

4<sup>th</sup> to 7<sup>th</sup> November 2008

Paris-Nord Villepinte - France

The world's leading industrial subcontracting show



**MIDEST**  
**2008** *PARIS*

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Midest is the world's largest show exclusively dedicated to industrial subcontracting and face to face meetings

Midest provides a pertinent response to the problems customers have in « sourcing suppliers »

Midest's services are designed to enhance the effectiveness of your participation by taking your objectives on board



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## Who organizes ?

- **The Industry Division of Reed Expositions France**
- **Reed Exhibitions is the world's leading exhibition organizer, Reed Exhibitions organizes 460 exhibitions in 52 sectors of business every year, in 54 countries, including 60 trade shows in France.**





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Europe : a 450 million consumers huge market with high incomes.

(UE 27: 40 % of world exchanges -all products-)

France:

- the world's fourth industrial power (ex: nuclear, TGV high speed train, aerospace, automotive, etc...)
- the world's fourth largest exporter.
- rank second worldwide for IDE's
- rank first for work force effectiveness

# Subcontracting in Europe: a 500 billion € plus market

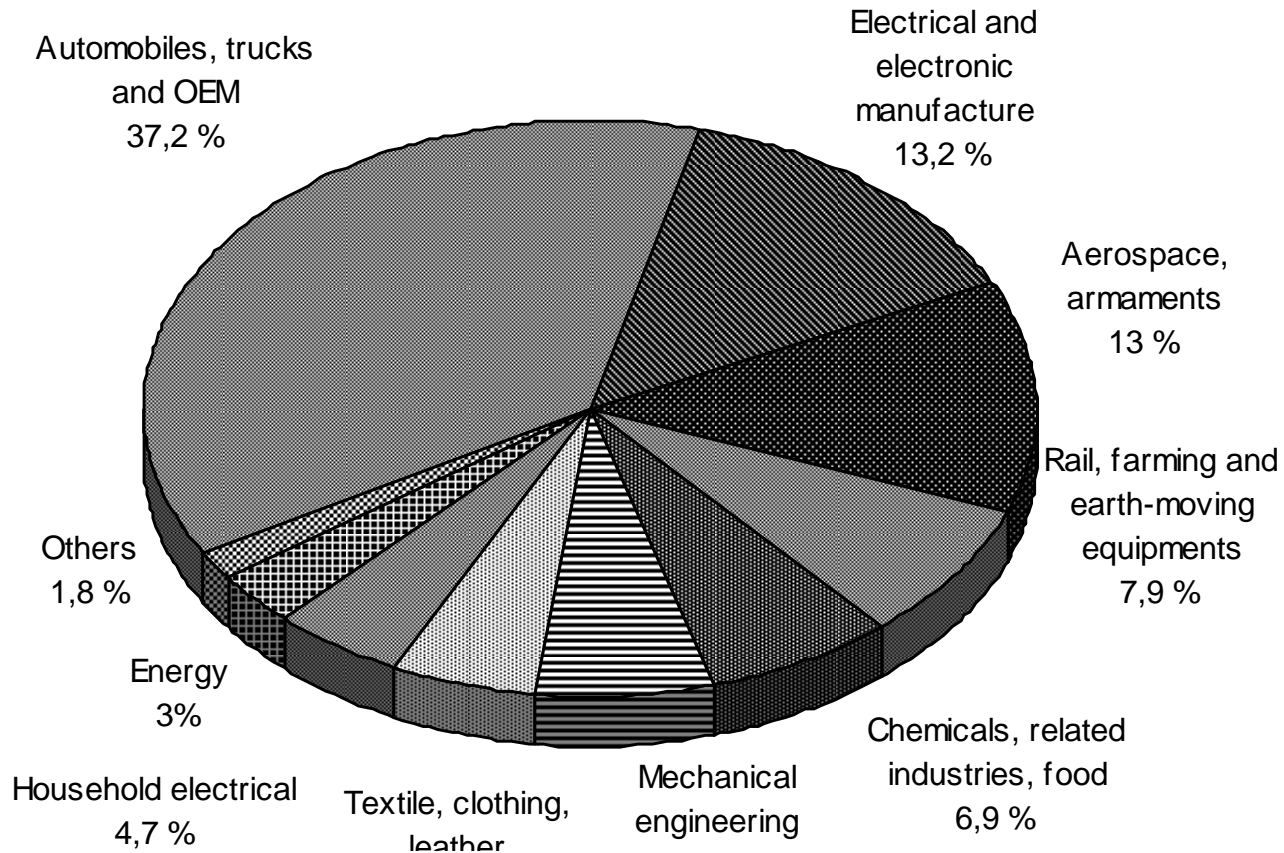
- ex UE15 + Swiss + Norway = 443 Billion €
- 12 new UE members = 58 B €
- Subcontracting = 15 % of UE industrial output
- 265.627 companies in ex-UE 15.
- 3.802.116 employees
- Growth + 3 % per year  
(from – 1% in UK to + 4 % in Finland France: + 3 %, Germany + 2 %)

