MESSE DÜSSELDORF GROUP

BASIS FOR BUSINESS
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Special supplement Beauty
Internationalism, open-mindedness, tolerance. Values we hear a lot about these days. And for us, a reality. As an international trade fair company, our customers, partners and business associates include people of all nationalities, religions and world views. Mutual respect forms the basis of our actions. And interaction the basis of our success.

Trade fairs are all about diversity. They are the place where countless ideas are turned into solutions for the future. Where industries meet to discuss the issues that affect them – great and small. Where experts, specialists and visionaries share their knowledge and opinions. This is how diversity enriches the future. As for the here and now, we are glad that our trade fairs draw the world to Düsseldorf, as this has a very positive effect on the city as a whole.

Diversity is also in evidence on an international scale: when football fans from around the world flock to Russia to cheer on their teams at the 2018 FIFA World Cup, the stadiums need to be capable of accommodating these very welcome guests. This will be made possible thanks to innovative cabling and pipework solutions that are part of our global portfolio, Metals & Flow Technologies. Take a look at the new technological developments in the wiring, cabling and pipework industry. Because the richness of diversity can be seen here, too. For the benefit of the market, consumers – and you!
» It is freedom. Beauty. The future. Nothing works without it. Everything works better with it. You see it. On the street. In our exhibition halls. Throughout the growth markets of the world. It creates: Innovations. Trends. New ideas. That always bring vitality to the market, driving us forward. It moves us. Unites us. Analogue or digital. Aroused curiosity. Creates possibilities. It is what we have come to represent. And it has always been our greatest strength. Diversity is always welcome here!


It takes some imagining: around 50 trade fairs, 23 of which are the number one in their industry; 46 brands spread over five areas of expertise; more than 1.5 million visitors and in excess of 30,000 exhibitors from across the globe. Our guests think it’s pretty impressive, too.

With four global portfolios, we ensure that our presence makes an impact in important industrial markets on the world stage. Expanding into emerging regions is one of our strategic priorities. This also enables us to strengthen the position of the world’s foremost trade fair in Düsseldorf as a global brand platform. Shanghai, Mumbai, Houston, São Paulo – wherever we go, we engage with completely different cultures. In business, too. We are always curious. Get involved. And make diversity the basis for growth.

After all, we are not just innovation brokers. We are also promoters of diversity. Starting with our trade fair halls. They are “multi” too: multifunctional! By 2030, we intend to redesign our home base in Düsseldorf to make it one of the most modern and versatile trade fair and event locations in the world. To make the impossible possible.

» www.messe-duesseldorf.com
Areas of expertise

Fibre optic cables from India. Artificial hearts from France. Curling tongs from Germany. Berries from Argentina. Carbon yachts from Finland. There’s a lot to see when it comes to our five areas of expertise. And even more to be amazed by.

“Wow!” is a word we hear at least 1.5 million times a year. When we give our visitors from around the world a glimpse of the future. In the form of new products or services that couldn’t be more different. Because this is integral to our five areas of expertise as well. One goal for all: to offer added value. All doing their bit to help make the world a better place. Or a more attractive place. Or simply a more delicious one. That goes for small exhibitions and world leading trade fairs alike. At home and abroad. Offline and online. And for the framework programme we use to promote discussion between brilliant minds from all nations.
Each of them a big name, with 23 number ones. They are: 46 strong brands in five areas of expertise with the global market leader for innovative commodity fairs. And every single one is something truly special.

> www.messe-duesseldorf.com/tradefairs

01 MACHINE TOOLS, PLANT AND EQUIPMENT

02 RETAIL, TRADE, AND SERVICES

03 HEALTH AND MEDICINE

04 LIFESTYLE AND BEAUTY

05 LEISURE

*Partner/guest events
Globally well connected. That’s us – with our four global portfolios, with which we have secured our position in the most important industrial regions around the world. Because international markets are key to growth and innovation. And a driver of change.

Guangzhou, Nairobi, Gandhinagar. These cities, like Shanghai, Bangkok and Moscow, are also important commercial centres that are among the first to be exposed to new industry trends. And they are particularly close to our heart. That’s why we maintain a presence in these relevant growth markets with our global portfolios. Our goal is to nurture our international contacts, provide stimulus, create an effective global network and thereby strengthen the position of Messe Düsseldorf as a global platform on which to hold world leading trade fairs.

