



The quality of parts on display is always high at European Automotive Components Expo

Supplier success

Despite the challenging economic conditions, European Automotive Components Expo – the must-attend event for automotive engineers, purchasers, and vice presidents – exceeded visitors' and exhibitors' expectations.



■ Alan Hardy, automotive market manager at Specialty Coating Systems – a company that has exhibited at European Automotive Components Expo for the last three years – said, “This year, it’s more to do with the quality of the leads than the quantity.” And making the trip from India to exhibit this year was Sadhir Gupta, general manager of Magma Mettcast, who commented, “This year there have been a lot of quality visitors to the Expo. I’m pleased with the event.”

Also making the trip from India but as a visitor was K Ramakrishnan, manager of the advanced engineering group in R&D at TVS Motor Company. He said, “The show is interesting – there are many people to speak to.” Ramakrishnan’s view was echoed by Bruno Gomes Ferreira, engineer in global sourcing parts at Mercedes-Benz Cars: “I was here last year, and to be honest I thought the Expo this year would be smaller. I’m impressed with the show. I’m looking for new suppliers and from that perspective it’s very interesting as there are many new names here.”

Now in its 5th year, European Automotive Components Expo

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BRUNO GOMES FERREIRA, ENGINEER IN GLOBAL SOURCING PARTS AT MERCEDES-BENZ CARS

2009 provided the ideal platform for visitors to meet new suppliers, as well as to inspect new automotive parts and state-of-the-art subsystems, and to learn about new vehicle production services.

Following its success at last year’s Expo, Auxin Group

All sorts of components were on display, like these drive shaft gaiters



returned to Stuttgart this year keen to further promote the growth of the company. “We now have some 600 workers spread across 11 factories in four divisions of the group, with headquarters in the Basque Country in Spain,” said a company spokesperson. “We have been growing steadily, with different types of business units able to offer different skills.”

Three years ago, Auxin opened a stamping factory in Poland, and last year the company opened a new facility in Romania specializing in tuned parts.

Founded over a century ago, Baumann Springs was at this year’s Expo to promote the company’s vast array of automotive components, including innovative wave springs. With 11 production plants in Europe, Asia, and the Americas, the message from the Baumann booth was that this supplier is a reliable partner for OEMs around the world. All



Turbochargers were just some of the components that captured visitor's attention

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SADHIR GUPTA, GENERAL MANAGER OF MAGMA METTCAST, INDIA

Baumann plants are certified TS 16949, ISO 9001, and ISO 14001 compliant. As a clear advantage for customers, Baumann also has a uniform IT platform for coordinated care and optimum communication in all aspects of daily business.

A host of suppliers from the Jiangsu Province in China were also represented in an effort to increase business with European suppliers. Weizhen Ji from the China Jiangsu Provincial Economic and Trade Office in Europe said, “We are looking for component importers and distributors, and hopefully long-term partnerships. As a province, we can offer many advantages.” With a population of 76 million and a GDP of US\$5,700, the Jiangsu province is China’s top economic region, and the

industry is key to the area. More than 2,000 companies in the province focus on automotive production and these companies contribute to an annual turnover of US\$25 billion. The goal now is to increase business with overseas markets.

Lighting specialist Dreiha Komponenten exhibited at the Expo for the first time, following visits by staff members in previous years. “Automotive lighting is an interesting subject at the moment,” said the company’s representative Azmi Mustapha. “LEDs are becoming increasingly popular, so we are keen to take advantage of the downturn by offering better value for money than the [standard] bulb manufacturers. They offer much more design freedom, longer life, and easier



Baumann Springs is a well established company, founded in 1886. This year it showed a variety of automotive springs

maintenance.” As well as exhibiting samples of exterior lights, Dreiha showed off its range of interior lights. “We are just finalizing which products to take, but we have new ranges in the pipeline,” Mustapha continued. “We currently supply to Toyota, so we are looking forward to meeting the European car industry face-to-face.”

European Automotive Components Expo will return to Messe Stuttgart in 2010. Be sure to keep checking this website for the confirmed dates.