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Three days. All about maintenance. MAINTAIN 2010

- **MAINTAIN 2010 is being held at the M,O,C, in Munich from 12 – 14 October 2010**
- **Market leaders are united at MAINTAIN**
- **New "Makers&Markets" related-events programme gives visitors access to technical information**

MAINTAIN is the leading trade fair for industrial maintenance in Europe and an indispensable "must attend" event for exhibitors and visitors alike. From 12 – 14 October 2010, industry representatives will gather at the M,O,C, in Munich to exchange non-sector-specific information on the latest developments in the global maintenance sector. At this year's MAINTAIN, all of the market's leading manufacturers and service providers will be represented in a united manner. A total of 160 companies from Austria, Belgium, China, Croatia, France, Germany, Great Britain, Korea, the Netherlands and Switzerland have already registered for the fair. Once again, exhibitors will occupy all three exhibition halls and some 10,000 square metres of exhibition space.

MAINTAIN gives maintenance professionals a comprehensive look at the industry and its trends. However, exhibitors and visitors also appreciate MAINTAIN's strong network character. Gerhard Gerritzen, Deputy Managing Director at Messe Messe München GmbH, explains: "MAINTAIN has a strong network character, which is why we also place special emphasis on the exchange of ideas and information within the industry. We have instituted a number of changes for this year's fair. For

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example, for the first time ever this year's fair will feature specially developed seminars and contact points in the halls for groups of international guests. The "Makers&Markets" programme of related events features technically founded presentations that will educate participants and spark lively discussions. A longstanding tradition is the free Bavarian mid-day snack, which has been inviting visitors to get to know one another and exchange ideas in an informal setting since the first MAINTAIN in 2005.“

The fact that all presentations are being held at a central location in Hall 3 is not the only thing about the **Makers&Markets** that is new. Dividing the lectures up into various theme blocks such as **Methods and Tools for Maintenance Management; Maintenance, Retrofitting and Modernising** or **Personnel Leadership, Personnel Management and Talent Management** give visitors access to a range of presentations that meet their needs and are easy to integrate into their visit to the fair. The compact range of events allows trade visitors to choose between direct examples of specific applications in the products sector and process-oriented topics that apply to all companies.

Guided Tours round out the programme of events at MAINTAIN 2010. Specialists from FIR (Research Institute for Operations Management at RWTH Aachen) will take users and other interested parties on a tour to the stands of exhibitors that sell CMMS solutions. During the tours, software manufacturers will examine concrete problems and answer questions. The tours will be held on all three days of the fair, are free of charge for visitors, and will be available in English and German.

Additional information: www.maintain-europe.com.

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About MAINTAIN 2010

When it celebrated its premiere in 2005, MAINTAIN, the international trade fair for industrial maintenance at the M,O,C, Event Centre (October 12 – 14, 2010) 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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