The fact that the international trade fair industry is blossoming in this way is due to its strong roots on the banks of the Rhine: wire & Tube, for example, is able to draw around 70,000 professional visitors from 130 countries and more than 2,600 exhibitors to Germany. And it’s the meeting place for local heroes and global players, who join forces to transform their visions into reachable goals.

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OUR GLOBAL NETWORK

EVERYWHERE. DIFFERENT. GOOD.

7 subsidiaries, 74 partners, 138 countries. Messe Düsseldorf is everywhere. And a bit different everywhere, too. Just like a local business. That is why the staff at our offices abroad approach their tasks with plenty of cultural awareness. And passion. We grow: by cultivating differences and finding common ground. Not bad!

We create integration, link sport with business and ensure that the sporting message from these events serves to strengthen Düsseldorf’s international position as a business hub and city of sport. For all our sporting commitments. Whether as an official supporter of the Grand Départ of the Tour de France, a venue for the World Table Tennis Championships or an operator of German Houses for the Olympic and Paralympic Games: we welcome the world as friends. And soon, we will be even bigger and better: by 2030, we plan to invest 636 million euros in expanding the multifunctional usability of our trade fair halls, creating more space for conferences and conventions, as well as services. For your complete satisfaction.
SERVICE ALLIES.

Guests. Business partners. Friends. We don’t differentiate. Because we enjoy being good hosts and put our all into creating an unforgettable trade fair experience for you: with our strong service alliance. That’s why we also love providing a fully analogue service. And what do we have for you? We offer the full package – from A to Z, everything you need, exactly when you need it.

WE ARE SERVICE THINKERS – ALWAYS HAVE BEEN
For us, good service doesn’t start when you enter the trade fair grounds. We provide it both before and after the event, too. As a strategic alliance composed of analogue excellence and digital progress. Plus skill and dedication.

For our exhibitors, for example: with online portals that support them as they prepare for a trade fair and organise their stands. Supplemented by full service in the hall: ceiling suspension, rigging and media technology – everything from the hall ceiling to the stand.

Our visitors, too, benefit from the optimal connection between the digital and real trade fair worlds: through online offers for customised trade fair preparation, for example. And via iBeacons, which visitors can use to receive customised messages on their smartphones during the trade fair. Or with oases of calm amidst the hubbub of the fair: such as in the Church Centre and Prayer Room in Hall 7, which are open to members of the Christian or Islamic faith for meditation and tranquillity.

Digitisation opens up whole new dimensions of service. Brings people together. Encourages communication and interaction. Interaction that continues to take place at the trade fair. Face to face.

» www.messe-duesseldorf.de/sabc_gb

The pillars of our service offering:
> Stand construction
> Engineering
> Infrastructure
> Catering
> Marketing
> Communication

The right service for each and every client:
> Exhibitor services
> Visitor services
> Services for partner/guest event organisers
> Services for conference organisers
> Press services

The right service for each and every client:
Everyone loves it: that feeling of coming home. Our guests feel it, too, when they arrive in the city of Düsseldorf. When they land at the airport, which for 90 years has been the first point of contact with this metropolis on the Rhine for around 700,000 of our visitors and exhibitors from 180 locations around the world.

From the airport, it takes just 10 minutes – and then you’re right in the midst of it all: the hustle and bustle of the fair. Or at the nearest pier: for art, communication, creativity and culinary delights – at the Düsseldorf Media Harbour. Old town centre or Kö, on the left or right bank of the Rhine: the entire city works in close partnership to make our guests feel at home.

As do the 5,000 plus branches and subsidiaries of foreign companies that are based in Germany’s largest business hub. In fact, Düsseldorf is in a leading position in Europe when it comes to direct investment from abroad – especially from the Netherlands, Japan and the USA. And speaking of Japan: the “Japanese capital” on the Rhine has been home to around 6,500 Japanese for more than 50 years. Complete with consular representation, chamber of commerce and foreign trade council, they enrich the economic and cultural life of the city. Shaping the world of science: 56 colleges and universities, 12 Max Planck Institutes, 6 International Max Planck Research Schools and 11 Fraunhofer Institutes in the greater Düsseldorf area.

