

The commercial get-together for the wood and metal trades.



31<sup>st</sup> international trade fair for wood processing and finishing, carpentry, joinery and production supplies, ironmongery, tools, DIY supplies, locks & fittings

**22<sup>nd</sup> – 25<sup>th</sup> April 2009 | Salzburg Exhibition Centre**

Wood processing  
Wood finishing  
Carpentry  
Joinery  
Manufacturing requirements

'Our presence at the BWS is an important, regular feature of our long-term exhibition scheduling. This show enables us to provide customers from Austria and its neighbouring countries with a practical display of the benefits of our systems.'



*Robert Langer (Ing.),  
Head of Sales,  
Festool Austria*



*Heinz Lukas,  
Management Team,  
Häfele, Austria  
GmbH*

'Häfele is an international sales and distribution specialist for fittings and lock systems and the BWS 2009 is a marketplace for us to put our own goods and services on show. For Häfele the BWS is the leading trade fair in this segment for the Austrian market and an important place to meet up with businesses and customers, and to gather and disseminate information. This is especially true in view of an ever increasing number of foreign visitors.'



*Hermann Haslauer  
(KR. Ing.), Leitz  
GmbH & Co KG*

'The 2009 BWS will be the 31st edition of the show. This proves just how successful the BWS is and has been. As one of the leading trade fairs for these industries in Central

Europe it will also continue to be an informative and innovative platform for visitors and exhibitors alike.'



*Roland J. Schachermayer (Senator h.c),  
Managing Partner,  
Schachermayer-  
Großhandels-gesellschaft m.b.H.*

'Personally, we always see the BWS as a welcome opportunity to swap opinions with long-serving Schachermayer partners who also value the BWS as a platform for communication.'

'As leading specialists for timber construction solutions we consider it important to be represented at the BWS Salzburg, the largest trade fair representing this segment. Both well-established



*Vinzenz Harrer,  
General Manager,  
Vinzenz Harrer GmbH*

customers and potential clients have the opportunity to discover just what we can do for them and to see the entire range of products and services on offer. No other event in Austria is able to provide this degree of contact with the market.'

**Exhibitor opinions on the BWS.**

Metal goods  
Tools  
DIY supplies  
Locks  
Fittings

'We supply software solutions for carpenters, joiners and the furniture industry, so the BWS is a unique platform for the purpose of accessing our customer target groups. This is where we expect to generate new interest in our products and acquire new customers, so exhibiting at the BWS every year makes good sense.'

*Anton Schwarz  
(Ing.), General  
Manager, CAD+T  
Consulting GmbH*



'As the market leader in mounting, fixing and anchoring technology, and as a large manufacturer of, and supplier for, these industries, we feel an obligation to point out certain relevant issues.'

*Wolfgang Glösl,  
Head of the Wood  
Division, Würth  
Handelsges.m.b.H.*



As well as exhibiting our products we will also be spotlighting the issues of communication and relationship management. I would like to wish the organisers all the best for the success of the show. I am already looking forward to welcoming our partners, customers and associates to the BWS in 2009.'

'As Austria's leading manufacturer of paints, varnishes, stains and timber protection substances we have been taking advantage of the BWS as a means of communication channels and meeting the industry for many years now. Exchanging experiences with our customers enables us to increase our expertise and enhance our proximity to the carpentry, furniture and window trades; in turn enabling us to present customised products for the exact needs of the market.'

*Klaus Knoll, Head of  
Furniture Paints, Var-  
nishes and Surfaces,  
ADLER paint factory*



The BWS gives exhibitors a comprehensive opportunity to provide customer incentives, to pass on information, and to show off our innovations. This shows just how incredibly important the show is as a communicational hub for the industry. Interested visitors can make the right decisions with the right information. Trends can be identified and the foundations for business success are often laid right here.'



*Karl Hofmann,  
(Mag.), Executive  
Manager and Head  
of Machines and  
Tools, Schachermay-  
er-Großhandelsge-  
sellschaft m.b.H.*

The opinion that counts.

