



MOULDING EXPO

*International Trade Fair
for Tool, Pattern and Mould Making*

Show report 2023





Statistics

376 exhibitors from **24 countries** presented their products and services on around **9,000 m²** of exhibition space.
5,512 visitors came to Moulding Expo 2023, with one in five of them from abroad.

5,512 Visitors

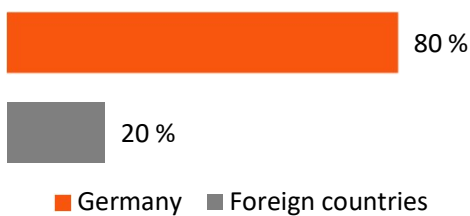
376 Exhibitors

8,936 Net exhibition area in sqm

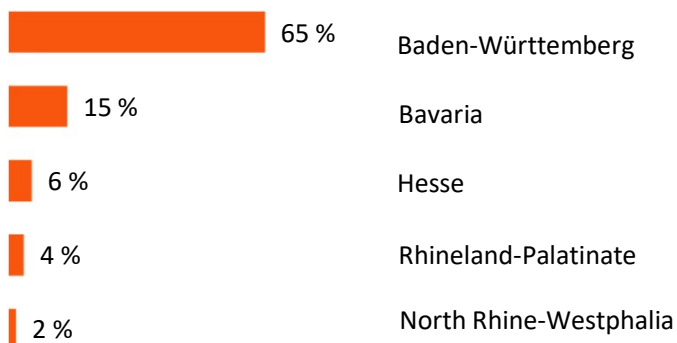


Visitor survey – Origin of visitors

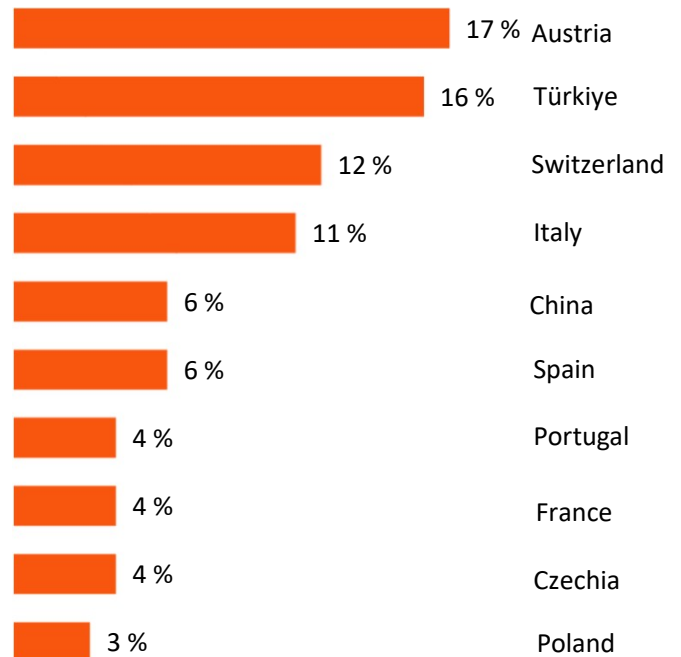
Origin of visitors



Federal states



Origin of visitors from abroad – TOP 10





Visitor survey – TOP 6 industries*

*Multiple answers possible

Almost 30 % of all visitors came from the automotive/automotive supply industry and tool construction and mould making. 19 % came from the machine and plant manufacture.

Automotive and automotive supply industry

31 %

Tool construction and mould making

29 %

Machine and plant manufacture

19 %

Plastics processing industry and production

17 %

Metal working, processing and production

12 %

Pattern making and prototyping

9 %

Comments on the fair



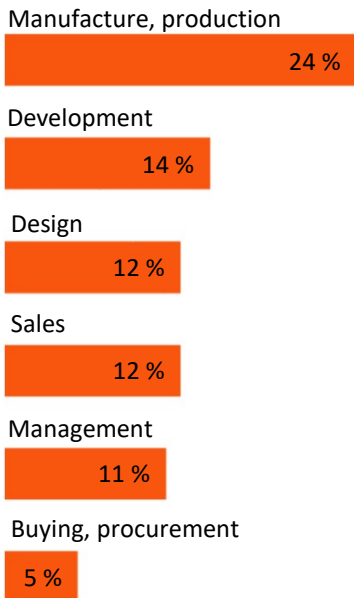
Klaus Lemke, Managing Director, TriWeFo GmbH

“The concept with the industry under one roof is coherent. All stakeholders were there: customers, suppliers, colleagues and associations. After four years, it became clear that there is no substitute for direct conversations.”



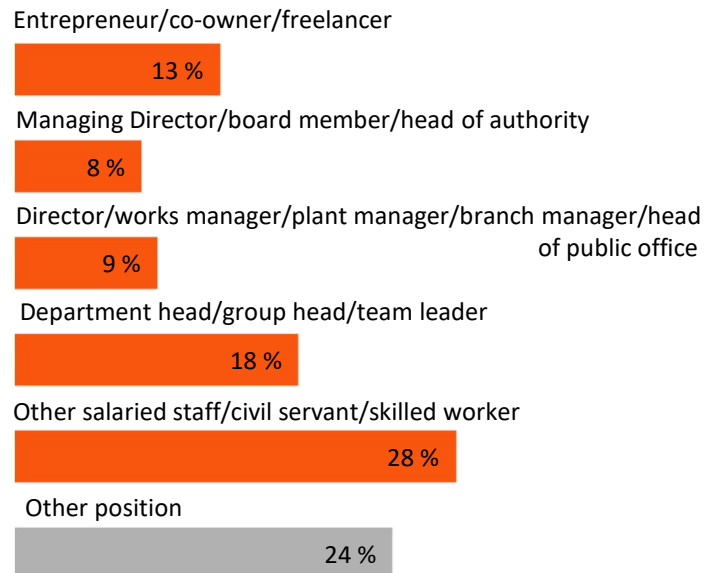
Visitor survey – Working area and position