Something else that’s important in Düsseldorf: quality of life. And the joie de vivre of the Rhine region is completely infectious! Welcome home – to Düsseldorf!
BECAUSE WE WANT TO ...

... delight our guests. That’s something we will give our all for: including 140 million euros for the new “face” of our home base on the banks of the Rhine. The new Hall 1 and the main south gate are much more than cosmetic renovations. As of 2019, they will offer more presentation facilities, more meeting places and more scope for your business. And, despite all their multifunctional usability, they will satisfy the requirements of an energy efficient trade fair site. After all, no one knows better than us how to combine cost effectiveness and eco-friendliness with the particular challenges of running a trade fair.

As a large, international trade fair business, we like to leave our mark – but not a carbon footprint. That’s why we run our site in accordance with a strategic energy management system. Alongside solar energy and measures to reduce energy and water consumption, our staff have a role to play as well. They really get involved: their suggestions of ways to save energy have so far resulted in us using 476,000 fewer kilowatt hours of electricity. That makes us proud. Because it proves: for us, corporate responsibility is not a question of having to, but rather of wanting to.

Something else we want: to look ahead, with you, to the year 2030. By then, we will have invested some 636 million euros in meeting your requirements, accommodating your wishes and ensuring your comfort. Along the way, we keep casting a critical eye over our master plan and tailoring it to the needs of our visitors, exhibitors and guest event organisers. Which goes without saying for us – and is essential for cost effectiveness and sustainable development.

We can hardly wait: for the future. And your wholehearted approval.

OTHER FACILITIES

- Underground car park entrance (300 parking spaces)
- 160 above-ground parking spaces
- Bus stops/taxi stands
- Directly connected to the trade fair grounds

HALL 1 (PREVIOUSLY 1 + 2)

- Surface area: 12,025 m²
- Length/width/height: 158.34 m/77.4 m/20 m
- Ceiling height: 15 m, no pillars
- Gates: 6 gates, 5.5 m/6.0 m (width/height); 1 gate, 5.5 m/6.8 m (width/height)
- Hall floor: Distributed weight 10 t/m², single load 50 t/m², distributed across 1.2 x 1.2 m
- Suspended loads: In 3 x 3 m, 270 kg grid; single loads up to 3,500 kg

EVENT FACILITIES

- Hall for up to 10,000 people
- 6 conference rooms with 200 m² for 198 people
- Transition to CCD on the 1st floor

SOUTH GATE: FOYER + AWNING

- Foyer area: 2,112 m²
- Length/width/height: 82 m/40 m/20 m
- Entrance area: 7,800 m²
- Awning material: Transparent fibreglass fabric with LED lighting
METALS & FLOW TECHNOLOGIES
This World Cup stadium wobbles. Not.
That challenge is naturally also posed by the 12 new or modernised stadiums that will host the FIFA 2018 World Cup games in Russia. Take the Zenit Stadium in St Petersburg, for example: an entirely new stadium built to accommodate 68,000 spectators. It will be the venue for the World Cup semi-finals, when a multitude of fans will be cheering on their teams. The project represents an investment of nearly one billion euros.

68,000 FANS JUMPING UP AND DOWN
Tubular elements play a vital supporting role in the design of the St Petersburg stadium – and are also key to visitor safety. The arena has a retractable roof supported by eight masts that can be closed completely to guarantee play even when outside temperatures are low. The challenges for the structural engineers: lifting forces, high loads of around 10,000 tonnes and extreme torsional forces acting on the mast structure, which carries the entire cable-stayed roof structure. To ensure that the masts can rotate freely, special bearings are necessary at the foot of the masts. A technical challenge for specialists like the German company Maurer. The Munich-based company has supplied well over 100 steel mast bearings with a diameter of 1,600 mm and in sizes ranging from 3,500 kN to 17,500 kN. Sixty push-pull spherical bearings are being used to allow for torsion of ±0.025 rad. Sufficient space for covibration – even when over 60,000 fans are going crazy.

