



March 2009

# Beating the recession

**INDUSTRIE Lyon & STIM – 10-13 March 2009 - Lyon Eurexpo**

**Visitor traffic and attendance figures for the recent INDUSTRIE Lyon & STIM exhibition, a major French industrial exhibition held in alternate years, were high enough to reassure all event participants. Fulfilling a pressing need for unity in the face of an uncertain future, this event also showed manufacturers from France and abroad that there *are* industrial projects out there and investment is the key to recovery.**

## **An exhibition that means business**

Despite a general feeling that “nothing is going right” and “it will never work,” INDUSTRIE Lyon succeeded in retaining the confidence of its exhibitors, who invested heavily in the exhibition. The event opened on 10 March with almost 1,000 exhibitors over a net exhibition surface area of 23,500 sq.m. Visitors filled the aisles from the very first day, and by the time the exhibition closed on Friday 13 March, it had attracted a total of 21,000 professional visitors (an increase of 3% over 2007), 8% of them international visitors from Switzerland, Italy, Germany and Belgium.

Despite the far-from-normal economic circumstances, exhibitors often encountered the sort of prospects rarely seen at exhibitions, particularly from the energy, rail transport and luxury sectors. In addition to making healthy investments in machinery, visitors were also keen to explore new products and technological innovations, and, above all, to discuss current and future projects. Top-notch contacts met to discuss potential short- to mid-term investment projects, which bodes well for the future.

## **STIM & INDUSTRIE Lyon: a winning combination**

By integrating STIM into INDUSTRIE Lyon, the Rhône-Alpes region has achieved a subcontracting event that does its top-notch exhibitors justice. The synergies between the two exhibitions were extremely strong and served as a firm foundation for the various contacts made during the four-day event.

## **An “econo-political” experience**

A meeting place for key players in the French mechanical-engineering sector, headed by Fédération des Industries Mécaniques chairman Yvon Jacob, the exhibition was honoured with a visit from French Secretary of State for Industry and Employment Luc Chatel, who came to gauge the enthusiasm and energy of the manufacturers exhibiting at INDUSTRIE Lyon and to learn more about their needs and concerns. In addition, the Lyon CCI chose the event to launch its white paper, “Twenty Proposals for Mechanical Engineering in the Rhône-Alpes Region.”

## Established events

INDUSTRIE Lyon's slate of events again proved highly popular, underscoring the fact that visitors attend exhibitions to do much more than just make contacts:

- **Employment area**

Jobseekers can test their aptitude for a range of mechanical-engineering professions in the Employment area, which offers original self-assessment tests and online job vacancies.

- **Industrie 2020**

An innovation platform organized by SYMOP and CETIM, Industrie 2020 helps visitors explore such innovative technologies as collaborative robotics, high-speed deep-hole drilling, and laser-based rapid parts production.

- **Mécasphère**

This information area, organized by FIM, featured a number of key players, including ADEME, CETIM, COFACE, CREDIT COOPERATIF, GROUPE AFNOR, INERIS, OSEO, POLE EMPLOI, UBI France and UNM.

- **Les Lyon d'Or awards**

CINCINNATI VR – DRILLING BED WITH TOUCH SCREEN: A drilling bed control featuring a Pro-face touch screen (fixed or portable). Contact: [vincent@cincinnati.fr](mailto:vincent@cincinnati.fr)

CONDAT – MECAGREEN 127: These new, 100% plant-based oils offer savings of at least 30% compared with conventional offerings. Contact: [nathalie.vidal@condat.fr](mailto:nathalie.vidal@condat.fr)

EMCI – OPTIFIVE: This equipment and its associated software make it possible to measure and calculate new values to correct five-axis machines. Contact: [lassale@emci-industrie.com](mailto:lassale@emci-industrie.com)

METRIS – LASER SCANNER LC60 D: Scans up to three times faster by significantly reducing inspection-cycle times. Contact: [jeanjacques.balaguer@metris.com](mailto:jeanjacques.balaguer@metris.com)

TRUMPF – TRUBEND FOLDING PRESS 7036 (**Special Award**): New all-electric range offering greater precision and enhanced productivity. Contact: [jean-pierre.druais@fr.trumpf.com](mailto:jean-pierre.druais@fr.trumpf.com)

- **Sustainable development, with:**

- **La Ligne Verte** (The Green Line) is an exhibitors' showcase offering new products that help promote sustainable development.
- **The Plastics Ecodesign Centre** targets manufacturers who wish to design plastic products with the minimum impact on the environment.
- **The Ecodurable stand**

## Exhibitions in 2009-2010: looking forward to economic recovery

In order to help manufacturers prepare for economic recovery, Expo Indus offers three major events in 2009-2010:

Forum de l'Electronique, Opto, Mesurexpo, Vision Show,	6-8 October 2009 at Paris-Nord Villepinte
Espace Laser Paris and RF & Hyper Europe	22-26 March 2010 at Paris-Nord Villepinte
INDUSTRIE Paris	2010, at Lyon Eurexpo
STIM	

**For more information, please visit [www.industrie-expo.com](http://www.industrie-expo.com).**

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