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Closing Report

INTERFORST 2014

- **Record number of exhibitors and exhibition space**
- **50,000 visitors enthusiastic about INTERFORST 2014**
- **Number of international visitors has increased once again**

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INTERFORST 2014 came to a close with outstanding results. 450 exhibitors – 288 national and 162 international companies – from 27 countries presented the latest products and innovations of the forestry industry on a gross space exceeding 70,000 square meters from 16 to 20 July. With some 40,000 square meters the net space increased by 15 percent compared the previous event.

The number of international exhibitors grew by 25 percent. Besides Germany, the top exhibiting countries were Finland, France, Italy, the Netherlands, Austria, Sweden and Switzerland. But also companies from countries such as China, Canada, Turkey and the USA were present at INTERFORST.

Once again, some 50,000 visitors from 72 countries came to the Munich exhibition grounds on the five trade show days. The event received top ratings by them. 18 per cent came from abroad; thus the events international mix increased once again. The majority of the visitors came from Austria, Switzerland, Italy, France, Slovenia, Luxembourg, Croatia, Hungary, Romania and the Czech Republic.

Dr. Reinhard Pfeiffer, the responsible Managing Director of Messe München, is very satisfied: “The growth rates, the high satisfaction among the exhibitors and the visitors and the ongoing internationalization prove that INTERFORST has impressively confirmed its leading position in the industry.”

Ralf Dreeke, Chairman of the Exhibitor Advisory Board and Managing Director of Wahlers Forsttechnik GmbH, emphasizes: “We are very satisfied and positively



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surprised at the keen interest shown by the visitors. We have concluded business transactions which had not been prepared; we did not expect this. The good mood among the exhibitors and their high satisfaction with the number of visitors can be felt.”

The excellent atmosphere in the halls and on the open-air grounds is also reflected by the exhibitor survey. The survey conducted by TNS Infratest, an independent opinion research institute, showed the following results: 90 per cent of the exhibitors rate INTERFORST as excellent to good and 97 percent indicate that they will participate in INTERFORST in 2018 again. The exhibitors also praised the quality of the visitors (87 percent). 93 percent ranked the benefit of their participation in the trade show as excellent to good.

This is confirmed by Klaus Longmuss, Managing Director at Wood-Mizer GmbH: “I am very satisfied with the great interest shown by the audience. INTERFORST is of great importance to us because we do not only maintain existing customer contacts here but also meet new customers. And the trade visitors who see the machines in operation here are also important. Therefore, we have already been able to make new sales on several occasions.”

The mood among the visitors was similarly good. 96 of the respondents would attend INTERFORST again. Top ratings were given for the completeness and width of the range of products and services on offer (95 percent excellent to good), for the presence of the market leaders (95%) and the international mix of the exhibitors (91 percent). A very great number of visitors praised the high quality of the Related Events. From 94 percent of the visitors, INTERFORST received the overall rating excellent to good.

INTERFORST 2014 was inaugurated by Helmut Brunner, Bavarian State Minister of Food, Agriculture and Forestry. The opening ceremony was followed by a discussion panel on the topic of “Raising the awareness of forest owners for sustainable forest management and timber use” which marked the successful start of INTERFORST 2014.

Subsequently, Georg Windisch, Head of Section at the Bavarian State Ministry of Food, Agriculture and Forestry, awarded the medals to the winners of the novelty

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contest organized by the KWF and Messe München for the fifth time within the scope of INTERFORST.

Also in 2014 INTERFORST was accompanied by a sound professional program of related events which integrated science, politics and business into the trade show activities and contributed to the great success and high quality of the trade show. The conference and forum program was placed under the motto “Harvesting wood – the responsible way forward” and was extremely well received.

Sustainable and resource-efficient timber use was in the focus. Well-known experts held lectures on the topics of energy wood, the trends in forestry technology and the potentials and strategies of the market.

Professor Dr. Walter Warkotsch, Stellenbosch University, RSA and Chairman of the Program Committee came to an extremely positive conclusion: “The Congress was very well attended. We succeeded in covering a very wide variety of topics, ranging from the future and the benefits of timber, over forestry work and the associated machines, up to innovative products. Another thematic focus was the very rapidly developing segment of timber construction and timber chemistry. In particular, the Congress distinguished itself by outstanding, passionate and inspirational speakers and animated discussions, showing that the topics chosen were of contemporary interest.”

In collaboration with strong partners, INTERFORST offered a platform for practice-oriented demonstrations at the special shows. Health and technical topics covering all aspects of the workplace in the forest were the focal points. But also the areas of IT diversity and resources in the forest were not missed out.

