



AMB
International Exhibition
for Metal Working
10 - 14 Sep 2024
Messe Stuttgart
Germany

Show report 2024





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Visitor survey

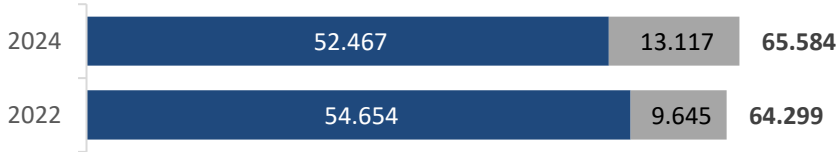




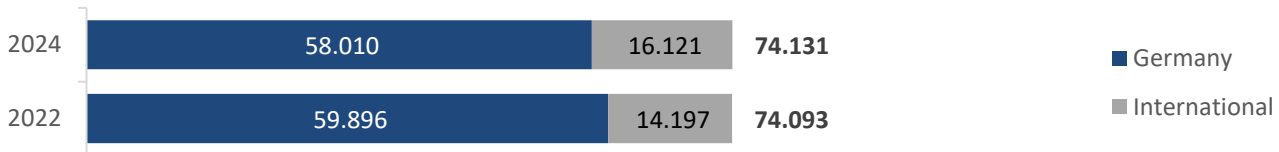
Statistics



Visitors



Net exhibition space in sqm



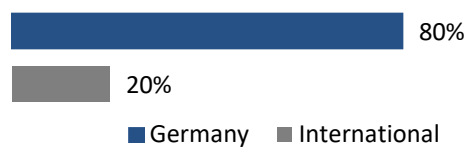
Exhibitors



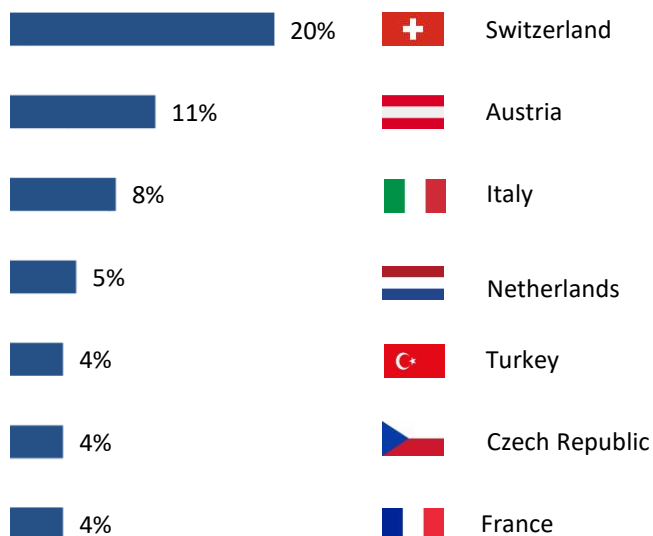
Origin of visitors*

A total of 65.584 visitors came to AMB 2024.

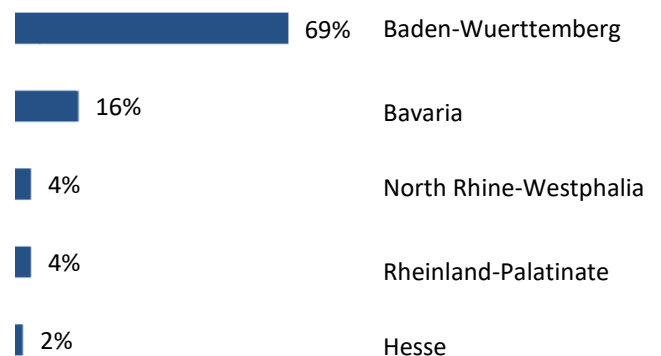
Origin of visitors*



Top 7 International visitor by country*



Top 5 German visitors by federal states

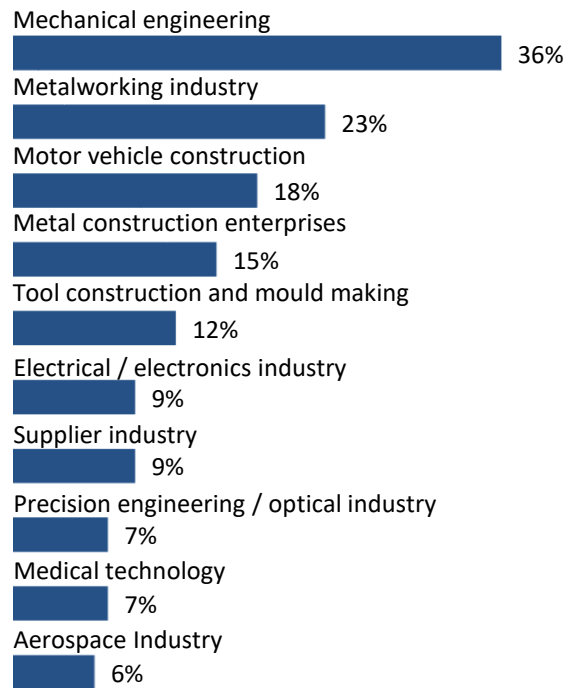


* According to visitor registration



Visitor survey – TOP 10 Industry branches*

The majority of AMB visitors came from the mechanical engineering and metalworking industries.



