

C W I E M E 2 0 0 4

The World's largest Coil Winding, Insulation
and Electrical Manufacturing Exhibition & Conference

Messe Berlin, Berlin, Germany 15 - 16 - 17 June 2004

Sponsored by **Coil Winding International & Electrical Insulation Magazine**



BE THERE - YOUR CUSTOMERS WILL!!!



Coil Winding, Insulation & Electrical Manufacturing Exhibitions

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Coil Winding, Insulation & Electrical Manufacturing 2004

International Exhibition & Conference



“Be There - Your Customers Will”

IS YOUR COMPANY INVOLVED with Electromagnetic Coils, Transformers and Electric Motors? - Then read on:

It should be the goal of every company to increase its' sales. Trade shows have always been the number one method of marketing products. Specialized, dedicated exhibitions have always been more effective than multi product trade fairs.

■ *The greatest number of oil winding, insulation & electrical manufacturing companies and products under one roof, at the biggest, dedicated event in the world*

■ *“The show was great, even more visitors than last year. Length of show (three days) is optimal.”*

US Steel Kosice - Slovak Republic - 2003

■ *The European Union is the largest single market place in the world. The electrical manufacturing industry in Europe is now larger than the North American and Japanese electrical manufacturing industries combined.*

■ *“We feel that it was worthwhile attending the exhibition”*

Vector Fields Ltd - UK - 2003

■ *CWIEME 2003 had 3068 verifiable delegates who kept the exhibition halls filled every day.*

■ *“..... for Wiltan Magnetic Components this was a good first exhibition, and we look forward to seeing you next year”*

Wiltan Magnetic - UK - 2003

Specialized, dedicated exhibitions have been proven, year after year, to be the most cost effective method of reaching the greatest number of the right kind of prospective buyers, in the shortest possible time.

CWIEME 2004 - The fastest growing coil winding trade show in the world. In just eight years this exhibition has become the largest exhibition of its type in the world with a greater number of participating companies than the Hanover Fair coil winding pavilion, the Productronica coil winding section and the UK coil winding show - **combined!!!!**

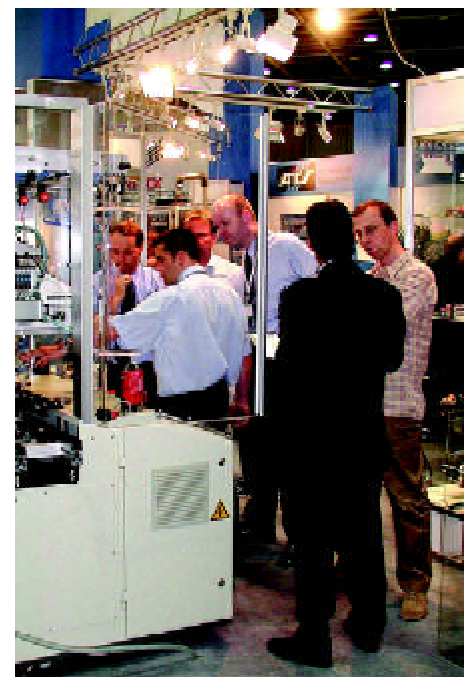
Visitors to CWIEME 2003 came from 101 different countries, making this event the most International of **all** coil winding events worldwide.

Who were the visitors?

64.21%	were manufacturers,
19.09%	were distributors,
1.87%	were in marketing and PR
14.83%	were various other categories.

What did the visitors come to see?

Adhesives & Sealants	25.27%
Armatures/Rotors/Motor Housings	20.60%
Bobbins & Coil Formers	28.18%
Burn-off Ovens	6.36%
Carbon Brushes/Brush Holders	14.03%
Coil Winding Machines-Motor	33.03%
Coil Winding Machines-Toroidal	24.24%
Coil Winding Machines-Transformer	27.39%
Cut-Out sensors-Motor & Transformer	16.33%
Coils & Transformers - Finished Product	38.00%





Commutators	12.72%
Impregnation/Encapsulation Equip.	21.81%
Insulation Materials	48.51%
Laminations - Motor/Transformer	23.93%
Magnet Wire	22.81%
Magnetic Cores	25.15%
Magnetizing Equipment	13.87%
Magnets	21.36%
Motor Balancing Machines	17.78%
Needle & Wire Guides	9.69%
Rewinding Equip-Motor & Transformer	15.48%
Software-Coil/Transformer & Motor	21.36%
Soldering Equipment	15.09%
Taping Machines	9.39%
Testers-Motor & Transformer	30.60%
Welding Equip-Coil/Motor/Transformer	18.12%

■ **Exhibitors get free publicity in Coil Winding Magazine - Distributed to 103,500 readers per year.**

■ **“CWIEME 2003 has finished in our opinion very successfully -, and we would like to take the opportunity to thank you very much for the good organization and handling”**

