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MAINTAIN 2009: Final report Maintenance at the highest level

- MAINTAIN's role as platform for investments confirmed
- Exhibitors extremely satisfied despite drop in number of visitors
- 3,500 trade visitors from 36 countries

MAINTAIN 2009, the International Trade Fair for Industrial Maintenance, closed its gates with extremely satisfied exhibitors but fewer trade visitors from 36 countries. From October 13 – 15, everything at the M,O,C, in Munich revolved around maintenance solutions that contribute to business success, all in keeping with the motto "**Cut costs. Save energy. Guarantee quality.**" The countries with the largest contingents of visitors were Germany, Austria, Switzerland, the Czech Republic, Slovenia, Finland and Italy, in that order. A total of 230 exhibitors presented non-sector-specific solutions for the maintenance, repair and inspection of plants and machinery.

Thomas Kreuzaler, Engineering Director CEG, Bodycote Wärmebehandlung GmbH in Hürth, summarized his visit to the fair as follows: "At MAINTAIN we find non-sector-specific solutions that adapt to operational requirements. We were positively surprised at the balance between large industrial service-providers and smaller companies that offer customized special solutions. All of the maintenance industry's important trade associations also meet

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here! In my opinion, MAINTAIN 2009 was a successful exhibition in every way."

The various trade associations, which have given MAINTAIN their unanimous support from the beginning, also reported positive results. By the end of the second day, the members of Forum Vision Instandhaltung (FVI), for example, reported superior-quality contacts. Josef Finger, FVI Board Member: "The industry's networking opportunities are particularly beneficial."

Norbert Bargmann, Managing Director of Messe München GmbH, was also pleased with the fair's results: "We proved yet again that Munich is the home of the maintenance industry! 94 percent of our visitors make purchasing and acquisition decisions, and 91 percent of all visitors are planning to attend MAINTAIN again next year. Even though we had to deal with a difficult business environment this year, once again MAINTAIN showcased maintenance solutions at the highest level. That is also reflected by the fact that one-fourth of all visitors attended the fair specifically to prepare for and make investments. 80 percent of those visitors actually reached their goals and were absolutely satisfied." (Source: visitor survey by forschungplus).

The fact that MAINTAIN is a marketplace for impetus, strategies, concepts and specific solutions in industrial maintenance was also reflected in the Lünendonk® List that was presented here. The trend study, which is titled "Leading companies for industrial maintenance in Germany", is based on facts, figures and information from maintenance companies that do business in Germany – including the 15 leading companies – and that present their products and services as exhibitors at MAINTAIN.

Thomas Kuhlow, Communications Director, Infracore GmbH & Co. Knapsack KG, was pleased about all the good contacts and business possibilities at MAINTAIN: "MAINTAIN 2009 is the trend exhibition for small and medium-sized enterprises in industrial maintenance. It is the No. 1 contact fair for qualified leads, even in these difficult times.

The related-events program at MAINTAIN 2009 was also very well received. Best Practice Day, which showcased practical solution approaches from the industrial and commercial sectors, was extremely popular.

MAINTAIN 2010 will be held at the M,O,C, in Munich from October 12 – 14, 2010.

Additional information, photographs and statements are available at www.maintain-europe.com

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About MAINTAIN 2009

When it celebrated its premiere in 2005, MAINTAIN, the international trade fair for industrial maintenance at the M,O,C, Event Centre (October 13 – 15, 2009) was an immediate success. It is a marketplace for momentum, strategies and service concepts in industrial maintenance and informs experts and decision-makers in the manufacturing and processing sectors about modern solutions for the inspection, repair and maintenance of industrial plants and machinery. The fair focuses on industrial maintenance as a factor of business success and is rounded out by forums and an up-to-date Internet platform.

About the M,O,C, Event Center

The M,O,C, is Munich International Trade Fairs' successful event center. It features showrooms, exhibition halls and conference rooms on a total of 30,000 square meters of space. The competent and professional M,O,C, team satisfies any special exhibition requests that exhibitors may have. Approximately 200 events, from conferences and conventions to specialty events for select groups of trade representatives and large-scale exhibitions for the general public are held at the M,O,C, every year.

About Messe München International (MMI)

Messe München International (MMI, Munich Fairs International Group) is one of the world's leading trade-fair companies. It organises around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors from more than 100 countries, and over two million visitors from around 180 countries take part in the events in Munich. In addition, MMI organises trade fairs in Asia, the Middle East and in South America. With five subsidiaries abroad and 75 foreign representatives, looking after 97 countries, MMI has a truly global network.

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