

29.08.2010

New visitor record at the TIMBER FAIR

Of the 22,000 visitors, a third came from abroad.

These results exceeded all expectations: the INTERNATIONAL TIMBER FAIR KLAGENFURT recorded 22,000 trade visitors this year (an increase of 5%). Increases were noted in particular in visitors from the countries of South-East Europe. The exhibitors spoke of a 'new start in the industry' and were very pleased with the new business contacts they made.

452 exhibitors from 22 nations presented at the INTERNATIONAL TIMBER FAIR in Klagenfurt from 26 to 29 August 2010, covering the themes of 'wood, forestry, sawmills, transport, wood construction and bio-energy'. "Our trade fair was able to build on its position as one of the most important timber and forestry fairs in Europe and has now become a hub for Central, Southern and South-Eastern Europe," emphasise Trade Fair President Walter Dermuth and Managing Director Erich Hallegger.

Sawing technology was the top theme at the exhibition

According to the market research company 'Der Ladler', the 'sawing technology' field was top of the areas of visitor interest with 45% of the result followed by 'wood processing, carpentry and joinery' with 42% and 'forestry machinery and forestry equipment' with 41%.

37% of visitors came from abroad

The INTERNATIONAL TIMBER FAIR KLAGENFURT has never seen such a high proportion of foreign visitors: 37% of all visitors, i.e. a third, came from Central, Southern and South-Eastern Europe. Slovenia represented the highest share comprising 34% followed by Italy at 32% and Germany at 24%. Growth was also recorded in visitor numbers from Croatia, Hungary, Russia and Slovakia.

Trade fair well received

The INTERNATIONAL TIMBER FAIR KLAGENFURT is out in front in terms of both its offers and the feedback from visitors: 80% of those asked said they found the fair 'excellent' or 'good'.

Innovation prizes

As part of this year's '34th International Forestry and Timber Symposium', two Austrian firms were awarded the 'innovation prize for the forestry and timber industry' by the 'Kärntner Messen' trade fairs and the 'Austrian Ministry of Life'. The first prize went to the Styrian company 'Hutter acustix', a highly sought-after expert in the optimisation of room acoustics within both small and large spaces. The second prize went to the company BIASTEC KG from Upper Austria. This company specialises in the development and sale of modern inclination sensor technology for the agriculture and forestry industry.

Forwarder and harvester competition

35 forestry machine operators entered the '1st Forwarder and Harvester Competition' as part of the INTERNATIONAL TIMBER FAIR KLAGENFURT. Participants had to demonstrate their skill using the large machines before the strict eyes of the jury and professional public. The winner of the forwarder competition was Erwin Krassnitzer from Drobollach am Faaker See and the winner of the harvester competition was Volker Tischart from St. Georgen/Gailtal.

Awarded the Golden Spruce

Fast help is twice as important! 3 Golden Spruces were awarded to 3 people as part of the 'International Timber Day' for their fast response following the earthquake catastrophe in Abruzzo: Hans Binder, Emanuele Orsini and Giovanni Spatti. The companies Binderholz from Fügen, Sistem Costruzioni and Gruppo Nulli completed living space of over 27,000 m² in just 55 days. This fast progress in construction was only possible thanks to the pre-fabricated laminated timber from Binderholz which was processed on-site to produce turn-key 3-storey homes.

European Trade Journalist Forum

The INTERNATIONAL TIMBER FAIR in Klagenfurt is the only trade fair in Europe to offer a 'European Trade Journalist Forum' at the same time as the fair. 41 media companies from 16 nations took up the invitation from KÄRNTNER MESSEN and the Foreign Trade department of the Austrian Chamber of Commerce to report on this special event in Klagenfurt. The media also obtained up-to-date information firsthand about the timber trade in Europe, the pellet market, wood construction and the cost of logs this autumn.

Austrian Chamber of Commerce cooperation exchange used by 270 companies

For the first time, the Foreign Trade department of the Austrian Chamber of Commerce organised a cooperation exchange as part of the INTERNATIONAL TIMBER FAIR in Klagenfurt which brought together international decision-makers from Russia, Slovenia, Hungary, Croatia and Slovakia with Austrian business partners as part of b2b discussions. In this first year, more than 270 companies took part in the exchange.

Expansions planned for the TIMBER FAIR in 2012

The next INTERNATIONAL TIMBER FAIR will take place from 30 August to 2 September 2012 in Klagenfurt. And new plans are already being made. On the one hand, the 'Austrian Carpentry Day' will take place as part of the INTERNATIONAL TIMBER FAIR with its own 'wood construction fair' for the first time and on the other, the exhibition area on 'tractors for wood transport' will be extended further.

EXHIBITOR OPINIONS:

Wolfgang Stonitsch and Otto Knill, Michael Weinig AG (Germany):

"This year's INTERNATIONAL TIMBER FAIR was one of the most successful fairs of the last few years for us. The atmosphere in our industry is much more positive again and business is back to normal. We are expecting an increase in sales this year following the many contacts we have made at the fair. The high number of international visitors was also evident."

Hugo Karre, Holz Thurner (Austria):

"We benefit from the positive atmosphere in the sawmill industry and are pleased about the good visitor contacts we made from the Alps-Adriatic region. I was particularly impressed by the high quality of decision-makers present this year."

Stefan Kulterer, Hasslacher Norica Timber Vertrieb GmbH (Austria):

"Thanks to the high influx of visitors, we were able to meet our goal of further promoting the company image through our attendance at the fair. The layout of the fair, divided into different industries, is also worth a mention along with the daily event highlights. This enables us to adapt perfectly to the individual target groups."

Harald Wohlmuther, PHB (Germany):

"This year, we were able to welcome many trade visitors from South Tyrol to our trade fair stand. The high level of decision-makers present was particularly positive. Overall, we were very pleased with how the INTERNATIONAL TIMBER FAIR went this year."

Ernst Peischi, Peischi Fahrzeugbau (Austria):

"Our expectations of using Klagenfurt to initiate discussions with foreign customers were more than met. We have established some great customer contacts with customers from Italy, Slovenia and Croatia. The INTERNATIONAL TIMBER FAIR offers a particularly high level of expertise. Anyone involved with timber in any way cannot afford to miss this fair."

Josef Ressenig, Ressenig Fahrzeugbau GmbH (Austria):

"We sent out hundreds of invitations to customers in advance. We noted a high level of visitors this year from Styria in particular. The INTERNATIONAL TIMBER FAIR is an ideal way for us to present our new vehicles to the professional public."

Rudolf Zeiss, Zeiss Staplerservice GmbH (Austria):

"This is our second year at the INTERNATIONAL TIMBER FAIR and we are very pleased that it more than exceeded our expectations. Both the quantity and quality of visitors were extremely high and we would certainly have missed out if we had not attended."

Hubert Schriebl, Böhler Miller Messer und Sägen GmbH (Austria):

"Improvements in the economic climate in the sawmill industry certainly benefitted us at the fair. We are hoping for good business after the fair given all the good contacts we made there. We welcomed lots of interested customers to our newly designed stand from all areas of Austria."

Media contact

Kärntner Messen, Christian Wallner, Public Relations Manager

Tel: +43 463 56800-24, Fax: +43 463 56800-48, E-mail: wallner@kaerntnermessen.at