Diel GmbH - Germany - 2003

■ **Berlin has the largest concentration of manufacturing companies** in Europe. By this definition it is the most important venue in Europe.**

■ **“We are very pleased with the quality, organization and the entire order of the event. Congratulations. We look forward to participate in the Coil Winding 2004”**

Synflex Elektro Int'l GmbH - Germany - 2003

■ **38% of delegates came to see finished Coils and Transformers.**

■ **“Hannover was a disaster for us, but CWIEME 2003 Berlin was the best exhibition ever”**

Phenix Technologies- USA - 2003

■ **No hidden costs.**

■ **“Visitor Quality at CWIEME is better than that of visitors to the Hannover Fair.”**

BR Technologies - Germany - 2003

■ **No unions to make move in and move out difficult and time consuming.**

International Conference

CWIEME 2004 will be supported by **INDUCTICA 2004**, a technical Conference for inductive and electromagnetic components, systems and devices, including manufacturing and processing. The Conference will run concurrent to the Exhibition.

The Industrial Heart of Continental Europe:

Germany, the number one location choice because it is the foremost European country in terms of manufacturing. Germany is the third largest economy in the world. Germany is the dominant economy in Europe, generating nearly 30% of the total Gross Domestic Product of the European Union.*

Berlin is considered one of the most friendly and approachable exhibition cities. The Mess Berlin main catchment areas include the new federal states and neighboring Eastern European countries. Poland, Hungary, the Czech Republic and the Slovak Republic are target markets for this event. Berlin is the largest concentration of manufacturing companies** in Europe. By this definition it is the most important venue in Europe.



Berlin is easily accessed with ninety minute flight times from France, Italy, Holland, the UK, Spain, Belgium, Eastern Europe, Scandinavia, and the Balkans. As the capital of Germany, Berlin is the gateway between East and West, and with the completion of the single EC market, Berlin serves to emphasize its status as the doorway to the central and eastern markets.

Messe Berlin, one of the most accessible trade show venues in Europe. Trains, planes, and automobiles, each as easy as the next to reach the exhibition with the least amount of aggravation. Train station within two hundred yards of the exhibition hall, unlimited parking literally outside of the exhibition hall entrance, and three airports within twenty minutes drive times.

■ *Catalogs distributed free to all visitors.*

■ *“Very surprised at large number of visitors so early. Lots of very good contacts - very promising for future business.”*

Bennett Internacioal S.L. - Spain - 2003

■ *Free VIP mailing services.*

■ *“See you next year!”*

Siltek SpA- Italy -2003

■ *Free publicity stickers*

■ *“Really great show, which definitely exceed our already high expectations in visitor quality and numbers. It for sure has become the main event for the industry in Europe.”*

F.W. Scheeing - Germany - 2003

■ *Free parking for visitors literally outside of the exhibition hall.*

■ *“We were very pleased, even surprised, at the quality and quantity of visitors to the exhibition. CWIEME was a good experience all around.”*

LH Industries - USA - 2003

Track Record of the Organizers:

Over thirty years of successful exhibition organization - including the very first coil winding exhibitions in the UK and in the USA. These exhibitions were organized when other trade show organizers could not see the potential of specialized coil winding exhibitions. From these exhibitions the ICWA and EMCWA were founded.

CWIEME 2004 Berlin - Proof positive that a thirty year track record of successful exhibition and conference organizing can make the difference between a waste of time, and an outstanding return on investment.

Coil Winding International & Electrical Insulation Magazine:

The exhibition will be supported by the world’s leading, and only International magazine devoted entirely to the coil winding, insulation and electrical manufacturing industries.

Coil Winding International & Electrical Insulation Magazine can draw upon over twenty five years of International leadership and participation in over two decades of coil winding events worldwide.

Coil Winding International & Electrical Insulation Magazine has agreed to allow us full access and unlimited use of their mailing lists which are by far the most comprehensive in the world for the coil winding industry. Internet Web Page <http://www.coilwinding.co.uk/>



(* Eurostat 1996)
(** Based on Berlin ICC/Messe Research)

Call, Fax or e-mail today to reserve space

Fax: ++44-1202-736018, e-mail: cwiemeuk@coilwindingexpo.com

Yes - I will be exhibiting - I require..... square meters

Yes - I will be attending the **INDUCTICA 2004** Conference, send details

First Name: Last Name:.....

Job Title:

Company:

Street/PO Box:

City: State: Zip/Post Code:

Country:

Tel: Fax:

E-Mail address:

Products:

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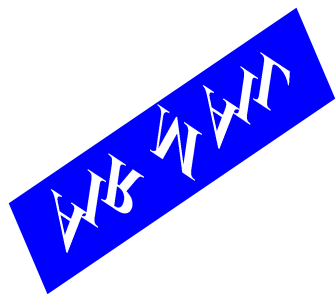
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