

The Bright World of Metals

Technologies Processes Applications Products



eco Metals
SUSTAINABLE PROCESS SOLUTIONS

Post-show Report **2023**



Messe
Düsseldorf

Top results, top conversations and a top place to be: The Bright World of Metals in Düsseldorf 2023

All aboard! The top event **THE BRIGHT WORLD OF METALS** came to Düsseldorf at just the right time and with the right themes in 2023. The combination of exhibition and specialist conferences makes the four trade shows GIFA, METEC, THERMPROCESS and NEWCAST a unique hotspot for businesspeople, researchers and policymakers.

“For those who create tomorrow’s business” in ferrous and non-ferrous metals in the global markets of the future.

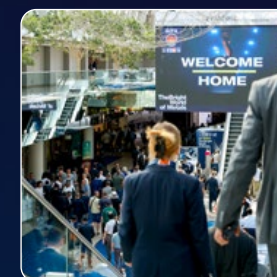
96%
of visitors
achieved their goals

97%
of visitors
are satisfied

96%
of visitors would
recommend the show



The Bright
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of Metals



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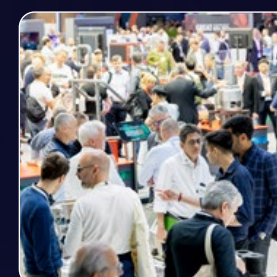
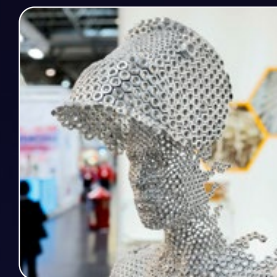
GIFA, METEC, THERMPROCESS and NEWCAST 2023: Success across the board

The champions of the foundry and metallurgy industries presented their responses to current challenges at **THE BRIGHT WORLD OF METALS**. The main themes of sustainability, digitalisation, circular economy and innovative technologies played into the proceedings in the exhibition halls as well as the events' accompanying programme, including conferences and a series of ecoMetals formats. Exhibitors, speakers, specialists attending the events – and, last but not least, the dialogue held between businesspeople and policymakers – all played their part in the success. I would like to take this opportunity to thank them all!

GIFA, METEC, THERMPROCESS and NEWCAST cover almost the entire international market. The high degree of internationalism in terms of both exhibitors and attendees is key to ensuring the success of **THE BRIGHT WORLD OF METALS** and making the four trade shows such a unique phenomenon. GIFA, METEC, THERMPROCESS and NEWCAST are an absolute must for metallurgy and foundry professionals from all over the world.