A close-up photograph of a wood surface, showing a rich, warm brown color and a prominent, wavy grain pattern. The texture is highly detailed, with individual fibers and knots visible. The lighting is soft, highlighting the natural variations in the wood's color and grain.

## WOOD-BASED INDUSTRIES

**Wood processing**  
**Wood finishing**  
**Carpentry**  
**Joinery**  
**Manufacturing requirements**

- Carpenters
- Joiners
- Timber construction companies
- Window and door manufacturers
- Wood processing and finishing companies
- Furniture manufacturers
- Carpentry trade
- Paint and varnish wholesalers
- Saw mills
- Forestry

# METAL GOODS INDUSTRIES

**Metal goods**  
**Tools**  
**DIY supplies**  
**Locks**  
**Fittings**

- Metal goods traders
- Building supplies traders
- DIY stores
- Lock and fittings specialists
- Key services
- Security technology businesses
- Metal processors and finishers
- Locksmiths
- Architects, planning offices
- Executives in the public building sector



### **STRONG FOUNDATIONS FOR A GREAT FUTURE.**

The **BWS** is Austria's leading trade fair for the wood and metal related manufacturing industries and trades. The BWS is a well established industry get-together of increasing international significance; **solution orientated, practical, compact and clearly structured**. This multifaceted commercial platform is an excellent chance to introduce your business and products to over 18,389 potential and existing customers!

#### **■ Machinery, energy, disposal and environmentally friendly technology, machine tools**

Investment in **premium quality machinery** and systems in order to optimise daily working procedures requires the **best possible sales advice** and the presence of such products on site. As the only Austrian trade fair for these industries **the BWS provides a complete overview of the market** in terms of new products and innovations. Executives in the wood processing, manufacturing and finishing trades are aware of the value of the show for its services and products, and for the sharing of ideas which takes place in the course of investment planning. Ideal scheduling, alternating with the Nuremberg show, has helped the BWS become increasingly attractive for **trade visitors from Southern Germany and neighbouring CEE countries**. As an exhibitor you have the opportunity to discuss possible business with potential customers and to provide advice on means of financing these investments, and on environmental regulations and building restrictions. This leaves a positive and lasting impression on visitors!

## BWS 2009. THE SECTORS.

### ■ Mounting and fixation technology, tools, electrical tools

This sector enables you to display innovations, explain packages, and to introduce products and solutions. After all, the decision to purchase is rarely made on the strength of prices alone. The BWS offers a unique opportunity for companies **to present their entire range of goods and services** to boost the presence of their field sales team. Trade visitors also particularly value the overview of the market and the **opportunities for holding discussions with top executives** away from the usual daily business surroundings. Exhibitors are particularly grateful to be able to enhance their corporate image, make direct sales contact and acquire new customers.

### ■ Wooden materials and surface finishing

Surfaces, décor and product ranges are constantly adapted to suit the latest trends and customer requirements. Speedy and efficient introduction of products onto the market is very often the best foundation for sales success. The BWS enables those present to meet the entire supply chain, from **dealers to commercial consumers**, to talk to them and include them in marketing strategies. In a special section of the show featuring new products and innovative ideas in 2009 the BWS will be offering a new **forum for wood materials and related substances** for the first time ever. For more information on this feature, please contact the exhibition manager and his team. We look forward to talking to you.

### ■ Timber construction, joinery and carpentry supplies

Planning and building with the **natural raw material known as wood** is on the increase in Europe. These sections promise to be **very profitable, highly innovative and the BWS offers a stage** for interested suppliers and executives. The **'Holzbau-tag'** is an important vehicle for communication and information for joiners and wood construction companies. In particular an essential reason for exhibiting at the BWS is that such businesses require this opportunity to demonstrate and exhibit examples of wood construction and to underline the possibilities for increasing sales for timber construction operations and joineries working in this field.