*Multiple choice

Visitor survey – General assessment of AMB 2024

AMB scores well again with a general assessment of 1,8.

39% of visitors did not attend any other trade fair in addition to AMB.



Very good/
good

93%



Moderate

6%

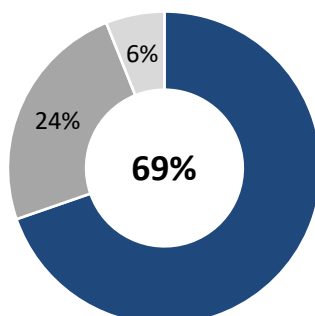


Poor/
very poor

2%

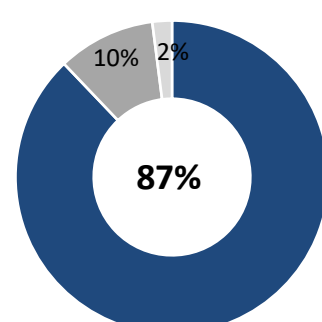
Visitor survey – Intention of revisitation & Recommendation

Intention of revisitation



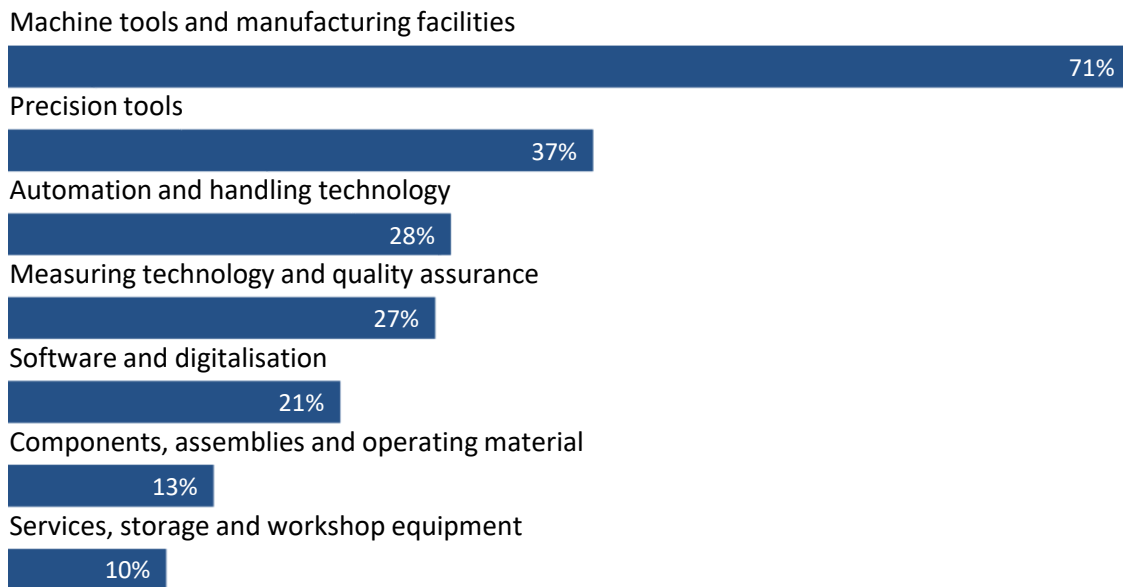
- Yes / rather yes
- Perhaps
- Rather no / no

Intention of recommendation



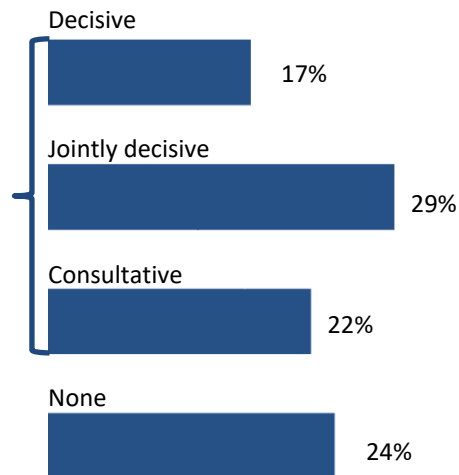


Visitor survey – Completeness of the offer*



Visitor survey – Decision making competency*

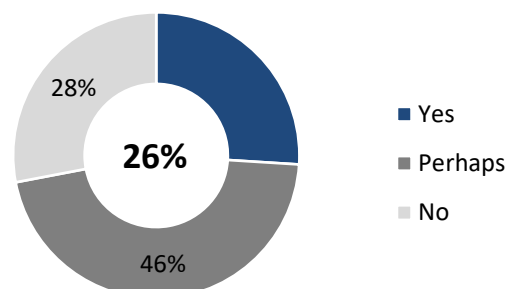
46% of visitors are directly involved in purchasing and procurement decisions.