Malte Seifert

Director Metals &
Autonomous Technologies

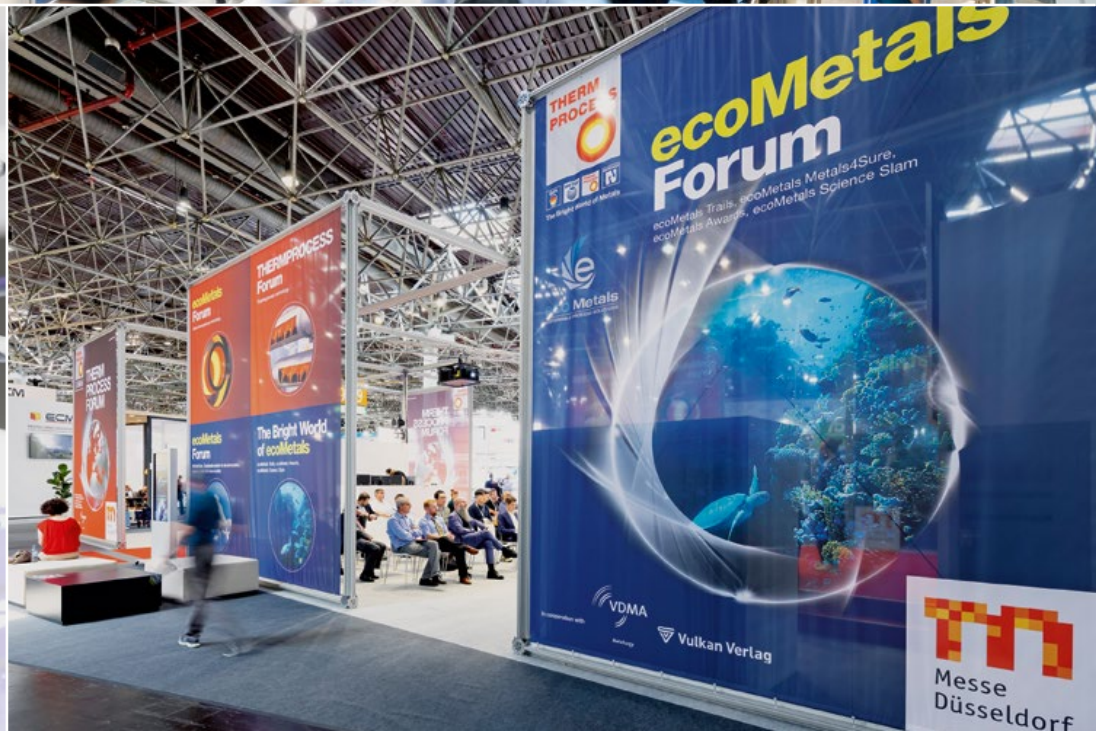
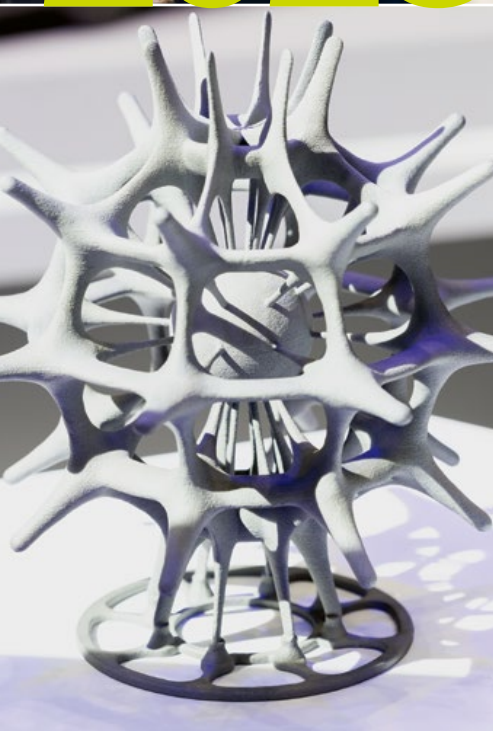


Hub of encounters and a world of experience

Use VR goggles to travel through a steel mill, inspect the new foundry machine or hold an award winning casting in your hands: **THE BRIGHT WORLD OF METALS** is truly an experience for the senses!

Trade shows are platforms for people to come together, also after the daily rush of visitors in the exhibition halls. At the after-work meeting at the booth, you can relax and reflect on the day's events, while exhibitor evenings offer the opportunity to spend time together in a casual atmosphere. And for those looking for enjoyable surroundings in which to entertain business partners, Düsseldorf – the capital of the Rhine region – awaits with a wide range of dining options and a rich cultural life. Renish hospitality and cheerfulness included!





**GIFA, METEC, THERMPROCESS
and NEWCAST 2023:**

Success across the board

63,300
visitors
from **116 countries**

TOP 10 international visiting countries

- 1 India
- 2 Italy
- 3 Türkiye
- 4 China
- 5 France
- 6 Austria
- 7 South Korea
- 8 Japan
- 9 Spain
- 10 United States

68%
international
visitors

58%
decision makers

2,200
exhibitors from **56 countries**

Visitors' overall level of satisfaction above average

→ GIFA, METEC, THERMPROCESS and NEWCAST: The four shows at Messe Düsseldorf offer a unique platform for the champions of the global metals industries. Nor do they disappoint in terms of visitor satisfaction. Boasting the presence of market leaders, a globally unrivalled range of products and a dazzling array of innovations, **THE BRIGHT WORLD OF METALS** achieves high satisfaction ratings in market research.

One location, four realms of knowledge

→ The four leading international trade fairs at **THE BRIGHT WORLD OF METALS** offer visitors an unrivalled experience that brings together the entire metals sector. Visitors from Germany and beyond appreciate and benefit from the way in which the shows are held in tandem.

79% of primary NEWCAST visitors
benefit from the synergies with GIFA



87% synergies between the four events
among trade visitors



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With 2,200 exhibitors from 56 countries, the four trade shows at **THE BRIGHT WORLD OF METALS** represent the world's leading professional event for the entire international foundry and metallurgy industry. In 2023, more than 63,300 visitors from 116 countries took in the wide and impressive range of exhibitors at GIFA, METEC, THERMPROCESS and NEWCAST. The focus on the global markets of the metal industries, as well as the leading foundry trade fair GIFA – the most comprehensive show of all casting processes and materials – differentiates this display of innovations from purely branch-led events.

