

Latin America

MIGRATES TO MIAMI FOR MATERIAL HANDLING EXPO



Mattech, in its second installation, expects 2,000 - 2,500 qualified industry buyers and 100 exhibitors (courtesy Dean Millius).



Tap into the Latin American and Caribbean market at perhaps the material handling industry's newest trade show Mattech 2009: the international material handling, manufacturing and packaging technology, logistics and supply chain expo. Coming off a successful inaugural Mattech 2008, president and show organizer Ian Howard expects 2,000–2,500 qualified industry buyers and 100 exhibitors. The show intends to reach a broad range of professionals.

“This is not solely material handling. This is not solely packaging. We are combining a little of material handling, packaging, manufacturing, logistics and supply chain into one, and there is no other trade show like that in the world,” Howard says. “And the reason we do that is because the main core, the main attendee we invite—the buyer—is the manufacturer of every industry. And if they come to our show, we want it to be where they won't just see manufacturing products, such as nails and screws and drill presses, but they might see material handling equipment to move their products in their warehouse. They might see logistics companies that can help them ship their products; they might see packaging companies that can help them package their products. As such, it's a combination like that to get someone to see a little of everything at one time and save trying to go to all different shows.”

In addition to the exhibition, Mattech will feature two, possibly three educational sessions. At the Manufacturing/Fabricating Solutions Forum, attendees will discuss issues and trends set to impact logistics, supply chain and manufacturing/fabricating industries, including budgeting and planning, the impact of current economic conditions and the industry outlook for 2009. There will also be an educational session about the procedures and regulations involved in doing business and exporting to Brazil.

The forums will be led by a moderating panel, which includes Dean Millius, general manager of *Material Han-*

dling Wholesaler; David Colby, publisher of *Material Handling Management* and *Outsourced Logistics* magazines; Chizoba Okey-Ikeri, managing director of Aerologistics, in Lagos Nigeria; Andrew Reese, editor of *Supply and Demand Chain Executive*; and Ejaz ul amin Mughal, technical director of Jeco Private Limited Manufacturing, in Pakistan.

The show is held in Miami in the summer, which is the key to its Latin American appeal. "One of the reasons we hold Mattech in the summer, in August, is due to the fact that it is summer here, but it's winter in South America—though it's not very cold, it's still winter—and the business people in Latin America love traveling to Miami in August," Howard says. "We've done other trade shows here in August and it's proven a very successful time of year for bringing business people to this area. A lot of the bigger business people in Latin America have second homes in Miami. Miami is the gateway to Latin America. No other city can claim that in the U.S."

Feedback from last year's Mattech was overall very favorable and can be found in several videos on the show website. "We found that people that were here are the right people to talk to," said Brian Downes of NBB controls in Virginia. "We need to keep broadening our spectrum of clientele, and with a show like Mattech, we are able to do that."

"We have seen just in our booth alone a lot of diversified clientele that normally would not get to see a lot of products without a show like this."

Exhibitors like Systems Material Handling of Olathe, KS, which distributes and manufactures lift truck replacement parts and accessories, including hydraulic and electromagnetic brakes, were drawn to Mattech by their Latin American customers. "We decided to participate when we learned from our customers in Central and South America that they were going to visit, and they were asking us if we were going to be there," said Annemie Dunn, international sales manager.

"It's interesting to meet other companies that plan to do business in Latin America and to talk with them and about their planning," Dunn said. "We have met a couple of new leads here—new companies that are interested in working with us."

Some of the confirmed exhibitors for Mattech 2009 include DC Velocity, Power Electronics International Inc., Automation Tech Support, Flow-Rite Controls Global Sensor Systems, Inc., Power Automation Systems and Eureka Chemical Company.

Although Mattech emphasizes the South American and Caribbean market, the show is promoted around the world. Howard explains the show's broad appeal. "Mattech is a global trade show that benefits two different types of people. Those people who are already doing business with Latin America and the Caribbean, and want to further their business with those companies, and use Mattech as a central jump off point. They can bring their distributors, dealers or clients right here to Miami, to Mattech and have what you call a showroom for themselves right here at our show. The other type of person is the person who has not yet begun doing business with Latin America.

They can come up here and establish new contacts with businesses who want to make contact with American, Caribbean and Canadian international suppliers."

Mattech 2009 takes place August 5–6 at the Miami Beach Convention Center, Miami Beach, FL. For more information, visit www.mattech.us or call (941) 320-3216.



