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# FAKUMA Review

## FAKUMA 2008 - EMS-GRIVORY posts a new record

**EMS-GRIVORY can look back on the most successful FAKUMA since its first attendance. Compared to the last event a clear increase of 17% in the number visitors was achieved. But not only the frequency was good, the quality of the contacts was also very high this year.**

The FAKUMA is continually growing and, over the last years, has developed into an attractive meeting point for the plastic's scene in Europe. This trade fair enjoys great popularity as it is a manageable size and has its finger on the pulse. This is confirmed by the number of visitors recorded which increased by around 5% this year to approx. 40,000 people.

### Above-average growth

Already at the last two FAKUMA events, the exhibition stand of EMS-GRIVORY shown an above-average 13% increase in the number of visitors. This year, an increase of 17% compared to 2006 was achieved. This strong growth is particularly pleasing when the current financial crisis and economic situation are taken into consideration.

### Satisfied stand owners

According to surveys carried out by the trade fair organisers, exhibitors were very satisfied with the event. Post trade-fair business was also considered to be positive. This was also confirmed by the stand team from EMS-GRIVORY. The Fakuma has a sustainable effect and provides an ideal presentation platform for a varied and very interested audience. Good trade-fair discussions form the foundations for a range of future projects. Above all the new products Grivory HT3, Grivory GVX, Grivory / Grilon LFT, Grilamid TR 60 and the new bio-polymers "GreenLine" met with great interest from customers on the 130 m2 stand.

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**In focus - metal replacement**

Along with products of the latest generation, metal replacement was focus of attention at the EMS-GRIVORY stand. This was not surprising as innovative products in this field have enabled us to penetrate previously unimagined replacement applications. The glass-fibre reinforced products Grivory GVX as well as Grivory and Grilon LFT are inexpensive and lightweight alternatives to die-cast metal.

**Stand party with record atmosphere**

While the visitor frequency has increased constantly, the topic of records also applies to the probably most famous party at the FAKUMA - the EMS-GRIVORY stand party. Already as the first sounds of the Joe Whitney Band could be heard, the stand was filled to overflowing. Within a very short time and together with an impressive show act by the Cocktail Divas, the band created a wild party atmosphere never before seen at the FAKUMA.

In review, the FAKUMA 2008 can be considered the most successful for many reasons. We can look forward with interest to see which innovative plastic applications in the market will result from the new and renewed contacts at this event.

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Bild:.Stand.jpg

EMS-GRIVORY stand at the FAKUMA 2008.

Bild:.Party.jpg

Record atmosphere at the EMS-GRIVORY stand party

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