

20 - 23 APRIL / DÜSSELDORF / GERMANY



THE ULTIMATE  
WORLD OF  
CUTTING AND WELDING

2027

URBAN STEEL EXPO

## Press Release

# Highly anticipated – novel trade fair format for the cutting and welding industry in Düsseldorf

Messe Düsseldorf injects a fresh breeze into the exhibition landscape with USE 2027

Düsseldorf, 6 March 2025 – The calls from the industry for a new platform were unmistakable: more dynamism, more event, more modernity. By introducing The Ultimate World of Cutting and Welding – Urban Steel Expo, USE for short, Messe Düsseldorf has tailored a novel concept to the needs of the welding and cutting industries – a platform that creates a new way of exchanging ideas and networking, seamlessly blending technology, business and event culture.

USE will debut from 20 to 23 April 2027 turning Düsseldorf Exhibition Centre into the international hub for companies from the sectors of welding, cutting and related processes and technologies every four years.

### More than just a trade fair:

#### The Ultimate World of Cutting and Welding

The launch of **USE 2027** will re-define classical trade fairs. **Technology, business, creativity and community** will fuse into an **industry event**. Bernd Jablonowski, Executive Director Messe Düsseldorf, explains: "The sector was calling for an innovative trade fair format, and we have now created the right framework conditions for putting this into practice. Messe Düsseldorf is predestined for such agile concepts as a modern location. USE 2027 sets new standards and will take the sector to the next level."



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Mitgliedschaften der  
Messe Düsseldorf:



The global  
Association of the  
Exhibition Industry




Ausstellungs- und  
Messe-Ausschuss der  
Deutschen Wirtschaft



FKM – Gesellschaft zur  
Freiwilligen Kontrolle  
von Messe- und  
Ausstellungszahlen

Öffentliche Verkehrsmittel:  
U78, U79:  
Messe Ost/Stockumer Kirchstr.  
Bus 722:  
Messe-Center/Verwaltung



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The new format brings together global market and innovation leaders and showcases pioneering technologies. Industry leaders such as Kemper, Filtershop, Microstep, Accurl Europe, Weldas, Sinto Agtos, Optrel, Kuka, Cloos, EWM, Jasic, ESAB, Siegmund, OTC, Kjellberg and Abicor-Binzel have already confirmed their participation. Commenting on this Daniel Ryfisch, Director USE/wire & Tube and Flow Technologies at Messe Düsseldorf, adds: "With USE 2027 we are establishing a platform that brings technological progress to life and takes exchange within the industry to a new level. The early commitment of leading firms confirms their confidence in our concept. Jointly we will drive the future of welding and cutting technologies and the visibility of this industry's innovative power."

#### **USR: Urban Steel Rockstars – the event within the event**

Thanks to the exclusive cooperation between MingleMakers UG and Messe Düsseldorf the annual industry event Urban Steel Rockstars (USR) will in future form an integral part of USE. The USR Convention established by MingleMakers selectively targets the welding and steel sectors focusing on communication, brands and experiences. It fuses industrial dynamism with creative elements and gives the trade fair a unique "festivalisation" dimension. Special highlights include the Masterclasses where leading industry experts share valuable know-how and bring trends interactively to life. With this USR creates an up-to-date platform that links classic trade fair approaches with innovative communication elements. "The cooperation with Messe Düsseldorf enables us to take USR to the next level and to jointly establish a holistic format within a new world-leading trade fair. The symbiosis of USE and USR marks a milestone for the industry and makes Düsseldorf the centre of a unique experience," stresses Frederic Lanz, CEO of MingleMakers UG.

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### Düsseldorf: the perfect destination for the future of the industry

The choice of Düsseldorf as a location is not a coincidence: boasting outstanding infrastructure, a central geographical location at the heart of Europe and excellent accessibility, the city provides the ideal setting for USE 2027. What's more, the metropolis on the Rhine enjoys an excellent reputation in the respective industries thanks to Messe Düsseldorf's numerous leading international investment goods fairs such as wire & Tube, Valve World Expo, K, interpack and GIFA/METEC/THERMPROCESS/NEWCAST.

### Save the Date: USE 2027

#### Urban Steel Expo – The Ultimate World of Cutting and Welding

will be held from 20 to 23 April 2027 at Düsseldorf Exhibition Centre.

For more information go to: [www.USE-expo.com](http://www.USE-expo.com)

### Visuals



USE – The Ultimate World of Cutting and Welding

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Daniel Ryfisch, Director USE, wire & Tube and Flow Technologies

Photo: Messe Düsseldorf/ctillmann

### The Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs including 20 leading international trade fairs at its 613,000 m<sup>2</sup> exhibition centre on the Rhine. In the 18 halls the international market leaders and top decision-makers from various sectors get together every year to present and discover innovations, to exchange ideas and network. The sectors of expertise of Messe Düsseldorf include: "Machinery, Plants and Equipment" including metallurgy and foundry technology (drupa, K, interpack, glasstec, wire and Tube amongst others); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COMPAMED, REHACARE, A+A); "Lifestyle and Beauty" (BEAUTY, TOP HAIR), "Leisure" (boot, CARAVAN SALON) and "Mobility" (XPONENTIAL, Flotte!). Add to this, numerous annual conventions, corporate events, conferences and meetings by its subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organises over 70 events. The global network of the group of companies encompasses 77 foreign



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representatives for 142 countries – including seven international subsidiaries.

Should you have any queries please feel free to contact:

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