Cables and tubes are also used in the stadium’s other technical refinements. The sliding pitch, for example, can be moved out of the stadium by means of cables and ropes so that the turf can breathe outside the stadium – and allow technically good football to be played in the next match.

ELECTRIFIED
9 p.m.: final kick-off. The stadium is as bright as day thanks to the 900 km of electrical wiring delivering power to the stadium’s floodlight system. It also provides perfect communication possibilities for the reporters from all over the world, as well as energy for the stadium’s catering establishments. Of course, cables are also in play when the stadium speaker announces the goal scorers. Without this kind of technology in the background, the football experience is hard to imagine.

HOME GAME
The stadium project in St Petersburg is perhaps a reference project for specialists planning to demonstrate their capabilities at the next wire Russia and Tube Russia events. The two trade fairs specialising in wires, cables and tubes are the most important information platforms for those industries in Russia. How are they different from the World Cup? Here, everyone’s a winner: the exhibitors seizing business opportunities on the Russian market, and the trade visitors getting to know innovative new technologies. Creating win-win situations; that’s the goal of the leading international exhibitions held at the Messe Düsseldorf exhibition centre.
Liu Ping-Wu is Managing Director of Taymax Wire Rope Industry Corp Co. Ltd. Two years after it was founded in 2007, the company exhibited its products at wire Southeast ASIA for the first time. Since then, Taymax has been a regular presence at the major trade fair for its industry in that region, the reason being that it is the place to meet new customers from all sectors requiring cables for their business. “At wire Southeast ASIA 2015, we were approached by a new customer, S. J SCREW THAI Co., Ltd. After the fair, a partnership grew out of that initial contact, and now we supply our ISO9001 and Lloyd-certified steel ropes for our new customer’s fishery project.”

This example highlights the breadth of applications for cables and the level of specific demand at a trade fair, such as wire Southeast ASIA. For a company like Taymax, the fair is the ideal platform on which to meet potential customers from a wide variety of industrial sectors. The country’s present economic development opens up excellent opportunities for this.

For Taymax, wire Southeast ASIA is essentially a home game – the Bangkok-based company naturally profits from being on home turf. “That makes it easier for us to prove ourselves capable of meeting industry needs with our products and services,” says Liu Ping-Wu, describing his company’s situation. “With the aid of references from wire in Düsseldorf, the leading international fair for wire and cable, and thanks to the comprehensive profile of the wire Southeast ASIA exhibition, our company was able to gain an insight into the latest industry trends. What’s more, the fair provides us with a central platform on which we can make contact with discerning trade buyers and visitors, and hold personal talks aimed at establishing and intensifying business relations and partnerships.” wire Southeast ASIA is once again taking place as a joint exhibition with Tube Southeast ASIA in Bangkok.
+++ TODAY: FREED BECAUSE OF SMOG +++ THE DAY AFTER TOMORROW: SMOG-FREE +++
Beijing. School’s out today. Red alert: smog. Schools and nurseries stay closed. Factories throttle production. Traffic on the roads is drastically restricted. These are the adverse effects smog has on people and the economy. The Chinese government has recognised that the country needs alternatives. Introducing clean mobility of the highest standard is an important step in the right direction, and China is currently taking the lead in driving e-mobility.

E-MOBILITY IN CHINA

E FOR CAR

Over 500,000 new energy vehicles (NEV) were already sold in China in 2016 – a massive 53-per-cent increase on the previous year. Chinese cities are switching to electric buses, and 115,000 were sold on the Chinese market in 2016. Trend: rising.

E-MOTOR QUOTA

In a bid to reduce the particulate pollution caused by individual mobility, the Chinese government is introducing a quota system under which, by the year 2020, 12 per cent of carmakers’ total vehicle output must be electrically powered – an ambitious plan. Expanding the infrastructure for NEVs is a further challenge.

IN THE FAST LANE

Hong Kong demonstrates how to stay mobile in the city in future. The number of electric vehicles there rose from just under 100 (2010) to over 3,600 by the end of 2015, and the city now has some 1,200 charging points. In order to make switching to eco-friendlier alternatives more attractive, tax benefits are offered to the owners of electric vehicles. Hong Kong has big ambitions of becoming a smart city. Zero emissions is the goal for bus services – in other words, a complete switch to e-vehicles. As early as 2011, the city earmarked 23 million US dollars for the purchase of 36 e-buses.