*Difference to 100% = pupils / students, non-working person

Visitor survey – Investment and / or purchase intentions

Every fourth person came to AMB with investment and / or purchase intentions.





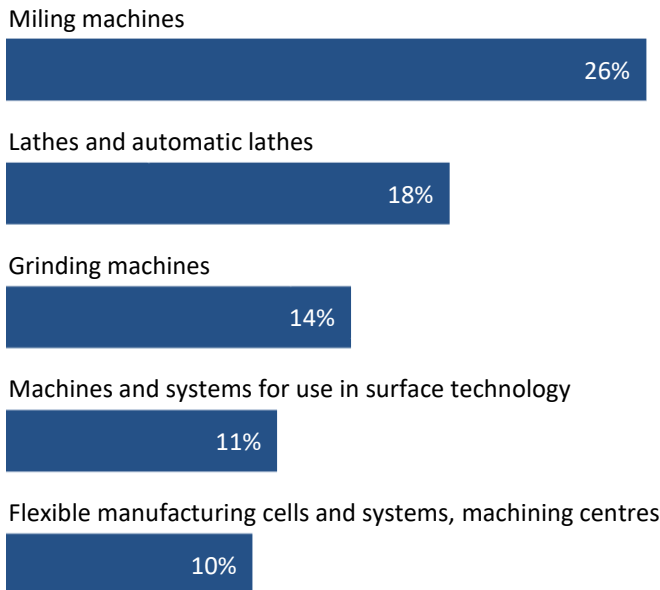
Exhibitor survey



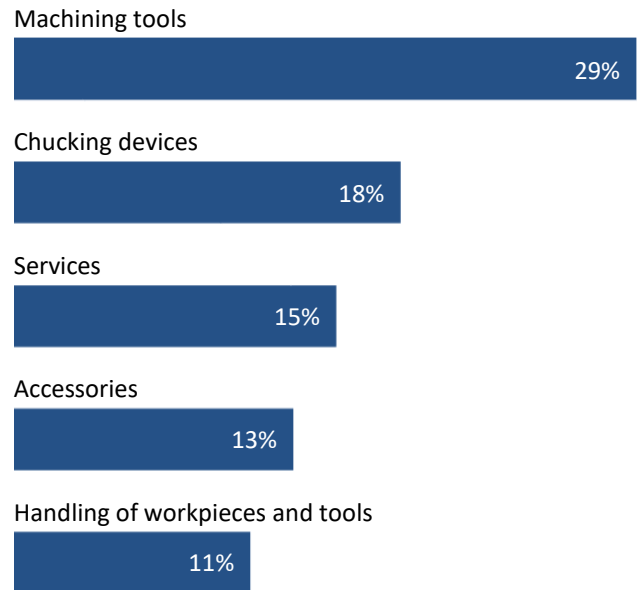


Exhibitor survey – TOP 5 Product offerings*

Maschinen



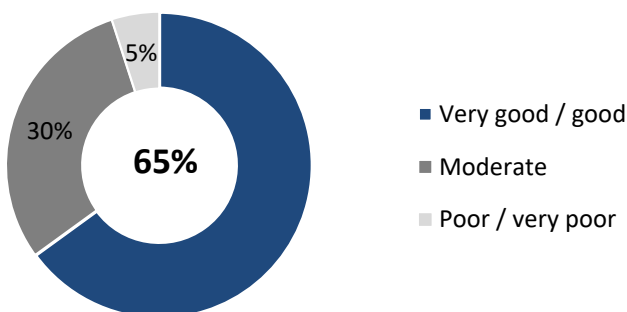
Produkte / Dienstleistungen



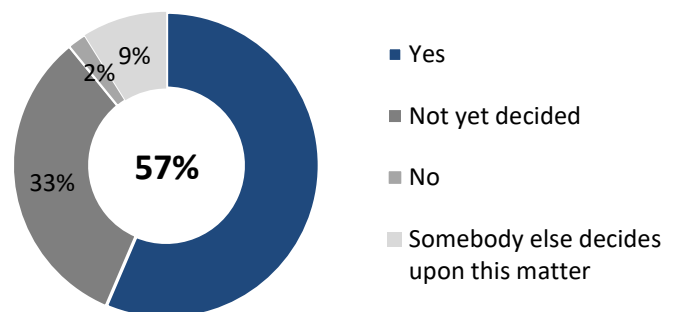
*Multiple choice

Exhibitor survey – General assessment & Intention to exhibit again

General assessment

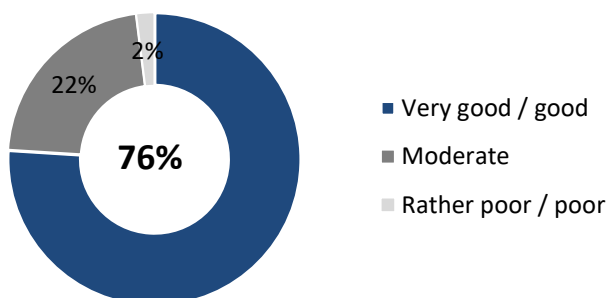


Intention to exhibit again

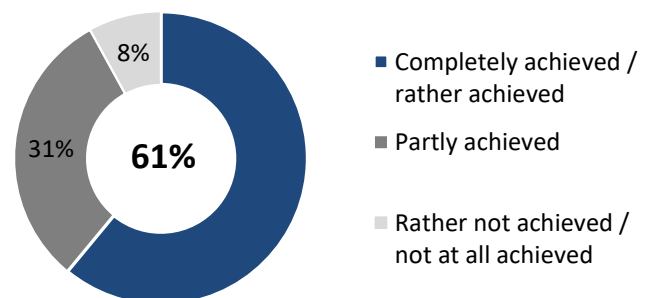


Exhibitor survey – Quality of visitors & Expectation of AMB 2024

Quality of visitors



Expectation of AMB 2024





Sponsors' comments on the AMB

The many good discussions and the high quality of visitors at the stands of the manufacturers of cutting tools, clamping technology and length measuring technology in Halls 1, 3 and 7 have once again proven that AMB is the leading technology trade fair for metal working in Europe. This is also confirmed by the outstanding technology innovations and networking events such as the VDMA India Conference and the VDMA Technology Forum, which enjoyed record attendance. AMB 2024 set the right priorities, which was also impressively demonstrated by the projects to create interfaces in OPC UA format and to standardise the calculation of the Product Carbon Footprint for precision tools.



Markus Heseding
Managing Director of VDMA Precision Tools and Measuring & Testing Technology

Software development in the manufacturing industry is breaking new ground. The interest in digital technology was clear to see from the large number of visitors attending the VDMA Software and Digitalisation stand looking for detailed information. It further emphasises the key role now played by software in the metal processing industry. Companies are recognising the need to implement software applications in order to maintain a competitive lead. For us and our member companies, AMB has once again proven to be a valuable platform for showcasing the latest technological progress and innovative thinking.