2,200

63,300

**GIFA, METEC,
THERMPROCESS
and NEWCAST
2023**
Exhibitors

Average: 600

Competitors
Exhibitors



"This is my first time at GIFA, and I'm thrilled with the large number of exhibitors. My goal is to get as much information as possible about the current state of technology. Steel production is my area of expertise. Last year, I was at another trade show. But if I'm comparing, with the other events here – METEC, THERMPROCESS and NEWCAST – I think Düsseldorf is better!"

Al Mohammed, SABIC, Saudi Arabia

Average: 12,200

Competitors
Trade visitors

**GIFA, METEC,
THERMPROCESS
and NEWCAST
2023**
Trade visitors



Messe Düsseldorf's ecoMetals initiative Economy and ecology in balance

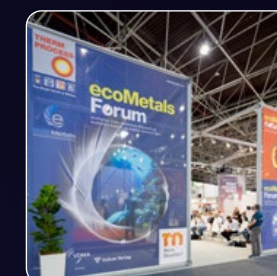
Since 2011, environmentally friendly products and sustainable production processes have been put into focus, with the **ecoMetals initiative** launched by Messe Düsseldorf in order to promote responsible action. Support is provided to organisations that present their commitment to sustainability at all four of **THE BRIGHT WORLD OF METALS** trade fairs (GIFA, METEC, THERMPROCESS and NEWCAST). The green champions among the exhibitors are honoured with an ecoMetals Award.



ecoMetals Trails Green innovation pathways

Along the ecoMetals Trails, trade fair visitors can meet all green pioneers among the exhibitors at their specially marked booths, presenting products, processes and technologies that support the transformation towards net zero. An environmental showcase of successful and sustainable businesses. The ecoMetals Trails tour guides lead visitors to the selected booths, passing through eight exhibition halls.

Other components of the **ecoMetals initiative** include the ecoMetals Forum, as well as the presentation of the ecoMetals Awards across three categories and ecoMetals Day. Every day the aptly named ecoMetals TV channel reports on the **ecoMetals Initiative**.





Forum for exchanging opinions and workshop for ideas

Hot Topics for discussion: The relevance of the accompanying events for decision makers is underlined by top events such as the trade show opening in 2023. This included a discussion of industrial policy at the highest level involving prominent business representatives and North Rhine-Westphalia's economic affairs minister Mona Neubaur, concerning the global comparison of conditions for manufacture and competition faced by the energy-intensive metals industries. Featuring conferences, symposia, seminars and special shows, a rich accompanying programme with more than 17 top events for exhibitors, experts and visitors is a fixture in the diary at **THE BRIGHT WORLD OF METALS**.

The GIFA forums on challenges and solutions in the foundry industry were among the attractions in 2023. METEC was the venue for the largest European steel conference, 6th ESTAD, which together with EMC is the most important conference for non-ferrous metallurgists in Europe.

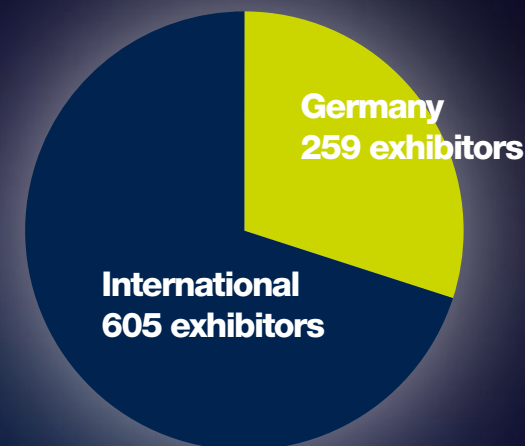
Presentations and events are the bread and butter of the THERMPROCESS forums. NEWCAST traditionally attracts trade fair visitors with the NEWCAST Awards for the most innovative casting products.

Internationally renowned specialist events such as the special show put on by the German Industrial Furnaces Research Association (FOGI) and the dgfs Conference on Refractory and Chimney Construction top the agenda. This extraordinary accompanying programme makes **THE BRIGHT WORLD OF METALS** the most important platform for discussing topics and content in the global metals sector.





