

EMO Milano— Just in Time for an Investment Renaissance

This fall in Milan the international machine tool manufacturing community will stand at a pivotal juncture in the road back to growth. Many economists predict the global economy to jump-start into an anxiously-awaited recovery, which means there may be no better time to invest in new machinery.

“Despite the complex world market situation, EMO Milano 2009 is a not-to-be-missed appointment for trade operators, says Alfredo Mariotti, director of the event. In short, the main protagonists of the world scene will be present at the event, even with impressively large exhibition spaces.

“In any case, if the third quarter of the year coincides with an inversion of trends, as several international economic analysis institutes suggest, EMO Milano 2009 will be the right moment to plan investments in instrumental goods, and whoever attends the show will certainly benefit,” Mariotti says.

Known as the “machine tool world exhibition,” EMO is promoted by the European Committee for the Cooperation among Machine Tool Industries (CECIMO), and it’s held in Milan only once every six years; the show takes place every other year, running twice in Hannover, Germany before returning to Italy. This year is the first it’s being held at the new Fiera Milano convention center, spanning a total gross surface area of 345,000 square meters.

The event is noted for its strong international appeal, with 70 percent of exhibitors coming from outside of Italy, representing 34 countries. They cover all areas of the industry: metalcutting, metalforming, components, tools, robotics and automation. Exhibitors include Bosch Rexroth, Bourn and Koch, Gleason, Koepfer, Reishauer, Höfler, Klingelnberg, SAMP, Liebherr, Kapp, Nilas, Praewema, Wenzel,

Fanuc, Heidenhain, Siemens, DMG and Mori Seiki.

The event in Italy draws a different appeal for exhibitors than 2007’s show in Germany or other machine tool shows such as Hannover Fair.

“For us, the Italian edition of EMO is more important than the German event,” says Mario Stroppa, managing director of Gildemeister Italiana (Brembate BG). “At the edition held in Hannover, 60 percent of visitors are German; on the contrary, half the number of visitors at EMO Milano are international.”

Gildemeister will showcase its new gear cutting technology on non-gear-dedicated machining centers. The German company launched sales efforts earlier this year on the up-and-coming gear technology, and they intend to have fine-tuned the software component that is critical to the process. They will have the latest developments on display at EMO, along with seven machines making world debuts, which is likely a huge opportunity for Gildemeister to attract the international gear community’s attention.

Another benefit Milan holds over the German edition is the access to different geographic markets. “I feel that the Italian edition of EMO is the best approach to markets in Southern Europe and the Mediterranean,” says Paulo Egalini, managing director of Mandelli Systems, Gruppo Riello Sistemi (Minerbe VR). “The growing relevance of the Milan edition is confirmed, in any case, by the fact that Italian constructors are continually closing the gap in market share compared to German competitors.”

In hall 7 stand G06, Renishaw will be displaying a full range of metrology products, which includes machine tool touch probes, CMM probes, laser calibration systems, machine tool performance analysis systems, optical encoders, magnetic encoders and probe styli.



The world’s machine tool manufacturers will display their latest technology at EMO Milano from October 5–10 (courtesy of Fiera Milano).



Renishaw probes will be on display at EMO 2009 (courtesy of Renishaw).

Representatives will also be discussing Renishaw's new retrofit service for CMMs, which includes *MODUS*, Renishaw's first metrology software, as well as a new high-speed application for valve seat and guide measurement.

The MTConnect Institute is demonstrating the MTConnect Standard similarly to how it was presented at IMTS last fall in Chicago. An application will request data from sample devices over the Internet. Participants include Bosch Rexroth, Mahr GmbH, Agie Charmilles, Monnier + Zahner Ltd., Optical Gaging Products, Inc. and System Insights, Inc.

It's no news that sales for much of the products on display at EMO Milan has stagnated this year, but exhibitors seem eager to show the world that research, development and innovation have continued to march forward. Exhibitors and organizers express great optimism that once October 5 rolls around, manufacturers will be better positioned to make those investments they've been cautiously holding off on all year.

EMO Milano takes place October 5-10, 2009 at the Fiera Milano convention center in Italy. For more information, visit www.emo-milan.com.