Prof. Claus Oetter
Managing Director of the VDMA Software and Digitalisation Association

AMB has once again shown that it is an important platform in times of technological change and provides inspiration for the future of production in a difficult environment. The intensive networking of companies, experts and innovation drivers emphasises the importance of this leading trade fair for the entire industry.



Dr. Markus Heering
Managing Director of VDW (German Machine Tool Builders' Association)



Exhibitors' comments on the AMB

Technology, innovation, dialogue: AMB 2024 impressed us across the board. Both the quality and quantity of discussions and enquiries were at a really high level. We at Horn were not only able to showcase our products and solutions, but also demonstrate them live on four machines with workpieces clamped in. The feedback from our visitors was phenomenal. This gives us a positive outlook for the future in today's rather uncertain economic times.



Markus Horn

Managing Director of Paul Horn GmbH

AMB is an important platform for OPEN MIND Technologies to present our innovations in the fields of CAD/CAM and MES to trade visitors. The technologies we presented for optimising digital manufacturing processes met with great interest. Our experts had many constructive discussions, in particular about the latest innovations in the simulation and automation solutions of hyperMILL and the agile Hummingbird MES. Overall, we can look back on a very positive trade fair and are already looking forward to AMB 2026.

Volker Nesenhöner

CEO of OPEN MIND Technologies AG



We acquired plenty of high-quality leads, and AMB has once again proven that it is one of the most important industry events for CHIRON. Overall, we had more visitors to our stand than even we were hoping for. On Wednesday, we even had to add on to our stand to accommodate all of the different discussions we were having. We are completely satisfied.



Matthias Rapp

Vice President Global Marketing of CHIRON Group SE

You can find more exhibitors' comments here:
[AMB - Details](#) | [Messe Stuttgart \(messe-stuttgart.de\)](#)