Working area



48 % Decision makers

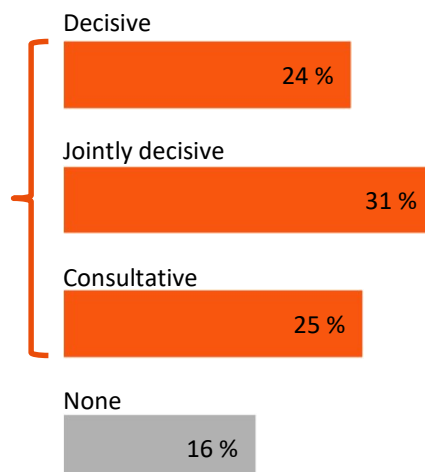
Position



Visitor survey – Decision-making authority*

*Difference to 100 % = pupils, students, other non-employed persons

80 % of Moulding Expo visitors are involved in their company's investment decisions.





Comments on the fair

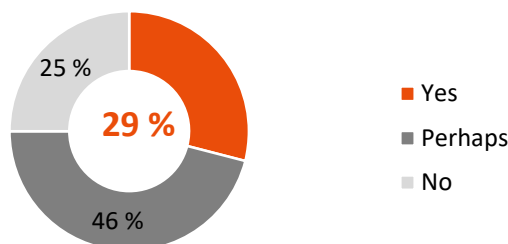


Robert Wehl, CEO, Wehl & Partner GmbH

"At the Moulding Expo, we were able to exchange ideas with decision-makers. As an exhibitor from the very beginning, we are already looking forward to 2025."

Visitor survey – Intent of order or invest

Almost 30 % of the visitors came to Moulding Expo with investment intentions.



Visitor survey – General assesement

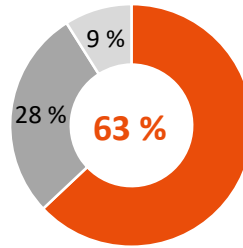
The visitors gave Moulding Expo a good **average score of 2.1.**



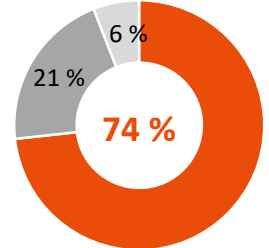


Visitor survey – Intention to revisit and to recommend

Intention to revisit



Intention to recommend



63 % of visitors are planning to visit Moulding Expo again in 2025, 74 % would recommend it to others.

- Yes/probably
- Would like to
- Probably not/no

Comments on the fair



Christen J. Merkle, Managing Director | CEO, AHP Merkle GmbH

"For us, Moulding Expo is a leading trade fair in the field of tool, pattern and mould making. We were able to have good discussions at our booth and draw a positive conclusion."



Comments on the fair



Stephan Berz, Vice President, Oerlikon HRSflow Sales

"The Moulding Expo enables us to establish fast and competent contact with existing and new customers in the German and now also European tool and mould making."

Visitor survey – Interest in the offer*

*Multiple answers possible

With 70 %, visitors are most interested in the section of "tools, moulds, models/prototypes".

Tools, moulds, models/prototypes

70 %

Supply technologies and components for tool, pattern and mould making

33 %

Contract manufacturing for tool, pattern and mould making

24 %

Services for tool, pattern and mould making

21 %

Other

8 %



Comments on the fair

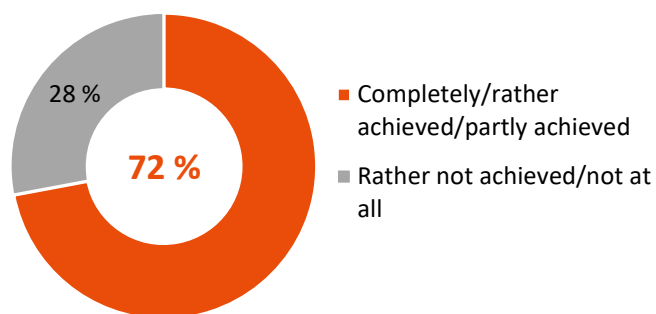


Joachim Seele, Head of Technical Sales & BDS, GF Machining Solutions

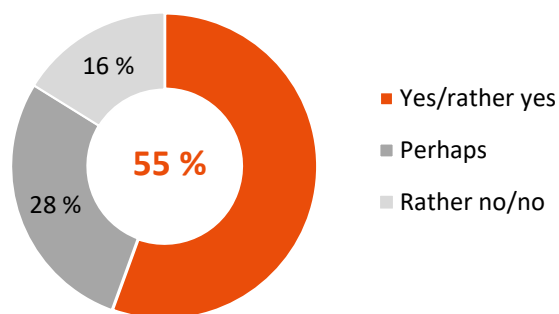
"The physical proximity of the tool, model and mould makers and suppliers resulted in a concentration of specialist contact persons. For us, it is clear that we will exhibit again in 2025."

Exhibitor survey – Achievement of targets & Intention to recommend

Achievement of targets



Intention to recommend





Exhibitor survey – TOP 5 product and service offers*

*Multiple answers possible

Tools, moulds, models/prototypes

53 %

Supply technologies and components for tool, pattern and mould making

35 %

Services for tool, pattern and mould making

27 %

Contract manufacturing for tool, pattern and mould making

18 %

Others

16 %

Comments on the fair



Marco Reichle, Managing Director, Reichle Technologiezentrum GmbH

"As a regional trade fair, Moulding Expo is of great importance for us and our customers. We were able to exchange new impulses with business partners and interested parties from the mold and tool making industry."