MORE POWER FOR NEVS

If demand for electric vehicles booms as it did in Hong Kong, an entire branch of industry will benefit: the wire and cable sector. New technologies for electric cars call for new solutions. High-voltage wiring systems will be required for greater electrical output and higher operating temperatures for electric cars, which is why it is necessary for cables to have larger diameters, the cable structure to be more complex and the insulating material to satisfy other requirements. These are all challenges to which the exhibitors at wire China and Tube China. This is where the industry experts get together with the pioneers of e-mobility in Asia and, in the process, contribute to the ecological development of mobility in China. This helps the people, it helps China – and in future, it will also help prevent children from being freed from school, or rather losing out on lessons, in Beijing.

» www.wirechina.net
» www.tubechina.net
“Fluff pulp” – ever heard of it? Well, it’s a soft kind of pulp that’s used in babies’ nappies. Yes, a special fluff pulp exists and it’s made in Brazil.

An annual 1.5 million tonnes of pulp: that’s how much Klabin, the market leader for paper and pulp production, produces at its new mill in Brazil. Some of that output is further processed to produce fluff pulp, a particularly soft material for babies’ nappies. The Brazilian company’s ambitious project adopts high-tech solutions from all over the world that make for efficient production as well as benefiting the environment.

FLUFF FOR EVERYONE AND ELECTRICITY FOR 500,000
An investment of two billion euros went into this project in Paraná. One goal was to set up an energy-self-sufficient production plant. This was achieved with the aid of Siemens steam turbines. Now two assemblies supply both process steam and the electricity required to power pulp production. With an output of 190 megawatts, the steam turbine in operation here is one of the largest used in the paper and pulp industry anywhere in the world. Klabin requires only a fraction of the electricity it generates for its production, leaving some 150 megawatts – that’s sufficient power for a town with a population of 500,000 – to be fed into the grid.

The German specialist company Butting was commissioned to supply the pulp mill with 13 tanks, some of impressive proportions. Butting produced ten of the tanks to the customer’s specifications, which meant that tanks with diameters of between 1.20 and 4 metres and heights of between 1.75 and 5 metres had to be planned and produced. The material chosen was AISI 316L stainless steel, and the tanks were manufactured in one piece in Araquari, Brazil, to offer the customer not only a higher standard of quality, but also a clear economic advantage.

In order to ensure the efficient and safe operation of the 200-hectare production plant, Klabin used simulation technology from the Austrian company Andritz Automation. The simulation shows the main areas of production, each with two digesters, bleaching lines and fibre lines. The automation solution aids monitoring of the production process and correction of control logic errors.

GATEWAY TO THE BRAZILIAN MARKET
Expansion projects benefit from international connections. The industry platforms for the Brazilian market’s wire and tube sector are wire South America and TUBOTECH in São Paulo, major trade fairs at which technology leaders can present their solutions in the fifth-largest country on earth. In the case of Klabin, that means a contribution to sustainable growth.

» www.wire-south-america.com
» www.tubotech-online.com
Hello there.
With 168,000 megawatts of installed wind turbine capacity, China leads the world in wind power consumption.

China is right on course, expanding its network of wind farms. By 2020, a sum equivalent to almost 100 billion euros is earmarked for investment in new wind farms. This could boost capacity to 210 gigawatts within the space of five years – a unique global growth rate.

This naturally spurs on the entire industry, creates new jobs, and has an important effect: namely, the continued growth of this source of energy changes the energy mix, which in turn results in lower CO\(_2\) emissions along with a lower risk of smog for China’s big cities.

WORLD RECORD FOR THE WORLD CHAMPION

However, tailwinds do pose a challenge to the industry. As wind turbines become bigger and bigger, they need to be particularly resilient, especially in China, due to the prevailing wind conditions there. This is where Western know-how comes in, with inventions like the SMS Group’s radial-axial ring rolling machine developed for Iraeta Heavy Industry. It is the first machine capable of seamlessly rolling rings with a diameter of up to 16 metres and a maximum ring height of 3 metres. The rings are produced from blanks weighing up to 200 tonnes. They are used, among other things, in flanges for wind turbines and are therefore capable of withstanding extreme loads. “The development was a huge technical challenge,” says Robert Düser of the forging technology and ring and wheel-rolling division of the SMS Group. Since late 2017, Iraeta Heavy Industry has been the only company in the world capable of rolling seamless rings of this size.