# European Subcontracting

	Subcontracting sales (in billions of Euro)	Employees involved in subcontracting (at 31/12)	Number of companies
Germany	125.72	846 383	39 716
France	74.76	591 730	32 884
Italy	51.77	509 837	46 071
United Kingdom	41.16	421 441	31 187
Spain	41.05	650 453	52 860
Netherlands	13.04	99 158	5 067
Belgium	12.40	89 459	4 630
Austria	12.18	98 005	4 113
Sweden	11.90	76 724	10 305
Finland	8.72	49 727	4 719
Portugal	8.63	144 041	12 556
Denmark	6.74	61 314	2 652
Ireland	5.85	69 493	7 866
Greece	5.14	87 070	10 657
Luxembourg	0.96	7 281	344
<b>Total EU 15</b>	<b>420.02</b>	<b>3 802 116</b>	<b>265 627</b>

# Subcontracting in France

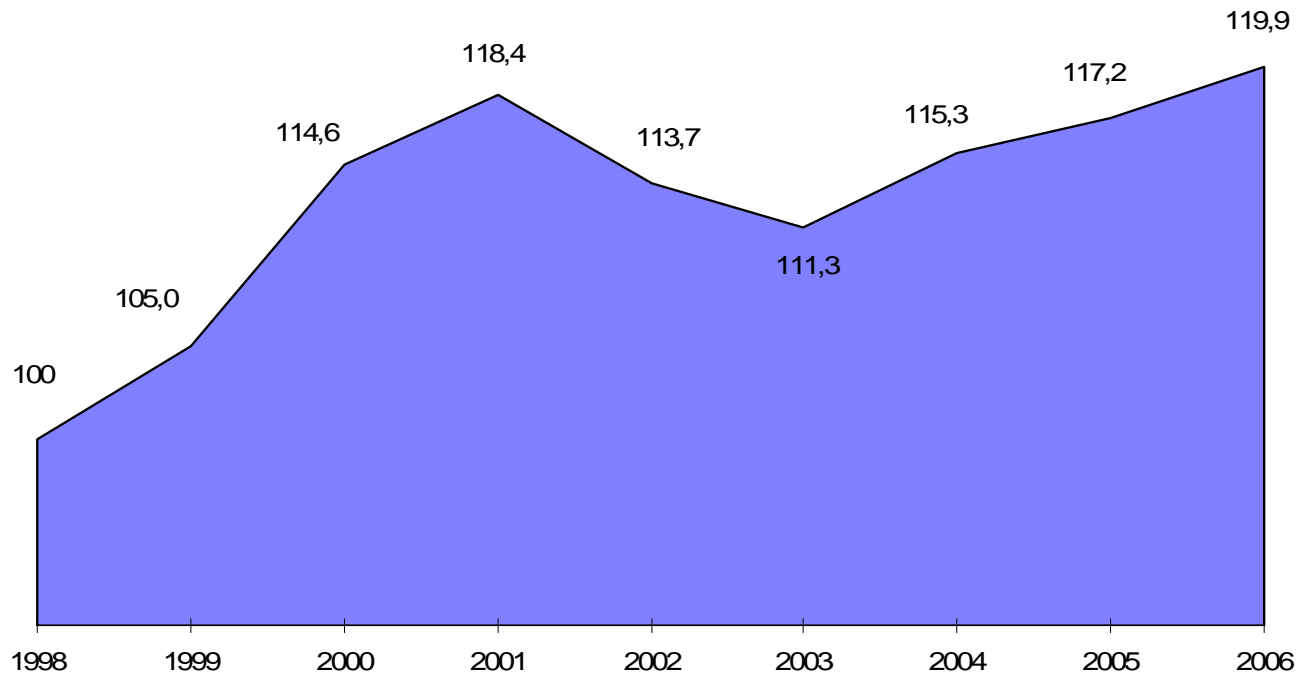
## BREAKDOWN OF SUBCONTRACTING ACTIVITY BY CLIENT SECTORS



<b>ACTIVITIES</b> (companies with 20 or more employees)	<b>Sales 2006</b> (in millions of Euro)	<b>Employees</b> (at 31 / 12 / 2006)	<b>Number of companies</b>
Industrial and precision mechanical engineering (1)	6 325.80	55 263	1 026
Cutting - stamping, punching, sheet work (1)	6 459.80	34 288	407
Foundry (1)	3 851.10	28 229	193
Fabrication, piping, metal structures (1)	3 521.37	47 760	867
Metal treatments and coatings (1)	2 208.10	17 871	327
Forging, stamping, die stamping (1)	1 948.80	11 466	52
Screw cutting (1)	1 645.10	11 810	186
Cold stamping, fastenings (1)	1 070.86	7 619	53
Moulds, models and mock ups (1)	731.80	6 384	152
Mechanical fittings and sub-assemblies (1) (4)	612.73	9 955	48
Press and special tools (1)	866.50	18 639	170
Springs (1)	331.30	2 490	32
Powder metallurgy (1)	307.40	1 976	7
Plastic technical parts (1)	10 031.80	59 584	516