Summertime in Miami has proven a successful time to bring Latin American business people to the area for Mattech (courtesy Dean Millius).

calendar

June 22–26—Time Compression Expo. McCormick Place, Chicago. The TC Conference and Expo brings together an array of technology experts dedicated to the proposition that in today's market, there are the quick and the dead. Co-located with NPE 2009: The International Plastics Showcase and the MoldMaking Expo, the inaugural TC Expo and Conference is an event where attendees see, hear and learn about both emerging and established processes, hardware, materials, and tools in design, software, prototyping, tooling, and direct manufacturing in an effort to reduce time to market. For more information, visit www.timecompressionexpo.com.

June 3–July 1—Transmission in Vehicles 2009. Kultur- und Congress-Centrum, Friedrichshafen, Germany. This international conference is organized by the VDI, The Association of German Engineers, which is a financially independent and politically unaffiliated, non-profit organization of 132,000 engineers and natural scientists. More than 50 exhibiting companies are expected with 1,000 participants. The conference addresses manufacturers, developers, engineers, designers, researchers, users and suppliers of transmissions in vehicles, their components and materials. It provides a professional forum for all experts who are working in these fields to exchange experience and ideas. The event includes an exhibition and a technical program. For more information, visit www.getriebekongress.de.

July 27–29—Powder Metallurgy Basic Short Course. Penn Stater Conference Center Hotel, State College, PA. This intensive three-day course is designed for people starting out in the PM field looking for an introduction, looking to learn about recent developments in the industry or trying to broaden a PM background and users of PM parts. Attendees will learn the history of PM, why it is viable, why use is so widespread, design points, production, injection molding, standards and the latest technologies. It is not required for attendees to have a technical background. It is designed specifically for engineers, tool designers, product designers, metallurgists, technicians, QC personnel and more. For more information, visit http://www.mpiif.org/meetings/2009/2009_basic_sc.pdf or call the MPIF at (609) 452-7700.

August 4–6—NIWeek. Austin Convention Center, Austin, TX. This graphical system design conference and exhibition is hosted by National Instruments and is expected to attract 3,000 engineers, educators and scientists for three days of interactive technical sessions, workshops and exhibitions on new developments for design, control, automation, manufacturing and test. The conference also features keynote presentations and demonstrations that highlight how engineers and scientists can use NI graphical system design to test, measure and fix inefficient products and processes to improve everyday life. For more information, visit www.ni.com/niweek.

September 20–23—CanWEA 2009: Infinite Possibilities. Metro Toronto Convention Centre, Toronto, Ontario. This year, more than 2,000 delegates and 225 exhibitors will come together for the Canadian Wind Energy Association's annual conference and exhibition to explore the possibilities of wind energy in the country. Canadian and global industry leaders will be in attendance at Canada's largest renewable energy conference. The main conference speaker sessions will be divided into four tracks reflecting different areas of interest within the wind industry: project financing and economics, business development, project development, and technical and wind R&D. In addition, on Sunday September 20th, there will be a half-day pre-conference session covering the technical, practical and policy aspects of small wind energy systems.

September 22–24—Design and Manufacturing Midwest. Donald E. Stephens Convention Center, Rosemont, IL. Promoted as the Midwest's premier event for advanced design and manufacturing professionals, Canon Communications expects to see more than 400 exhibitors and 10,000 visitors seeking to source and supply services and technology. The show features CAD/CAM/CP, contract manufacturing, enterprise technologies and plant engineering. Exhibitors will meet senior-level design and manufacturing attendees responsible for the purchase of design, plant, enterprise/IT, automation, process, quality, assembly and controls products and systems. For more information, call (310) 996-9427 or visit www.canontradeshow.com.

September 23–25—EPTDA Annual Convention. Rome Marriott Park Hotel, Rome, Italy. The 12th annual European Power Transmission Distributors Association brings its 200 distributor and manufacturer member companies together to network around the theme "excellence in relationships." The goal for this year's convention is to restore confidence and inspire the PT/MC industries to overcome economic challenges and create business opportunities. World class experts will address topical issues such as risk and cash flow management, opportunities of the global economic situation and human resource retention. The convention also features a day of private meetings for open discussions on the latest product offerings, innovations and industry developments. A Manufacturer-Distributor Idea Exchange is considered a major highlight. For more information, visit www.eptdaconvention.org.