### ■ Industry-specific IT solutions

Nothing is more permanent than change – in particular in the field of IT! Today programme updates, **solutions for increasing productivity**, new tools for simplifying internal organisation, planning tools, production planning, communications programmes, and in particular the linking up of a wide range of tools, are fundamental **to the efficiency of a business**. At the BWS producers, trade and industry are able to gain market orientation in their hunt for the **latest developments**. In this way suppliers are able to gain the attention of a broad spectrum of customer potential with a minimum of effort as they are able to explain and demonstrate the various advantages of each product, and initiate contact with new potential customers, in an environment removed from the daily business setting.

The place to be for wood related industries and the metal goods trade.

## DISCOVER THE IMMENSE VARIETY OF THIS COMPREHENSIVE SHOW!

### ■ Sawmill and forestry technology

The goal is to bring together forestry sectors and the requirements of the industrial sector, and to reflect the needs of the entire **processing and finishing chain in the wood industries**. Austrian and southern German companies value the BWS because of its comprehensive and varied range of products, services and features, and the expertise on offer in every sector. As the **Salzburg expo venue is located at the geographical heart of Austria and in close proximity to a large Bavarian catchment area the BWS is seen to be an attractive alternative** to the trade fair in Hanover. The show is a perfect market place for the technology used in forestry and sawmills.

### ■ Metal goods, technology for locks and fittings

Producers and suppliers of products distributed via dealers also recognise the necessity of informing industrial customers about **the new products in their portfolios**. The BWS is a big opportunity to look after business associates and end customers at a single venue and event. Suppliers gain the best possible value-for-money and effective customer contact. Presenting innovations and functional advantages at first hand boosts demand amongst end customers and generates a perfect atmosphere for order placement discussions. Sales and **distribution staff** in the trade sector can also discover the **benefits of certain products and the best possible sales arguments**. No other event offers traders and commercial end-users such a compact, comprehensive and navigable show.

### ■ Hand tools, tools, electrical tools

**Unrestricted opportunities to present goods** and the chance to discuss the benefits of various products to purchasers in a relaxed environment, and negotiate conditions of sale and delivery, are what make the BWS such a great commercial stage. Held in the years between the Cologne trade fair the **BWS enjoys both national and international status**. This Salzburg event has been traditionally used to introduce new products to the Austrian market. **Good advice and direct contact with suitable representatives** are given utmost priority. The possibility of looking after existing customers and discovering new sources of turnover are essential within such highly saturated markets.

### ■ Safety and security, work safety, working clothing

Work safety and protection are increasingly important issues! Working clothes and overalls give a business an additional means of boosting corporate identity. Aspects of design and fashion are of growing importance to buyers. Product ranges constantly adapt to the requirements of specific target groups opening up new marketing opportunities. BWS enables distributors to discuss with **customers in wood and metal manufacturing, processing, finishing and trading operations** on a well-established platform. The BWS has been the foundation for success for countless businesses for many years.

**Well structured, compact and solution orientated.**

## FACTS & FIGURES

Introduce top executives to your products, trends and innovations.

### ■ Visitor statistics:

2007 18,389 trade visitors  
(28 % of whom were foreign visitors)

### ■ Exhibitor statistics:

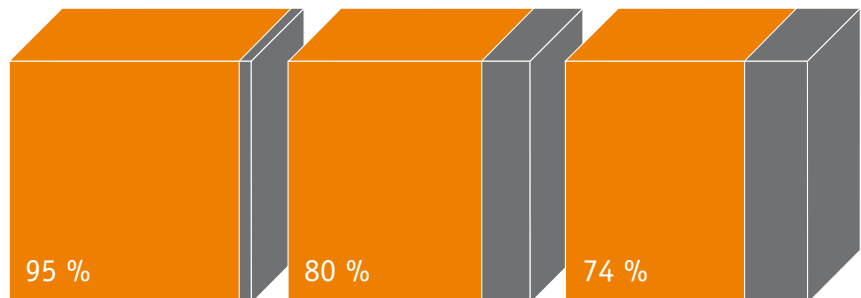
321 direct exhibitors  
142 businesses represented  
37,793 m<sup>2</sup> gross space

Nine out of ten of those polled stated they were pleased with the show overall. As well as the excellent atmosphere other aspects were also mentioned such as the 'overview of the market and the products available', the 'large number of exhibitors and broad product ranges', and as a 'meeting place for the industry'. In view of these results it's no wonder four out of five of those polled (78.2%) believed the significance of the BWS show would continue to increase. Just as many (78.5%) declared their intention of coming to the next edition of the show in 2009.