“A machine that can produce rings of these dimensions opens up great opportunities for us to serve the market with new ring sizes and so to expand our product portfolio,” says a highly enthusiastic Niu Yugang, President of SIHI, one of the biggest suppliers of liquid and gas handling systems. “Experience will help us to increase the capacities of our ring-rolling machines considerably, and completely new sales markets will open up for our customers as a result,” explains Düser of SMS.

Tube China in Shanghai is the platform for the Chinese market, the place where technology leaders use their know-how to provide new impulses for Chinese projects. And world-champion performance makes a perfect reference for new business contacts so that the industry’s top event becomes the winner’s rostrum. The great thing is that both sides benefit: suppliers from new opportunities in a growing market and the country from clean air and green energy.

» www.tubechina.net
5,000 TONNES
OF PRESSURE
FOR A WHEEL

... and what that has to do
with India Railways
India’s railway network is the world’s largest under one management. The railway is the most popular mode of transport in India – thanks to low fares for passengers. That’s why expansion and modernisation of the network are of great significance to the Indian government. In the fiscal year 2016/17 alone, approx. 16 billion euros are said to have been invested in expansion and electrification, and also in the construction of rapid transit lines.

NEW WHEELS FOR INDIA’S TRAINS
Every day, 23 million passengers travel on 12,000 trains. With capacity utilisation so high, the need for the maintenance and repair of more than 10,000 engines and 320,000 freight and passenger cars alone is tremendous. The Indian steel producer RINL is one of Indian Railways’ suppliers, delivering steel wheels produced with the aid of high tech in Germany.

THE GREENFIELD PROJECT
An annual 100,000 steel wheels per year, produced fully automatically for Indian Railways’ maintenance and repair workshops: that’s a job for the specialists of the SMS Group, who are building a complete production plant in the northern Indian state of Uttar Pradesh.

What’s new about it? It will be the first turnkey factory in the world to produce fully contoured train wheels – from the block sawing of the nine-metre-long, continuously cast strands to the heating of the material and the application of 9,000 tonnes of pressing force to shape the wheel blank. This is where state-of-the-art technology takes on the efficient production of supplies for Indian Railways, complete with quality assurance in compliance with RDSO (Research Design and Standards Organisation of the Ministry of Railways, Government of India).

STATION FOR INNOVATION: TUBE INDIA
The industry’s lynchpin event on the subcontinent is Tube India, which takes place concurrently every two years with Wire India in Mumbai. It sets technology leaders on the right track to meet the needs arising from the expansion of India’s infrastructure, creates market opportunities for suppliers and attracts investments in the future that will benefit the economy and the country alike.

www.tube-india.com
Quartz sand ($SiO_2$) is used in more than 200 areas of different industries and it's the third most common raw material. In other words, without sand virtually everything grinds to a halt – from concrete and glass to computer production. One human being's average total “consumption” of quartz sand per year is roughly 3 tonnes.

The use of sand is particularly intensive in foundries. “In Germany alone, an estimated 2.5 million tonnes of new sand a year is used as a base material for the production of cores and moulds,” explains Martin Dahlmann, engineer and product manager at Hüttenes-Albertus. Sand and organic binders are used to make the mould parts for castings as well as the cores that are used to create cavities inside the castings. Molten metal is poured into the mould and around the core. This way, any desired geometry can be precisely reproduced – from microscopically small structural parts for medical technology to crankcases for cars and 45-tonne rotor hubs for wind turbines.

“The sand cycle
As a result, foundries may require more than 1,000 tonnes of sand a day, sand that has to be delivered by lorry, tonne by tonne. After use, most of it will be disposed of as “return sand” and end up on a landfill site. But disposal of return sand is a growing problem. This can be seen in Lower Saxony, Germany, where a disposal crisis now exists for spent foundry sand.