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CALENDAR

September 30–October 2—Fundamentals of Gear Design. UWM School of Continuing Education, Milwaukee, WI. This beginning knowledge course is presented by Raymond Drago and the University of Wisconsin School of Continuing Education. It presents basic modern gear system design and analysis with emphasis on proper selection, design application and use, as opposed to fabrication. Topics include a short history, basic gear nomenclature, types of gears, gear arrangements, theory of gear tooth action and failure modes and prevention. Cost is \$1,095. For more information, contact Murali Vedula, program director, (414) 227-3121 or mvedula@uwm.edu.

October 6–8—Wisconsin Machine Tool Show. Wisconsin Exposition Center, West Allis, WI. The 11th installment of the biennial Wisconsin Machine Tool Show is the largest show specifically targeting tooling and metalworking in the Midwest this year. Held on the grounds of the Wisconsin State Fair Park, part of the greater Milwaukee area, the show features free technical seminars to complement the 200,000-plus square foot exhibition hall. Displays, demonstrations, products and services are presented by local, national and international companies. Admission is free with pre-registration. For more information, visit www.machinetoolshow-wi.com or contact Expo Productions, Inc. at (800) 367-5520 or expo@exepc.com.

October 19–23—International Lean Conference. Northern Kentucky Convention Center, Covington, KY. On the southern side of Cincinnati, 2,500 lean practitioners from around the world will gather for the Association for Manufacturing Excellence (AME) flagship, annual conference. The conference consists of eight keynote speakers, 60 presentations, 30 workshops and 40 plant tours. There are also 70 vendors chosen by AME as learning center exhibitors, sharing lean-based products and services. A dozen special interest sessions are designed to provide a deeper understanding of lean issues in highly specific subjects, such as lean accounting and nanotechnology. Group rates are available. For more information, visit www.ameconference.org or call (224) 232-5980 x223.

October 26–29—Furnaces and Atmospheres for Today's Technology. Holiday Inn Express, Meadville, PA. This annual event hosted by Seco/Warwick allows industry specialists to present the latest improvements in heat treat furnaces and provide practical information for companies new to heat treating. The format this year has been changed to present information on support technologies and industry trends. Speakers will address the history and progress of the technology while providing information on process development over the past year. Topics include furnace selection and applica-

tion, fundamentals of heat transfer, nature of vacuum, leased atmospheres, alloy applications, temperature control, heating elements and power control units. Dan Herring, aka the "heat treat doctor," is the keynote speaker. For more information, visit www.secowarwick.com/F&A.html, or contact Gary Armour at (814) 332-8558 or garmour@secowarwick.com.

October 27–29—Shot Peening/Blast Cleaning Workshop and Trade Show. Albuquerque Embassy Suites Hotel, Albuquerque, NM. Sponsored by Electronics Inc. of Mishawaka, IN, this annual event identifies a higher level of shot peening performance and raises professional standards while highlighting a company's educational commitment. In three days, attendees receive intensive instruction on every aspect of the shot and blast cleaning industries. The workshop is attended by design engineers, machine operators, maintenance and quality engineers, foremen and supervisors. The workshop is recognized by the Federal Aviation Administration (FAA), and qualified students have the opportunity—though not required—to take the FAA exam, which documents participants' knowledge in shot peening fundamentals. For more information, visit www.shotpeener.com or call (800) 832-5653.

November 3–5—AWEA Supply Chain Workshop. Cobo Center, Detroit, MI. Held in conjunction with the American Wind Energy Association (AWEA) Small and Community Wind Conference and Exhibition, the Supply Chain Workshop attracts representatives from a range of markets to discuss the wind industry's need to fortify and expand its supply chain. This will help keep up with growing demand while increasing domestic manufacturing of wind turbines and components. Topics include the anatomy of a turbine, wind industry overview, major component sourcing and value chain services, how to enter the wind industry through funding contracts and retooling as well as case studies. Workshop attendees have the opportunity to attend the other conference's sessions and exhibition hall. For more information, visit www.smallandcommunitywindexpo.org/supplychain.cfm.

November 18–20—AWEA Wind Energy Fall Symposium. Hilton Bonnet Creek Resort and Spa, Orlando, FL. Wind energy professionals in every area of the industry will meet to learn about the wind business overall, discuss current challenges and opportunities and network. Some of the issues discussed include the latest legislation, financing, constraints on supply chain and transmission as well as expanding infrastructure. There is a pre-conference seminar on the fundamentals of wind energy designed for industry newcomers. The main symposium program provides detailed presentations, interactive discussion and topical information on a range of topics. For more information, visit www.aweafallsymposium.org.