

Presse  
Press

## GIFA, METEC, THERMPROCESS and NEWCAST 2023:

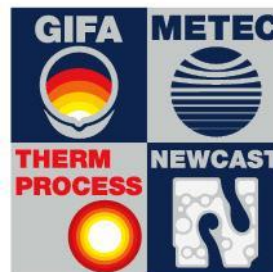
### Interview on Messe Düsseldorf's ecoMetals Campaign with Friedrich-Georg Kehrer, Global Portfolio Director

*Mr Kehrer, the technology trade fair quartet GIFA, METEC, THERMPROCESS and NEWCAST will again provide us with a complete overview of the foundry technology and metallurgical sectors from 12 to 16 June 2023. Which trending themes will particularly characterise the trade fairs in your opinion?*

Friedrich-Georg Kehrer: How green are the energy-intensive foundry and steel sectors of industry? How sustainably do they produce and how eco-friendly is their use of materials? These are the pivotal questions dominating the agenda and providing ample food for thought at GIFA, METEC, THERMPROCESS and NEWCAST 2023. Tasked with achieving climate neutrality by no later than 2050, these industries face what is probably the biggest transformation in their history. This decisive development will be reflected by the Düsseldorf trade fair quartet: on the one hand, the challenges that face the sectors; on the other, the innovations that machinery and plant manufacturers offer to the metallurgical and casting industries worldwide clearly making them part of the solution rather than the problem. Through in-depth exchange with the professional bodies and experts from all stages of the value chain we have identified the following three mega trends:

1. Sustainability in the sense of energy and resource efficiency, for instance in the form of green steel or green iron as well as the decarbonisation of the steel and iron industry using hydrogen as a catalyst – summarised succinctly under the “ecoMetals” heading.

2. The use of digital technologies in manufacturing, i.e. that buzzword “Industry 4.0” in steel mills and foundries also remains another mega trend.



The Bright World of Metals

12–16 June 2023  
Düsseldorf/Germany

15<sup>th</sup> International  
Foundry Trade Fair  
with Technical Forum

11<sup>th</sup> International  
Metallurgical Trade Fair  
with Congresses

13<sup>th</sup> International Trade Fair  
and Symposium for Thermo  
Process Technology

6<sup>th</sup> International  
Trade Fair for Castings  
with NEWCAST Forum

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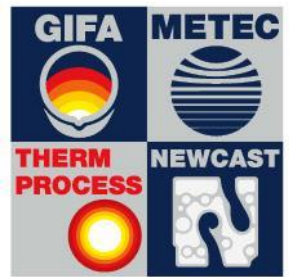
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3. Furthermore, automotive lightweight construction as well as the latest additive manufacturing processes for steel and metal working continue to play a pivotal role.

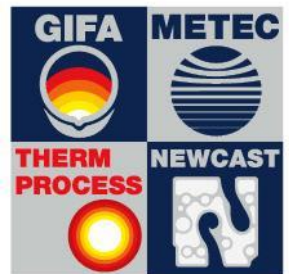
With our four trade fairs and the extensive line-up of accompanying events we offer all interested parties a unique platform worldwide to discuss these forward-looking topics in their entire complexity.

***The buzzword “ecoMetals” is mentioned in connection with GIFA, METEC, THERMPROCESS and NEWCAST time and again. What does it mean and what role does the campaign play in the events?***

Friedrich-Georg Kehrer: Messe Düsseldorf’s ecoMetals Campaign forms an integral part of the “Bright World of Metals” and is a long-standing success story. It refers to the ecological path of the casting and metal processing industries and promotes exhibiting companies that invest in innovative, sustainable and economically competitive technologies. Trade visitors can easily identify the award-winning innovations and are guided to the respective exhibitors at GIFA, METEC, THERMPROCESS and NEWCAST by way of complimentary daily Guided Tours – so-called ecoMetals Trails. Furthermore, these exhibitors are especially highlighted in the respective Internet portals as well as in the catalogue and their exhibition stands are signposted. The ecoMetals campaign was already received very well at the previous edition of the trade fair quartet. Our visitors highly appreciated this guidance. I am particularly pleased to see that other capital goods trade fairs such as wire and Tube or decarbXpo have also adopted this concept this year. With this move we would also like to live up to our ecological responsibility as Messe Düsseldorf and provide the drivers for environment-saving products, production and processes with a special forum.

***So the ecoMetals Trails will enable trade visitors to discover “new pathways for value creation” at the trade fairs?***

Friedrich-Georg Kehrer: Yes, exactly! The ecoMetals brand focuses on three fields of sustainability: Resources, Innovation and Production and/or Processes. How can raw materials be extracted in a more resource-efficient way and processed more efficiently? What is trending in metal and non-metal recycling? Which novel technologies, machines and plants are used to improve the energy and CO<sub>2</sub>-balance? The sustainability drivers exhibiting



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at GIFA, METEC, THERMPROCESS and NEWCAST will share their solutions for all of these challenges. At their exhibition stands they will explain how they reduce their carbon footprint at their production sites and reconcile business with environmental protection. Overcoming these challenges is as important as ever to hold your own against international competition as a valued business partner.

### ***How much does participation in the ecoMetals Trails cost?***

Friedrich-Georg Kehrer: Participation in the Trails is free of charge for all interested visitors. Registrations can be submitted online via the respective Portals in the run-up to the trade fairs. Those deciding on site to take part in a Trail during the trade fair are, of course, just as welcome to do so – also without prior registration.

### ***On 21 September this year the ecoMetals Day will be held as the “Steel Day of the Future” at Düsseldorf Exhibition Centre. What kind of event is this and how does it relate to the Bright World of Metals?***

The ecoMetals Day will be held for the first time, concurrently with glasstec, as part of our new event decarbXpo. This day will see the Who’s Who of the steel sector convene in Düsseldorf and cover all themes of relevance to the technical, economic and ecological transformation of the steel industry in the form of unique lectures delivered under one roof. These impulses are, of course, also of enormous importance for THERMPROCESS 2023.

### ***Mr Kehrer, can you already reveal any details regarding registration levels? How are the trade fair preparations going in general?***

The preparatory work has been completed successfully, many companies have already registered, and the allocation of exhibition space is in full swing. Now the time for finetuning has come and, of course, for launching visitor canvassing measures. Our exhibitors are eager to inspire the trade fair audience at GIFA, METEC, THERMPROCESS and NEWCAST with their technologies and innovations. All renowned companies will be represented in Düsseldorf again plus many new exhibitors taking part for the first time. GIFA, METEC, THERMPROCESS and NEWCAST are the most relevant events for their respective industries; they thrive on personal encounters and

the exchange of ideas in this special setting. Everyone is especially looking forward to this – even more so after such a long time apart!

Düsseldorf, July 2022

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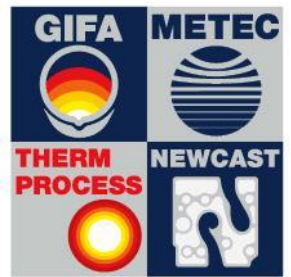
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**In the event of publication we would appreciate a specimen copy.**



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