [www.automex.com.my](http://www.automex.com.my)

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METALTECH & AUTOMEX

@METALTECH & AUTOMEX

# POST SHOW REPORT



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The background of the entire page is a collage of various scenes from the METALTECH and AUTOMEX exhibitions. It includes people in business attire networking, large industrial machinery, exhibition booths with company logos like Delo and LVD, and close-ups of technical equipment and sparks from a welding process.

# ROBUST VISITOR RESPONSE

## FURTHER REINFORCES METALTECH & AUTOMEX AS INDUSTRY LEADING EXHIBITIONS

The 27th edition of METALTECH and AUTOMEX, Malaysia's premier machine tools, metalworking and automation exhibitions, **concluded with resounding success** following its four-day run at the Malaysia International Trade and Exhibitions Centre (MITEC) from 31 May to 3 June 2023.

**With an exceptional turnout, the exhibitions exceeded all expectations to welcome 18,234 visitors from 49 countries and regions, marking a significant 44.8% increase compared to 2022.** This overwhelming response once again establishes METALTECH & AUTOMEX as leading industry events in Malaysia that drive the growth and innovation of the sector.

A total of 812 participating companies from 19 countries and regions showcased cutting-edge technologies and solutions at the event, which included the presence of prestigious national pavilions from Germany, China, South Korea, Taiwan and Singapore. The participation of renowned brands and industry leaders further solidified the events' reputation as a vital annual meeting ground for all professionals from the machinery, metalworking and automation sectors.

### METALTECH 2023 **KEY FACTS** AT A GLANCE



**5**  
EXHIBITION  
HALLS



**812**  
PARTICIPATING  
COMPANIES



**19**  
PARTICIPATING  
COUNTRIES  
AND REGIONS



**18,234**  
VISITORS  
from **49**  
Countries  
and Regions



**5 NATIONAL  
PAVILIONS**  
Germany,  
South Korea,  
Taiwan, China  
and Singapore



## TOP 5 REASONS FOR EXHIBITING



Find new buyers  
**21.49%**



Brand-building  
during the show  
**20.18%**



Collect market  
information  
**18.26%**



Explore new markets  
**16.67%**



Consolidate contacts with  
buyers and business partners  
**16.36%**

## EXHIBITOR SURVEY ANALYSIS



Exhibitor's  
Satisfaction Rating  
**72.7%**



Most likely to exhibit again at  
METALTECH & AUTOMEX 2024  
**75%**



Most likely to recommend  
METALTECH & AUTOMEX  
to their partners and  
colleagues  
**74.3%**

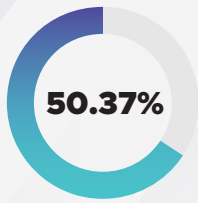


The exhibitors are pleased  
with the business opportunities  
gained during the show  
**89.92%**