Elastomer processing (1)	4 048.60	27 179	145
Assembly of electronic cards (1) (2)	2 336.00	16 376	173
Other electronic and electrical subcontracting (1)	4 911.55	16 038	322
Textile-garment manufacturing (1)	2 518.35	14 649	663
Industrial maintenance* (3)	5 530.94	55 338	687
Other	2 529.87	21 573	349
<b>Total</b>	<b>61 787.77</b>	<b>464 487</b>	<b>6 375</b>

# Sales trend

Growth in French subcontracting sales since 1998  
(companies of all sizes)





# MIDEST positioning



# MIDEST addresses **all sectors of subcontracting ...**

(excluding textile and wood)

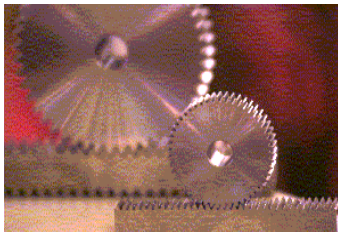
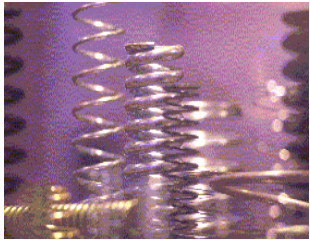
... And attracts visitors from **every major downstream markets :**

- Automotive,
- Engineering,
- Aerospace,
- Construction,
- Electrical, Electronics,
- Medical,
- Energy,
- Mechanical structures,
- Etc...



## **MIDEST, comprehensive coverage:**

- **Metal Processing**
  - **Screw Cutting,**
  - **Machining,**
  - **Special Machines**
  - **Finishing,**
  - **Surface Treatments,**
  - **Thermal Treatments**
  - **Industrial Fasteners**
  - **Forging,**
  - **Foundry,**
  - **Fabrication**
  - **Metal Cutting & Forming**
  - **Semi-Finished Products**
- **Plastic/ Rubber /Composite Material Processing**
- **Electronics/Electricity**
- **Microtechnics**
- **Industry Services: Engineering, Studies, Design Aids, Industrial Design, R&D, Quality, Industrial Maintenance,**



## Who Visits ?

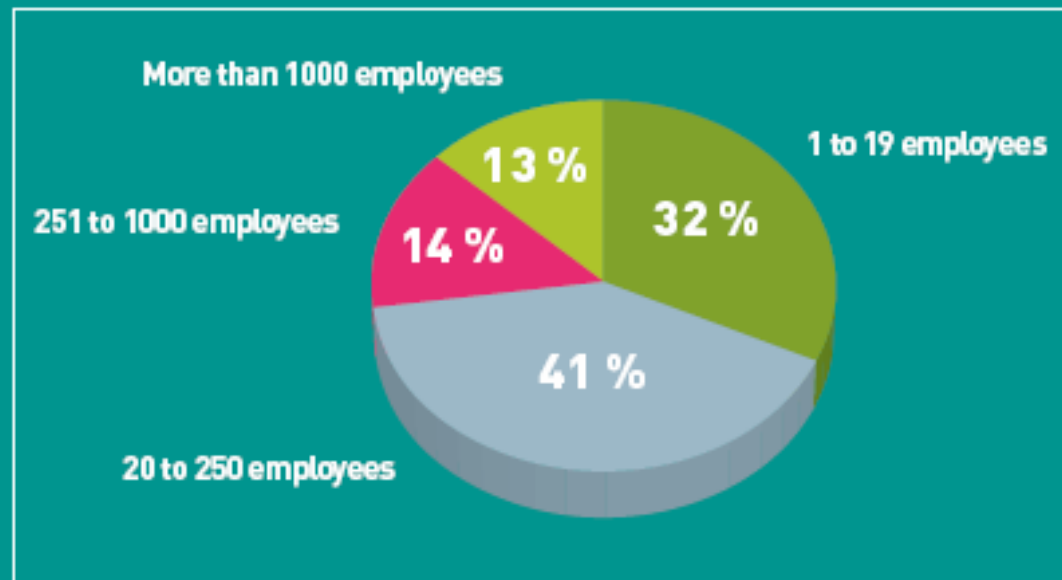
- **31,367 trade professionals came to Midest 2007**
- **14% international visitors**
- **61 countries represented**
- **1/3 of the visitors to each show are new**