“Seen against this background, it is ecologically desirable and makes economic sense to keep every grain of sand in a permanent cycle at the foundry,” Dahlmann points out. At its production site in Braunschweig, Hüttenes-Albertus provides thermal regeneration of return sand. Up to 20,000 tonnes of return sand a year can be regenerated there.

As good as new
During thermal regeneration, which occurs at a temperature of approx. $700^\circ C$, the organic binder is fully incinerated, leaving behind reclaimed sand equal in both quality and properties to new sand. The regenerated sand can be returned to the cycle, in other words, to core production.

Sustainability is the prime object of thermal regeneration of spent foundry sand. There are many advantages to the recycling of quartz sand: conservation of natural resources; reduced quantities of return sand for disposal; a reduction in new/spent sand logistics; and also potential savings all the way down the line from the sourcing and transport of sand to its disposal.

Germany is not the only country encountering problems with sand disposal capacities and considering regeneration as a potential solution, however. This type of recycling could gain global relevance. “In some countries – such as China, India and Italy, for instance – quality sand is scarce,” says Dahlmann. Regeneration could alleviate shortages.

Innovation accelerator: Messe Düsseldorf
Solutions are therefore in demand. Thermal regeneration of spent foundry sand is just one of many ways in which the company fosters sustainability, however. That’s why Hüttenes-Albertus belongs to the ecoMetals initiative of Messe Düsseldorf. Other exhibitors at GIFA, METEC, THERMPROCESS and NEWCAST are now also nailing their colours to the mast and participating in the initiative.
Welcome

What’s the first thing you think of when someone says “Iran”? Oil exports, probably. Or steel, aluminium, copper, zinc and gold, as well? Maybe not. But you should, because the metal industry is rapidly expanding and will require investments to the tune of around 40 billion US dollars in the coming years. So it’s high time to start putting out feelers – and venture onto the Iranian market.

Upswing in the Middle East

Iran is developing fast. By the end of 2017, it plans to have installed a full LTE network in every city in the country. Power station capacities are being increased. Environmental technologies are gaining significance – in wastewater recycling, for example. The metal industry is regarded as one of the main emerging sectors. Iran is one of the world’s 20 major copper producers. This means new opportunities for an entire industry. Messe Düsseldorf helps to turn opportunities into business relations.

Relation Management in Tehran

It organised the first participation of international exhibitors at Iran Wire 2017. The trade fair for the wire, cable, tube, profile and related industries, Iran Wire took place in Tehran from 6 to 9 December 2017. Some 200 exhibitors presented their technological innovations there. The four-day fair was organised by the Aria Group Conference and Exhibition Development Company, a Tehran-based Iranian event organiser.

Messe Düsseldorf GmbH is the only international event organiser at Iran Wire, where it will be drawing on its experience of the leading international wire and Tube trade fairs and be responsible for the acquisition and support of all international exhibitors wishing to enter the Iranian market. Exhibitors profit from the Düsseldorf team’s service know-how – including registration, stand design and smooth on-site operation at the exhibition centre in Tehran – as they take their first steps in a new market.

> www.iranwire-expo.com
CRYSTAL CLEAR
A friendly hello to Düsseldorf.
Particularly to the wire and Tube team!

We hope you are all very well. Here in Russia, we are currently busy with an ocean of exciting projects!

One key issue: water supply and wastewater disposal. There’s a great deal to be done and that’s a very good thing! The ecological balance of our beautiful Lake Baikal is a little out of kilter. Investment in the latest clarification technologies will help to remedy this. This is very important for the future, so that visitors to this beautiful region can enjoy the nature here, relax and enjoy themselves. What’s more, the lake is our largest freshwater reservoir, as you perhaps know.

There’s also a lot more going on here: St Petersburg is investing in its sewage system and in new pumping stations. The same goes for the capital, where sewage systems are being renewed and plenty more besides. I could write so much more, but instead I’ll just say: See you soon. Here at our stands at wire Russia and Tube Russia or in Düsseldorf. Looking forward to seeing you again!

Best regards,
Boris Baikal

Crystal clear, for everyone who wants to know exactly what’s what:  
» www.wire-tradefair.com
» www.tube-tradefair.com