**INDEPENDENT MARKET INSTITUTE RESEARCH RESULTS FOR THE BWS 07:**

<b>VISITOR RATINGS OF THE SHOW</b>	(grades A and B)
Represents the industry as a whole	92 %
Large number of exhibitors from each sector	91 %
Large range of products	90 %
Large number of new products	81 %
Very important for our business	81 %
<b>VISITING FREQUENCY</b>	
Regularly	58 %
Occasionally	29 %
First time	13 %
<b>EXECUTIVE PURCHASING POWERS OF VISITORS</b>	
Decisive/jointly responsible	73 %
Advisory	18 %
<b>TRADE VISITOR FUNCTIONS</b>	
Self-employed/Management	50 %
Production	18 %
Purchasing	12 %
Sales	9 %
Further training	3 %
<b>MOTIVES FOR VISITING THE SHOW</b>	
Gain an overview of all the products and suppliers on show	92 %
Discover interesting new products	91 %
Meet particular exhibitors	89 %
Collect general information to make a purchase later	85 %
Find new exhibitors and suppliers	85 %
Find a specific solution for a specific problem	77 %



95 % of the trade visitors attending intend to recommend the **BWS** to others.

80 % of the trade fair visitors believe the significance of the **BWS** is going to increase.

74 % of the trade visitors at the **BWS** see the show as a permanent fixture in their plans.

**Trade visitors. An overview of the opinions.**

## ONE PLATFORM – NUMEROUS BENEFITS.

Reasons you have to be at the **BWS** 2009:

- The **BWS** is the commercial get-together for the wood-based industries and metal goods trades.
- The **BWS** provides a comprehensive business platform.
- The **BWS** offers a unique variety of products and services.
- The **BWS** is a meeting point for the top decision makers in the industry.
- The **BWS** based in Salzburg is perfectly positioned at the centre of the extended EU catchment area.
- The **BWS** serves as a leading trade fair for Austria and the surrounding EU countries.
- The **BWS** is a centre of expertise and innovation; practically orientated, well-structured and manageably sized.

## REED EXHIBITIONS. YOUR EXPO PARTNER.

Reed Exhibitions Messe Salzburg Reed Exhibitions Messe Salzburg backs exhibitors at home and abroad with a series of professional marketing activities and materials:

- Premium quality invitations include your corporate look, hall and stand number
- Admission ticket vouchers to enable customers to access the fair free of charge (invoiced after the show)
- Day of action for Bavarian businesses on the 23<sup>rd</sup> April 2009
- Targeted ads in domestic and foreign trade press
- PR campaign in relevant trade and business media
- Advertising cooperation with representative trade associations
- Representation in eastern EU countries to aid communication with international trade visitors on site

**One show – many benefits.**



## AN OVERVIEW OF THE BWS

31<sup>st</sup> edition of the international trade fair for wood processing and finishing, carpentry, joinery and production requirements, metal goods, tools, DIY supplies, locks & fittings

<b>Date:</b>	22 <sup>nd</sup> – 25 <sup>th</sup> April 2009
<b>Venue:</b>	Salzburg Exhibition Centre
<b>Opening times:</b>	Wednesday – Friday 09.00 – 18.00 Saturday 09.00 – 17.00
<b>Organiser:</b>	Reed Messe Salzburg GmbH Am Messezentrum 6 A-5021 Salzburg

## ALWAYS HERE FOR YOU. THE BWS EXPO TEAM.

If you have any questions regarding the **BWS**, please feel free to contact:



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**Variety. Expertise. Innovation. The BWS 2009.**