Midest figures are audited by the OJS



## Balance company profile

### Companies that representative of the industrial fabric



Source : ECCE survey 2007

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**100% of the Top 500 industrial enterprises (Les Echos) visit Migest each year.**

**Automotive:** Toyota, Volkswagen, PSA Peugeot Citroën, BMW, Renault, Volvo...

**Aerospace:** Eads, Snecma, Airbus, Dassault Aviation, Eurocopter,...

**Transport:** SNCF, Air France, RATP,...

**Telecommunications:** Siemens, France Telecom, Alcatel, Sagem,...

**Building and civil engineering:** Saint Gobain, Vinci, Lafarge, Cegelec, Vicat,...

**Automobile Component Suppliers:** Robert Bosch, Michelin, Continental, Valeo, Faurecia, Pirelli,...

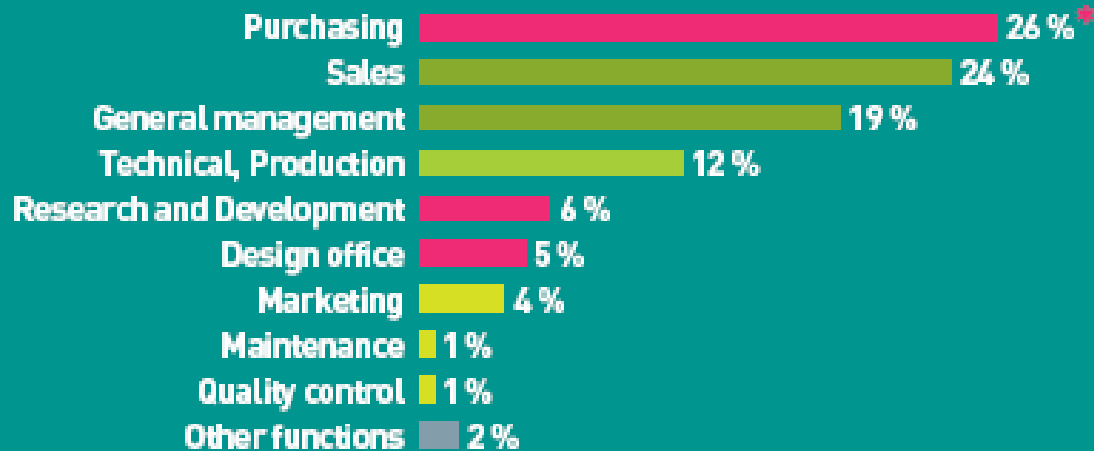
**Electronics/Electrical/Electrical:** Hitachi, Sony, Nec, Fujitsu, Philips, Tyco, ABB, Thales, Schneider Electric, Thomson,...

**Energy:** EDF, Gaz de France, Areva, Technip,...

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# Key functions and decision makers

