



## **MIDEST 2014: AN EXCELLENT SHOW DRAWS TO A CLOSE**

*MIDEST, the world's leading industrial subcontracting show, was held for the 44<sup>th</sup> time from 4<sup>th</sup> to 7<sup>th</sup> November at the Paris Nord Villepinte Exhibition Centre and was a very real success despite the difficult economic situation. By the time the opening day arrived it had come very close to matching the previous year in terms of space sold and had attracted 1,678 exhibitors from 45 countries, which was much the same number as last year. 41,048 professionals from all sectors of industry and 78 countries travelled to the show to meet them and, in the view of the exhibitors themselves, these visitors were highly qualified and planning projects that offered real business prospects.*

*Highlights of the show included the choice of Tunisia as the first North African country of the year and also of Normandy as French region of the year, which resonated with many visitors. The focus on aerospace and 3D printing, the presence of the Destination Plasturgie MAJOR lorry and the FIM (mechanical engineering federation) welcome for careers counsellors from Ile de France colleges were also a great success. The all round success was rounded off by such regular events as the Awards, the business meetings, the conference programme and the TV Studio...*

### **Numerous high quality visitors**

When an event such as MIDEST is in good health it reflects on both the vitality of subcontractors themselves and the commitment of their trade representatives and international organizations to bringing them together to promote their know-how.

This year the show attracted 1,678 subcontractors from 45 countries, much the same number as last year. French subcontracting continued to account for the lion's share of the exhibitors, with 1,016 companies or 61% of the total. From outside France, MIDEST's foreign partners brought a total of 662 companies, so strengthening global representation at the event.

On the visitor front too MIDEST displayed remarkable stability, with a slight 2.5% fall compared with last year and a 4% rise on 2012. It was visited by 41,048 professionals from 78 countries, who came with their projects to meet the exhibitors. 17% of the visitors (2% up on 2013) were from outside France and were drawn from 77 countries, with the top five in descending order being Belgium, Spain, Italy, Germany and Tunisia.

MIDEST also secured extensive media coverage, with over a hundred French and international journalists visiting over the four days.

### **A host of highlights and events**

Besides its primary role as a catalyst for meetings and a business generator, MIDESE works to present the main developments in global industry to its exhibitors and visitors. Consequently, this year it hosted various lectures and broadcasts from the TV Studio that shone the spotlight on what is the world's most dynamic industrial sector, aerospace, and on a technique that is really gaining ground, additive manufacturing or 3D printing. Another first was the selection as country of the year of a North African nation, Tunisia, which had two large exhibition spaces devoted to it. A new event, the Plastics and Composite Materials Federation's Destination Plasturgie MAJOR lorry, was a great success and staged a number of demonstrations of the leading technologies being used in the plastics industry. Another initiative that stood out was the invitation from the FIM to careers counsellors from Ile de France colleges to come to the show and discover for themselves the full array of mechanical trades in the federation's all new Place de la Mécanique.

The MIDESE Awards 2014 were presented to ten exhibitors who excelled in various different ways: Addix SAS in the *Design office* category, Color-Consulting, EP Ingénierie and Robocortex in the *Innovation* category, Geficca in the *International* category, Alsace Tôlerie in the *Organization* category, Groupe Sipa and its customer Proteor in the *Partnership – Alliance* category, Estelec Industrie and Tiag Industries in the *Model implementations* category. A Jury's Special Award was also presented to Dorier Plast' for its Velaqua, a water bike for exercise and fun that traces its origins back to MIDESE 2012.

b2fair – *Business to Fairs*<sup>®</sup> staged a programme of business meetings for the fourth year in a row and set up 1,300 qualified meetings on an individual basis that brought together subcontractors and customers looking to forge real partnerships in a specific sector. This figure was a substantial 48% up on the previous year.

The TV Studio welcomed the big names of industry and subcontracting attending the show and no fewer than 38 interviews were recorded and can be viewed on the [www.midest.com](http://www.midest.com) web site.

MIDESE also hosted a conference programme that presented its audience with an overview of the latest developments in the sector. A total of 917 people attended these talks and the flash conferences organized by CETIM, the mechanical engineering technical centre.

Finally, the show presented the forthcoming MIDESE MAROC, THE industrial event in Morocco, which will run in Casablanca from 10<sup>th</sup> to 13<sup>th</sup> December and which spans six major sectors: subcontracting, machine tools, sheet metal, electronics, plastics and services.

**Next year's MIDESE and MAINTENANCE EXPO will run  
from 17<sup>th</sup> to 20<sup>th</sup> November 2015 and will be held in conjunction  
with TOLEXPO, the international exhibition of production  
equipment for working metal in sheets, coils, tubes and sections.**

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