A total of
864 exhibitors
from 46 countries



Facts about GIFA 2023

The world's largest trade show for foundry technology with the most comprehensive range of exhibitors. As a unique one-stop shop among foundry trade fairs, GIFA demonstrates the state of the art across the entire foundry industry: machinery and technologies spanning all foundry processes and materials – technologies for the world market.

86% report that the exhibits on display at the show are in line with the latest industry trends

77% have been loyal visitors for years

71% already have firm plans to come back in the future

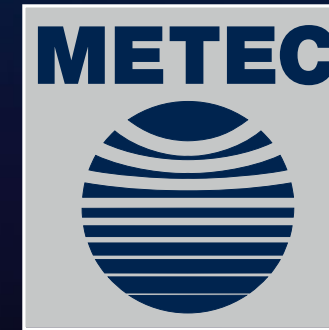


"GIFA is the ideal platform for us. We have been exhibiting for 25 years. At the trade fair, we make contact with potential new international customers, which leads to future orders."

Ulf Scheuchl,
Managing Director,
R. Scheuchl GmbH,
Ortenburg, Germany



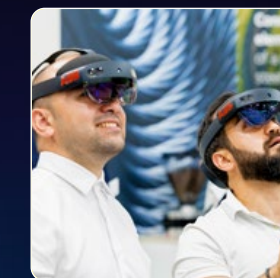
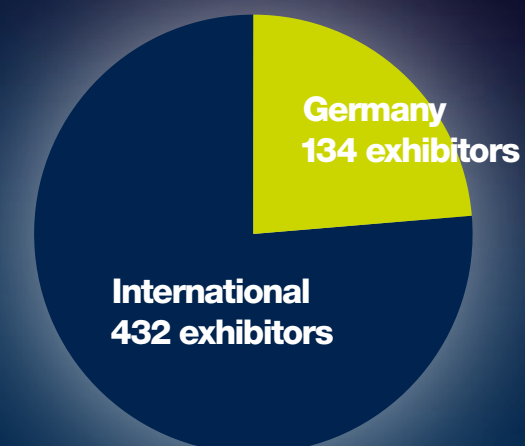
Focal points for the future: Energy and resource efficiency, sustainability in production and decarbonisation are especially important for trade visitors.



Facts about METEC 2023

The world's leading trade fair focusing on the production and processing of steel, ferrous and non-ferrous metals at all stages of the value chain. The champions of metallurgical systems engineering showcase technologies for a green and sustainable metals industry.

566 exhibitors
from 38 countries



"It's good to talk face to face with people about the business we operate in. We estimate that 90% of visitors to our booth are international. METEC is a regular fixture in our calendar."

Kai Vöhl, Director of
Global Sales Marketing,
NCCM Roll Technology,
River Falls, Wisconsin, USA



60% of trade fair visitors are involved in decarbonisation efforts

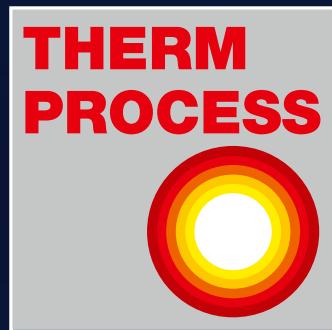


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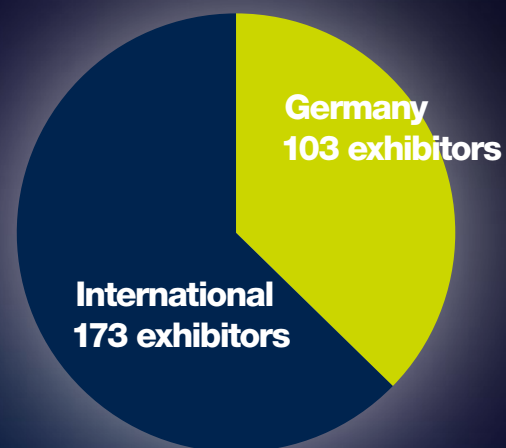
55% have found new suppliers

69% have learnt about new developments and trends

65% are top-level managers



A total of
276 exhibitors
from 27 countries



Facts about THERMPROCESS 2023

THERMPROCESS is the world's most important exhibition of innovative technologies and environmentally friendly concepts for industrial thermal processing technology. The assortment of thermal technology on display at the event ranges from innovations for green combustion using fossil fuels, through electrical industrial thermal processing systems, to hydrogen, which is set to play a major role in the future.