The special shows of the German Statutory Accident Insurance (*Deutsche Gesetzliche Unfallversicherung - DGUV*), the German Board of Trustees for Forestry Work and Technology (*Kuratorium für Waldarbeit und Forsttechnik e.V. - KWF*) and the German Social Insurance for Agriculture, Forestry and Horticulture (*Sozialversicherung für Landwirtschaft, Forsten und Gartenbau - SVLFG*) were presented in the midst of Hall B6 and attended by numerous trade visitors.

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Experts from business and politics met on the “Green Couch” for the second time after 2010. The discussion forum had been developed and was accompanied by the Bavarian Forest Owners’ Association and the Bavarian State Ministry of Food Agriculture and Forestry. Twice a day, experts were discussing the latest topics from forestry and the timber industry. Robert Morigl, Head of Division at the Bavarian State Ministry of Food, Agriculture and Forestry, was delighted: “The “Green Couch” is a visitor attraction and an excellent platform for discussions between experts on the Couch and the audience. Our joint stand is being very well received. “

The attraction on the open-air site was the “Stihl Timbersports Series”. During the show demonstrations, German top athletes presented maximum performances with axes, trim and chain saws. Several times a day, visitors could authentically experience demonstrations of this enthralling extreme sport.

Moreover, the Bavarian Logging Championship Association (“Verein Waldarbeitsmeisterschaften Bayern 1996 e.V.”) organized its competition for forest workers for the fifth time already.

The next INTERFORST will be held in July 2018.

Voices

Manuel Bauer, Marketing, Pfanner:

We are totally satisfied. Our booth is extremely well frequented and the customers show great interest in our products. It is fantastic that we meet an interested trade audience here. Also many of our dealers from abroad visit us here at INTERFORST.

Robert Baumann, Sales Manager, Hammelrecyclingtechnik GmbH:

Besides IFAT, INTERFORST is the most important trade show for us. Here, we meet the target group from the areas of forest, forest clearance and waste wood recycling. The organization and infrastructure are excellent.

Richard Bayer, Forest Sales Manager, Kotschenreuther Forst- und Landtechnik GMBH & CoKG:

We are very satisfied and have spent good days at INTERFORST. We could establish contacts and address new customers. The organization of the trade show has also worked out well.

Erich Diermeier, Deka Data Hard- und Software GmbH:

INTERFORST is a very pleasant trade show. We are very satisfied with the visitor quality. This trade show is ideal for maintaining good customer relationships. We have established new contacts and

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have also been able to conclude business transactions. For us, a very important component of INTERFORST is that we can authentically experience the mood in the industry. There is nothing negative to be said.

Ralf Dreeke, Managing Director of Wahlers Forsttechnik GmbH:

We are very satisfied and positively surprised at the keen interest shown by the visitors. We have concluded business transactions which had not been prepared; we did not expect this. The good mood among the exhibitors and their high satisfaction with the number of visitors can be felt. My subjective impression is that the visitors' length of stay is longer than in previous years.

Hans-Joachim Endress, General Manager, Husqvarna Group:

The trade visitors at INTERFORST are outstanding. Here, we reach exactly our target group because we have the right assortment and the right products. Of course, we are also very glad that we have won a KWF Innovation Award. We will participate again in the next INTERFORST in four years.

Sebastian Fiedler, Team Leader Forest Services Wood Sourcing, UPM:

We are very satisfied. Our booth is being very well received. Here, we definitely meet our target group. Moreover, our customers appreciate it very much that we are here as the only timber buying company. Indeed, we are always talking about forest and timber industry; the "and" is very important to us. That is why we are here. The organization has worked out very well.

Sari Hirvelä, Export Manager, Palax:

INTERFORST has had a positive outcome for us. We already have made good business here; however, the majority of the transactions are concluded after the show. Our importers have come from all over Europe to see us; even our importer from Canada has attended INTERFORST. For us, it is important that we can show our new products here.

Melanie Horstmeier, State-Examined Management Expert Marketing, Jenz GmbH Maschinen- und Fahrzeugbau:

Our booth is very crowded until the afternoon. We are recording a very good attendance by our German customers and are astonished at the large number of international customers – even from Eastern Europe - who come to our booth. INTERFORST is simply a must. I also go for the frequency of the event which alternates with the KWF meeting. We are totally satisfied because we have been able to conclude transactions and initiate business.