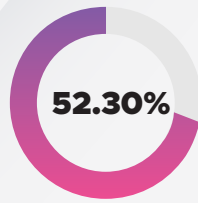


**First-time**  
participating  
exhibitors  
**26.05%**

# VISITOR SURVEY ANALYSIS



**Purchasing  
Authority**



**First-time  
participating  
visitors:**

## Top 5 Visitor's Job Function:



## Top 5 Country & Region Of International Visitors



Singapore



China



Japan

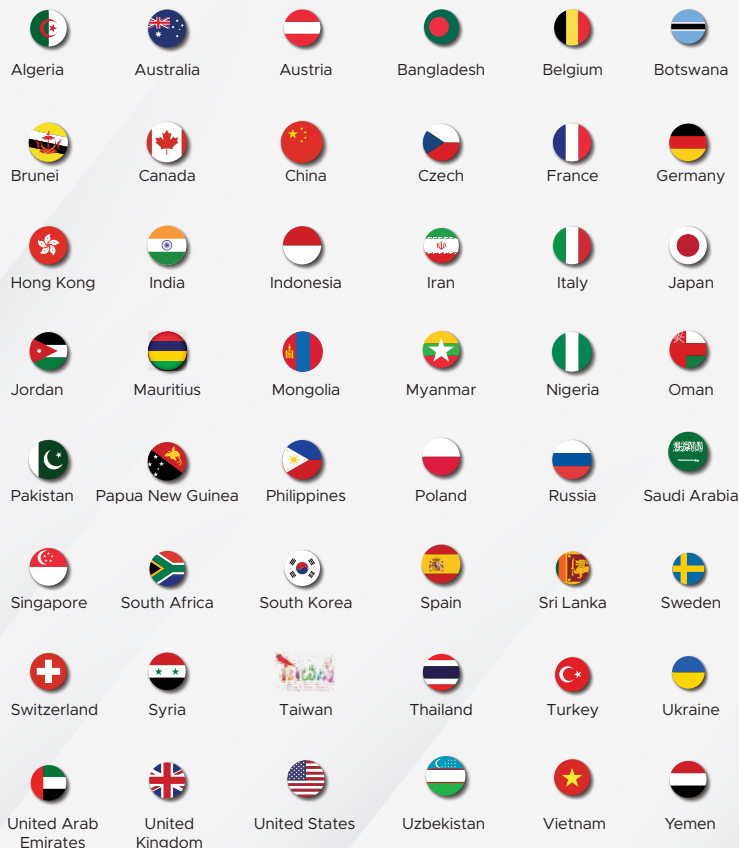


Taiwan

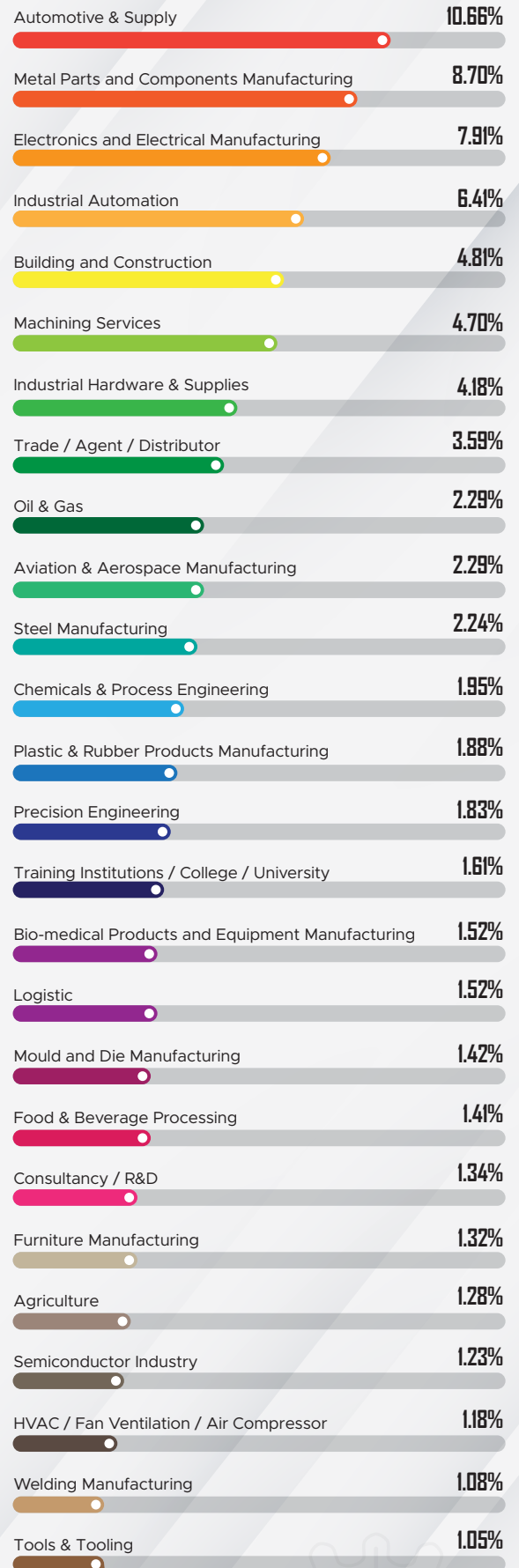


Indonesia

## Visitors By Country & Region Breakdown

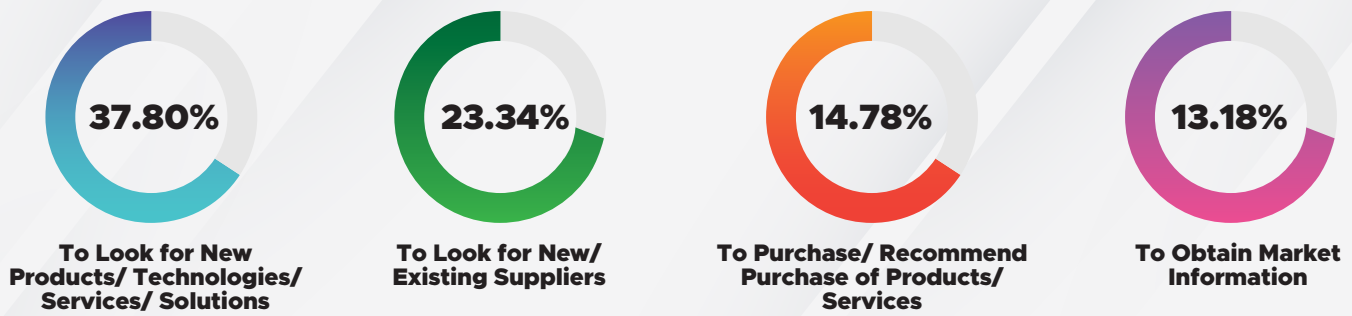


## Visitors By Industry Classification

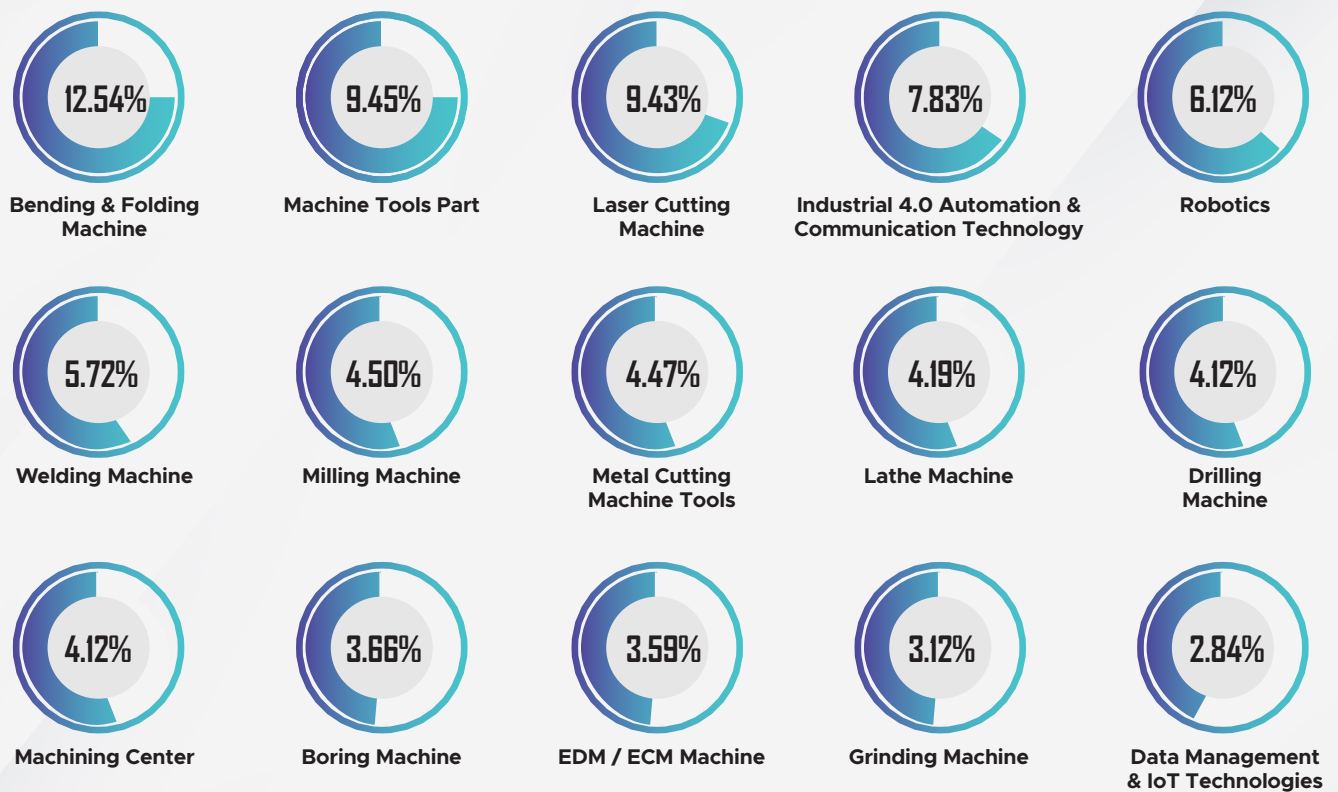


# VISITOR SURVEY ANALYSIS

## Visitor's Objective Of Visit



## Top 15 Most Trending Products & Services Visitors Are Looking For



## Visitor's Satisfaction Rating

### SATISFIED WITH OVERALL VISITING EXPERIENCE



### MOST LIKELY TO VISIT AGAIN TO METALTECH & AUTOMEX



### MOST LIKELY TO RECOMMEND METALTECH & AUTOMEX TO THEIR COLLEAGUES AND FRIENDS :



# REFLECTIONS ON A REMARKABLE EXPERIENCE

I think this is the eight or ninth year of our participation, so we have been here since 2015 at least. This is certainly our main lead generation event, as we always meet lots of manufacturers here. It's been great for us, and that's why we have been coming back for eight straight years!