80% are interested in industrial furnaces, industrial heat treatment systems and thermal processes



"Due to the hiatus during the pandemic, our expectations for the trade show weren't excessively high. But there was so much going on at our booth that there was hardly any time to take a tour. A first-class door opener for new contacts."

Janine Schaaf,
Senior Management Assistant,
Eltropuls Anlagenbau GmbH,
Germany



99% of visitors are satisfied

57% are involved in decarbonisation efforts



Facts about NEWCAST 2023

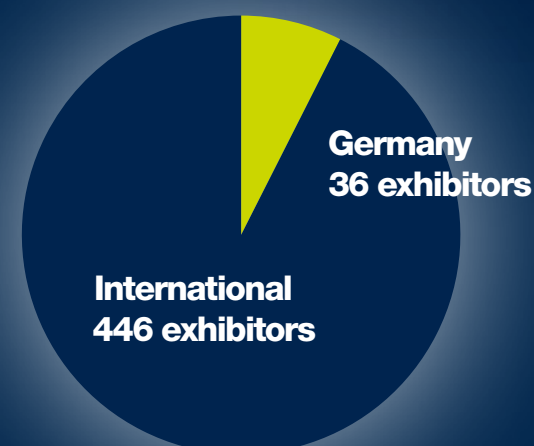
The world's leading international trade show for precision casting products. Exceptional exhibits allow you to experience the versatility and innovative power of modern castings technology up close.

Issues that matter: In addition to becoming more cost effective, decarbonisation is also highly important to trade visitors

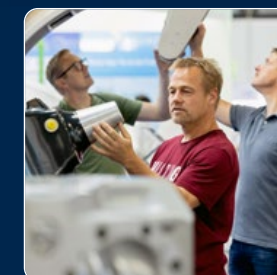
51% have learnt about new developments and trends

51% have found new suppliers

A total of
482 exhibitors
from 29 countries



71% are decision makers



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"Our attendance in Düsseldorf enhances our reputation. The booth at NEWCAST symbolises the fact that we will continue to be an integral part of the market in the future."

Gökhan Gülenç,
Technical Coordinator,
Boran Steel Casting,
Ankara, Türkiye



Other upcoming events around the world



Find out more about our international events
to be held from 2024 to 2027

www.tbwom.com

21–25 June
Düsseldorf
Germany

2027

The Bright World of Metals



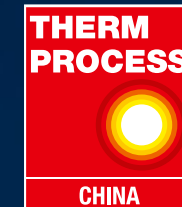
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2024 and 2026
ANKIROS
Istanbul, Türkiye



Aluexpo

2025 and 2027
Aluexpo
Istanbul, Türkiye



2024 and 2026
THERMPROCESS China
Shanghai, China



2024 and 2026
GIFA/METEC Indonesia
Jakarta, Indonesia



2024 and 2026
GIFA Mexico
Mexico City, Mexico



2025 and 2027
GIFA/METEC
Middle East/Africa
Cairo, Egypt



2024 and 2026
METEC India
Mumbai, India

2025 and 2027
GIFA/METEC South East Asia
Bangkok, Thailand



Interaction across all channels

Contacts/Impressions*

548,337,366

DV360**



160,000,000

Ad impressions



68,297,081

LinkedIn



4,700,000

Print



1,343,735

Google & Bing searches



Media monitoring proves the multiplier effect of trade fair communication. Press releases, blogs, posts, etc. – especially on Facebook, Instagram, X (formerly Twitter) and on various international portals – reinforce each other for the trade fair visitors’ benefit.

* Contacts/Impressions during the campaign, not including those who did not consent to cookies.
** DV360 is a platform for systematically buying digital advertisements that enables advertisers to manage and optimise ad placements across different online media channels.

Communication around **THE BRIGHT WORLD OF METALS** brings exhibitors, visitors and the press into dialogue with one another. Whether in printed form, digitally or live in-person – GIFA, METEC, THERMPROCESS and NEWCAST make use of all relevant digital channels and live events worldwide in addition to analogue marketing. This involves constantly monitoring and evaluating the communication channels in the relevant countries on all five continents.

SEO-optimised online portals for the four trade fairs offer news updates on trends and current events in the metals industries with the latest industry news and in-depth specialist reports. In terms of content, the focus is on the four Hot Topics sustainability, digitalisation, circular economy and innovative technologies.