Klaus, Longmuss, Managing Director, Wood-Mizer GmbH:

"I am very satisfied with the great interest shown by the audience. INTERFORST is of great importance to us because we do not only maintain existing customer contacts here but also meet new customers. And the trade visitors who see the machines in operation here are also important. Therefore, we have already been able to make new sales on several occasions."

Robert Morigl, Head of Division at the State Ministry of Food, Agriculture and Forestry:

The four representatives of the Forestry Organisation (*Forstliche Organisation*), Bavarian State Forests (*Bayerische Staatsforsten AöR*), proholz Bayern and the Bavarian Forest Owners' Association (*Bayerischer Waldbesitzerverband*) are very satisfied with the course of the trade show and the presence of the Bavarian forestry at the forestry world key trade show. Our joint stand is very well received. The "Green Couch", in particular, is a visitor attraction and an excellent platform for discussions between experts and trade show visitors.

Yvonne Oehler, Deputy Managing Director, Oehler Maschinen Fahrzeugbau GmbH:

We are very satisfied with the visitor figures and the interest shown. For us, INTERFORST is a very important trade show because all the industry professionals and also international visitors are present. We always take advantage of INTERFORST to show our latest products. We will be pleased to take part again in 2018.

Giacomo Puppo, Sales Manager World, pezzolato:

We are very satisfied with the high quality of the visitors. For pezzolato, INTERFORST is an absolutely important trade show because of the good people who come here. INTERFORST is a fantastic trade show – the event par excellence in the German forestry sector, although there are competing trade shows. But none of them is as international.

Joachim Reis, Graduated Forestry Manager, Karl Schlegel KG:

The number of visitors on the open-air site is very positive in spite of the heat. In the hall, remarkable visitor numbers can be recorded only starting from noon. But then, the visitor frequency at our booth is very good. For us, cultivating contacts is very important. Therefore, I appreciate it very much that the visits of the staff members of the Bavarian State Forests were distributed over all trade show days. In this way, we had more chances of having fruitful talks. I am satisfied.

Radek Sajdl, Technical Support, Atmos:

The organization is top – nowhere else things work as perfectly as here. The quality of our visitors is good, people who are dealing with timber and have a good professional knowledge. Our booth is very well placed; in this respect we are very satisfied, too. We will certainly take part again in four years. Then, I only would wish to see the different exhibition segments marked.

PD Dr. Ute Seeling, Managing Director of the KWF e.V.:

Interforst was the meeting point for the national and international world of forestry in 2104 again. The nominees and winners of the KWF Innovation Medal have shown that many exhibitors have come to Munich with new and innovative products.

We were delighted to receive numerous interesting and competent visitors from all areas of the industry at our special show on forestry technology and equipment. At the expert forums, there were many inspiring and path-breaking discussions.

Thomas Tinnacher, Sales Manager, Posch GesmbH:

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We have had excellent visitor numbers at our booth on every day of the trade show and the quality of the customers matches us perfectly, too. The mood of the customers is good; they are investment-friendly and show tangible interest. We are satisfied in all respects because INTERFORST is ideal for us.

Jörg Ulsenheimer, Project management Procurement, Ligento:

INTERFORST is an excellent trade show for us to become known. Here, we meet all the people who deal with our combustible. We are delighted at the high visitor quality and the interesting talks, which also led to the initiation of new business. The organization has pleased us very much, we have no complaints.

Prof. Dr. Walter Warkotsch, Stellenbosch University, RSA:

“The Congress was very well attended. We have succeeded in covering a very wide variety of topics, ranging from the future and the benefits of timber, over forestry work and the associated machines, up to innovative products. Another thematic focus was the very rapidly developing segment of timber construction and timber chemistry. In particular, the Congress distinguished itself by outstanding, passionate and inspirational speakers and animated discussions, which showed that the topics chosen were of contemporary interest.”

About INTERFORST

International Key Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows

INTERFORST is one of the world’s major trade shows of the industry. As a yardstick for forest and technology, the event takes place every four years and presents forward-looking solutions for the entire world of timber and forest. It is accompanied by top-class scientific conferences and special shows. The trade show displays the full variety of the industry, ranging from afforestation to timber harvesting and sawmills. The presence of the market leaders and the event’s international mix emphasize the character of INTERFORST as a key trade show. The exhibitor and visitor figures of INTERFORST are examined by an independent auditor on behalf of the Society for the Voluntary Control of Fair and Exhibitions Statistics (in German: Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen – FKM) and are certified internationally by UFI, the Global Association of the Exhibition Industry.

Messe München International

Messe München International is one of the world’s leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade shows of Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The

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Group also takes a pioneering role as regards sustainability: It is the first trade-show company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.