**Daniel Häggmark**  
Monitor ERP System Sdn Bhd | Managing Director

**EXHIBITOR**

METALTECH is a valuable platform for companies who are in the metalworking and manufacturing sector to meet and engage with one another. Especially so for Singaporean companies armed with the latest technology and expertise, as they can engage with regional customers looking to enhance their manufacturing capabilities and capacities. We look forward to more engagement with the region and beyond, and thank you to the organisers for making this possible.

**Jimmy Leong**  
SPETA | Project Manager

**EXHIBITOR**

I thought maybe not so many people would come because we are still recovering from the pandemic, but to my amazement, lots of people have turned up and from all walks of industries. I think the expansion into a larger product range has helped to draw more people to come in as well.

**Ben Thoo**  
Heli Forklift (M) Sdn Bhd | Manager

**EXHIBITOR**

We are so happy to be participating this year. The first time we exhibited was in 2010 and it's great to be back. Today I can see more and more new faces, young engineers and professionals, so it's a pretty exciting opportunity, both for me and my colleagues from Germany.

**Daniel Tay**  
Beckhoff Automation Sdn Bhd | Managing Director

**EXHIBITOR**

METALTECH is very helpful to industry players, as it brings together international suppliers, not just from Asia Pacific, but also from Germany, America and many other countries. It's a very important yearly event and I think from now on, I will come to METALTECH every year.

**Andrew Tan**  
Atrobot Sdn Bhd Malaysia | Director

**VISITOR**

There are a large variety of brands, model and choices for me at METALTECH and AUTOMEX. It opens my mind beyond just local parts and our immediate environment to the other options available in the market. This event is much, much bigger compared to other exhibitions and there a lot of things that I can also learn from here.

**Mohd Saiful Ariff Bakeri**  
Perodua Manufacturing Sdn Bhd | Engineer

**VISITOR**

This is one of the great shows that we have attended, we really feel that the atmosphere and environment really can help us get closer to our customers. For this METALTECH, we can see quite a number of visitors are from other countries, so this helps to promote our brand across the world.

**W.M. Yap**  
Mitutoyo (Malaysia) Sdn Bhd  
Area and Dealer Manager

**EXHIBITOR**

For us, METALTECH & AUTOMEX provides valuable branding opportunities. Since we opened our Malaysian branch in 2020, we have wanted to gain exposure for our brand around Malaysia and Singapore. This is the biggest event for our industry in Malaysia so it makes sense for us to participate.

**Alessandro Vespignani**  
OLI Fair East  
General Manager

**VISITOR**

METALTECH I think is the only exhibition in this field in Malaysia and that in itself is enough to make it important for us to participate. I thank the organisers for this fine exhibition – it should grow even further and we look forward to returning next year.

**Torsten Bell**  
German Federal Ministry for Economic  
Affairs and Climate Action  
Manager

**EXHIBITOR**

There are a lot of companies here that produce their own products, which makes the experience very interesting. There are Malaysian, Chinese and Japanese companies, amongst many others, so it has been great to discover all of them at this exhibition.

**Alexander Kataev**  
Macro EMS Ltd (Russia)  
Chief Automation Officer

**VISITOR**

METALTECH is of course the biggest show in Malaysia. We generally tend to attend one show per country per year and we can see that METALTECH is becoming bigger and it is quite a lot busier here than last year. We have been very happy with the response received.

**Steve Bell**  
Renishaw (Hong Kong) Ltd

**EXHIBITOR**

I think METALTECH & AUTOMEX brings together exhibitors from across many various industries, from oil and gas and manufacturing to engineering and other projects. It's very helpful for visitors from all types of industries related to engineering and manufacturing.

**Vanesha Ganeson**  
Approved Group International  
Forensic Engineer

**VISITOR**

## LOCK DOWN YOUR SPOT for METALTECH & AUTOMEX 2024

**METALTECH & AUTOMEX will be held from 15-18 May 2024  
at MITEC Kuala Lumpur.**

For space enquiry,  
T: +603 9771 2688 | E: [marketing@metaltech.com.my](mailto:marketing@metaltech.com.my)

Visit our website at [www.metaltech.com.my](http://www.metaltech.com.my) or follow our Facebook and LinkedIn page for more show updates!