## A range of decision making functions

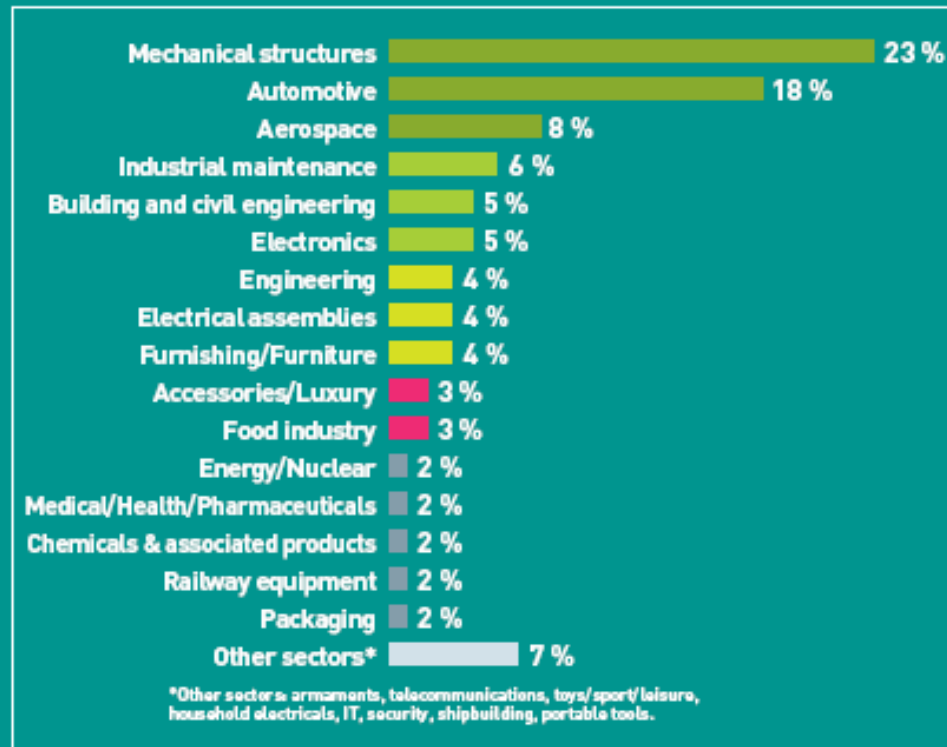


\* up 5 points on 2006

Source: ECCE survey November 2007

# A broad range of industrial markets

## A broad range of industrial activities



Source : Midest 2007

# Visitor objectives and satisfaction

## HIGHLY SATISFIED VISITORS

■ **93 %** stated that they were satisfied or very satisfied with the 2007 show (+2% on 2006)

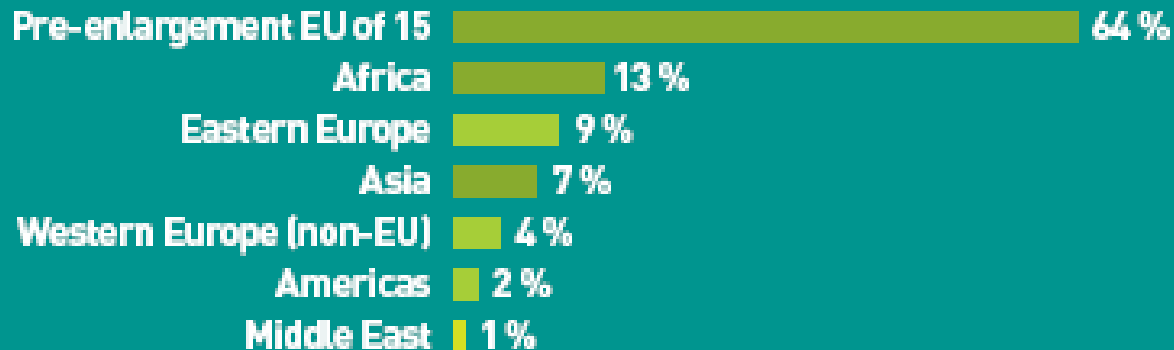
■ **69 %** of customers search for their subcontractors by visiting trade shows

**95% of the visitors recommend Midest to their colleagues and list the following as the strengths of the show:**

- The presentation of all forms of subcontracting
- An exceptional show case for technological trends
- The presence of high level subcontractors
- The international range
- The possibility of finding new subcontractors.

# International visitors

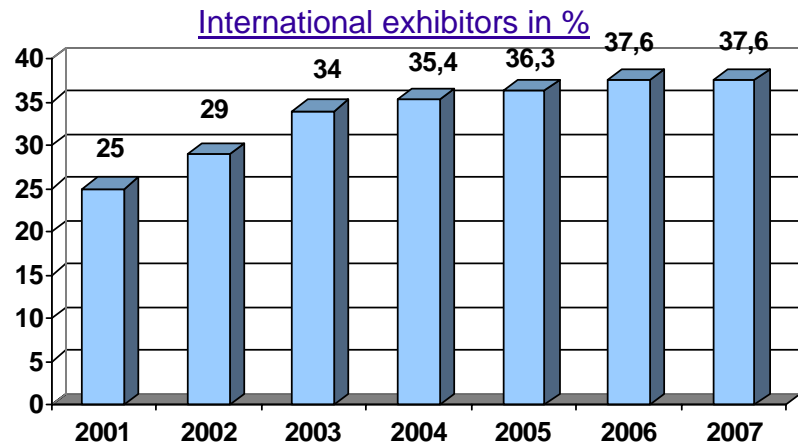
## International visitors from 61 countries



