

Euromaintenance 2010: the promotional campaign gets underway

Trondheim saw the launch of the marketing plan for the XX edition of the international event for industrial maintenance, to be held in Verona from May 12 to May 2010

Milan, June 9 2009 – The promotional campaign for Euromaintenance, the biggest exhibition of 2010 dedicated to industrial maintenance, is underway. The expo's XX edition will take place from May 12 to 14 in Verona.

The slogan chosen for the campaign is "Put yourself at the centre of the world", and everything revolves around this theme of centrality. Euromaintenance is, in fact, the meeting point of reference for anyone working in the maintenance field, and is held every two years in a different European country. To quote one of the claims in the promotional leaflet (which will be sent to all the main companies and key people involved in maintenance, both in Italy and abroad), the exhibition places 'the entire maintenance world at the centre of world attention'.

The chance to look at the organisation of Euromaintenance was offered during a coordination meeting of the associations comprising the EFNMS (European Federation of National Maintenance Societies), which took place in Trondheim, Norway, during the Federation's Annual General Meeting.

During the meeting, attended by representatives of all the EFNMS' member associations, the marketing plan for the exhibition's promotion was presented, and the huge involvement of European media confirmed, with particular attention to the sector's technical pages, which are always interested in those international events dedicated to top managers. The Internet too will be widely used, to diffuse information about Euromaintenance 2010.

This exhibition views Italy and the host city of Verona as being at the "centre of the business", and as key players. Important experts in the industrial maintenance sector from all over the world will be making their way there. In 2008, the Brussels Euromaintenance was visited by over 700 managers and maintenance/operations heads from 47 countries, with over 200 companies exhibiting and a total of 5,000 professionals.

Verona, moreover, is very well placed geographically, in Italy's North-East industrial and cultural centre. It's also easy to get to, on the Brenner main line and just an hour from cities like Milan and Bologna.

The Italian edition of Euromaintenance, too, will consist of both conference and expo: this international conference of world-class importance (both for the issues discussed and the quality of the speeches) will take place in the presence of all the main industry players.

The conference is aimed at an extremely high level target audience, comprising operations managers and heads, maintenance managers, plant directors, project managers, plant efficiency and reliability specialists, consultants, researchers etc. Up to now, the organisation has already received 120 international speeches (which are of top quality).

The speeches and the specific interests of visiting professionals will focus on maintenance for processing industries (Oil & Gas, Chemical & Petrochemical, Cement, etc), energy production (Gas, Coal, Nuclear, Alternative sources, etc.), manufacturing (Cars, Plastics, Aeronautics, Electronics, etc), the pharmaceutical, food and drinks industries, other "heavy" industries (Mining, Steel, Paper), and of course infrastructure and transport (Ports and



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Airports, Rail, Roads, Electricity, Water and Gas Distribution, Telecoms, Transport Networks etc), facilities and building maintenance, and more.

Key specific international events will take place under the Euromaintenance 2010 banner. These will include the workshop on safety at work organised by OSHA (European Agency for Safety and Health at work - Occupational Safety and Health Administration), and the day-long session on "Maintenance for Sustainable Manufacturing" coordinated by IMS (Intelligent Manufacturing Systems).

Together with the conference, Verona will also be hosting the large linked international trade expo open to the main industry players. These will also have the opportunity of participating in the conference through technical and application workshops, which will allow them to present their responses to "hot" topics to those attending.

Euromaintenance 2010 is born out of the collaborative work of institutions, universities, businesses and operators. EIOM (Italian Agency for Exhibition Organisation) is in charge of putting the event together in Italy, while AIMAN (Italian Maintenance Association) will be seeing to the scientific and cultural side of things, with the aid of the various associations belonging to the EFNMS, which holds the rights to the exhibition.

Further information on the event is available on this site:
www.euromaintenance.org.

Euromaintenance 2010:

For further information: Organising Registry www.euromaintenance.org and euromaintenance2010@eiomfiere.it



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