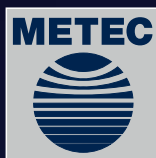


Target-group-specific content in particular tends to be communicated via the business platform LinkedIn, where exhibitors and visitors remain in close dialogue.

Comprehensive live reporting from the exhibition halls, including

- Videos
- Exhibitor interviews
- Photo galleries
- Visitors’ voices

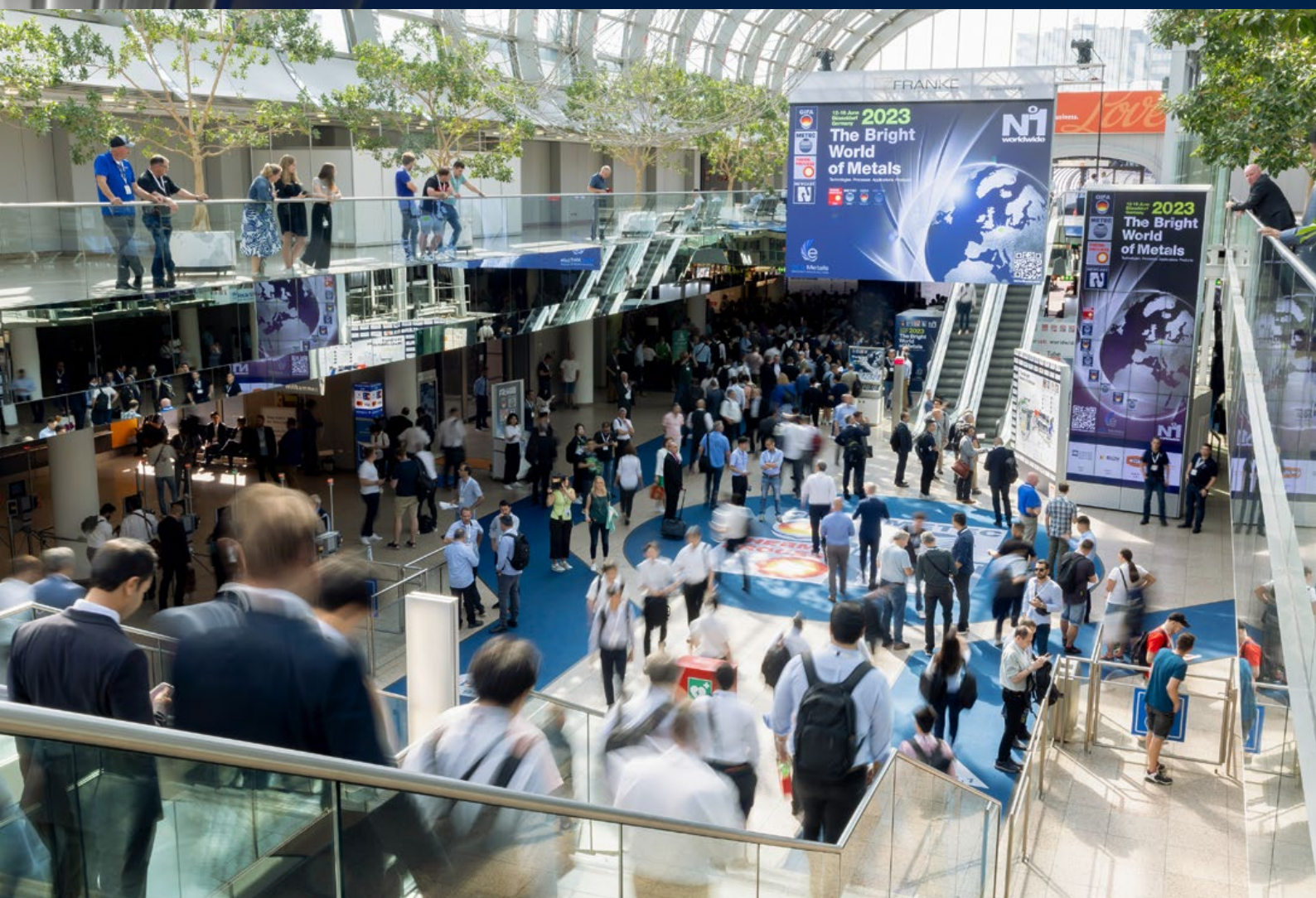
enhances the dialogue-oriented communication concept of **THE BRIGHT WORLD OF METALS**.



Technologies Processes Applications Products

The Bright World of Metals

See you again on
21–25 June 2027



Find out more about our
international events:

www.tbwom.com

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