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# OFFICIAL OPENING CEREMONY



## **MATRADE:** **METALTECH & AUTOMEX** **IDEAL PLATFORMS** **to Drive Innovation and Growth**

The official opening ceremony of METALTECH and AUTOMEX 2023 was held with thrilling fanfare on 1st June 2023 at MITEC. Guest of Honour at the event was MATRADE Deputy CEO Puan Sharimahton Binti Mat Saleh, while event Founder and Chairman Dato Dr Tan Chin Huat, Informa Markets COO & CEO Patrick Martel, Informa Markets Asia President Margaret Connolly and Vice President Ian Roberts were also in attendance.

In her keynote speech, Puan Sharimahton revealed that the Malaysian Machinery & Equipment (M&E) industry is demonstrating strong growth (grew by 19% to USD34.03 million in 2022) and underscored the important role of both METALTECH and AUTOMEX in enabling Malaysia to achieve its vision of becoming a regional hub for smart manufacturing, advanced technology and high-tech industry.

“Automation and robotics will play a fundamental role in enabling Malaysia to achieve its Industry 4WRD ambitions, which makes the co-locating of these two exhibitions the perfect combination. I have no doubt that this vibrant gathering of industry experts, exhibitors and visitors will inspire new ideas, collaborations and partnerships that will shape the future of our industries,” said Puan Sharimahton.

Global and regional leaders from Informa Markets echoed the MATRADE CEO’s sentiment and pledged to continue growing and developing this trade platform that is vital to industry advancement.



# SEMINAR PROGRAMME



## **Engage** with Industry Experts & Empower your Business to Thrive

To provide our participants with a knowledge-driven experience, METALTECH & AUTOMEX has organised its eye-opening seminar series that run concurrently with the exhibition, with a wide variety of physical and virtual seminars held at Hall 2.

Our seminar programme, curated by industry thought leaders, offers insights into manufacturing industry trends, digitalisation, automation and the revolutionary concept of Industry 4.0.

SEMINAR KEY FIGURES **3** DAYS, **25** SPEAKERS

# PRODUCT LAUNCHES



## **Propelling Advancement** Through Product Launches

We are delighted to have established METALTECH & AUTOMEX as the ultimate platform to introduce new innovations to a captive audience. In addition to our featured product launches organised by Bosch Rexroth and the Precision Machinery Research and Development Center (PMC), numerous other leading brands have chosen this event to unveil their latest and greatest technological solutions.

**Thank you for making us a part of your product launches and we look forward to witnessing the positive impact they will have on the industry as a whole.**





# APPRECIATION NIGHT



It was another exhilarating night filled with indulgent food, rousing entertainment and great company as we showed our esteemed exhibitors how much we appreciate their contributions. Thank you to all that attended, and we hope the new relationships formed will lead to exciting future collaborations!

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## LUCKY DRAW



### LUCKY DRAW **WINNER**

**3D/2N stay at  
Sofitel Kuala Lumpur Damansara**

 Yap Kah Chun	 Liz Eng	 Venuchander a/I Mudi Rajan	 Chai Yik Chong
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### Congratulations to all lucky draw winners

To show our appreciation to visitors, METALTECH & AUTOMEX gave away ONE 3D2N Stay at Sofitel Damansara every day during the show period from 31 May – 3 June 2023.

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## GIFT REDEMPTION

### Special Gifts for Social Media Fans

To show our appreciation to followers, METALTECH & AUTOMEX gave away a name card holder to visitors that Follow and Like us on social media during the show period from 31 May – 3 June 2023.







## CELEBRATING A TRIUMPH OF GLOBAL PROPORTIONS

Thank you for making METALTECH & AUTOMEX 2023 a truly resounding triumph! Such overwhelming response from industry leaders, experts, buyers and professionals reflects the unparalleled significance of METALTECH & AUTOMEX and reaffirms this exhibition as a must-attend event for all industry players. Now, even as we approach three decades of being at the forefront of innovation, our commitment to growing this exhibition remains stronger than ever before.

We extend our heartfelt gratitude to all participants, exhibitors and visitors who contributed to the success of METALTECH & AUTOMEX 2023. We are especially thankful to our international participants that made the effort to attend and make this event a diverse global gathering of industry leaders. Our appreciation also extends to our esteemed sponsors, who have placed their trust in the influence of our exhibition and the far-reaching benefits it generates.





# METALTECH<sup>®</sup>

Co-locating:

## autoMEX

**28<sup>TH</sup> INTERNATIONAL MACHINE TOOLS, METALWORKING  
AND AUTOMATION TECHNOLOGY EXHIBITION**



# 15-18 MAY 2024

MALAYSIA INTERNATIONAL TRADE & EXHIBITION CENTRE (MITEC)  
KUALA LUMPUR, MALAYSIA

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