*Origins of international visitors – excluding France (2007 figures)*

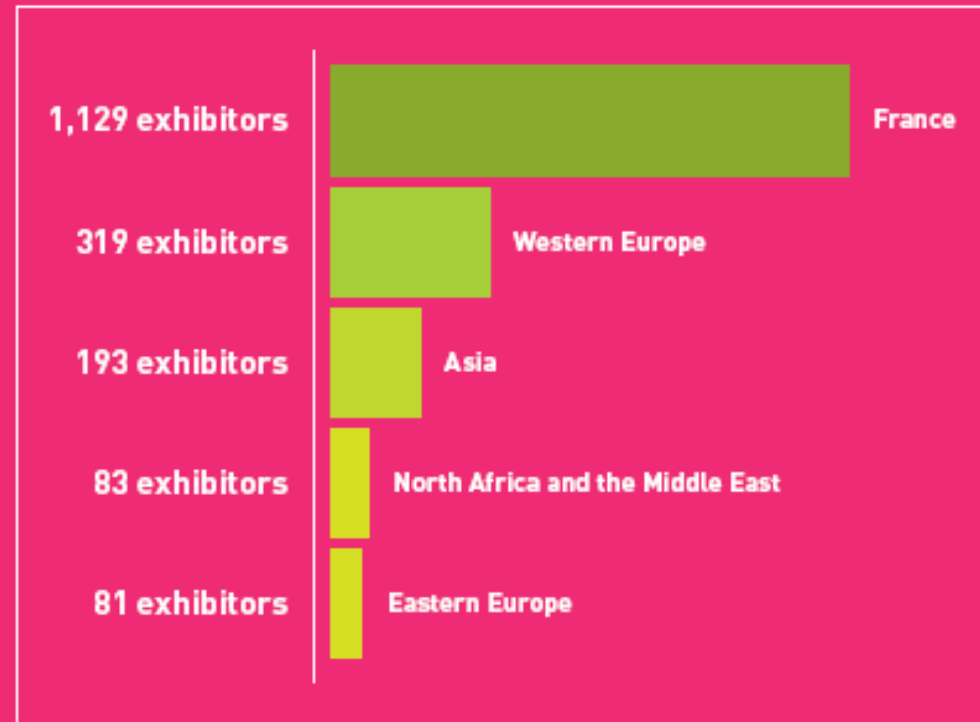
# MIDEST Exhibitors

- **1.805 exhibitors** in 2007 (+ 4%)
- **38% of exhibitors from abroad**
- **40 countries** represented
- **30% of exhibitors are New** each year
- **87% of exhibitors plan to exhibit in 2008**



40 countries and more than 700 foreign companies

## Subcontractors from every continent



Source : Midest 2007

## SUCCESS FACTORS OF GROWTH

- Support & involvement of regional bodies
- Support of international trade associations
- Closeness to the industry, the **show is exclusively dedicated to industrial subcontracting**

With the support of:



ASSEMBLÉE DES CHAMBRES FRANÇAISES  
DE COMMERCE ET D'INDUSTRIE




## SUCCESS FACTORS OF GROWTH

MIDEST offers a full range of services :

- A strong educational content (forum and conferences, roundtables)
- Specialized technical centers
- The VIP Industry Club
- The Press center
- The MIDEST Partner Club
- The MIDEST Awards 2008

## New in 2007

- Country of the year:  **Spain**
- Market of the year: **Aerospace**



MIDEST 2007 will be held together with **MAINTENANCE EXPO** (Industrial Maintenance solutions), and **EXPOPROTECTION** (International Exhibition in Risks Management)

## 10 good reasons to exhibit.

1. Meet the customers you are searching for
2. Welcome existing customers to your stand
3. Promote the expertise of your company
4. Take part in the global subcontracting show
5. Learn about the competition and market trends
6. Enhance the image of your company
7. Develop an international network
8. Take advantage of a powerful communication plan
9. Benefit from the advice of a team that listens to you
10. Secure a year long presence on [www.midest.com](http://www.midest.com)

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**Thank you for your attention**

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**Contact in**

 [www.midest.com](http://www.midest.com)

