

MEDIA RELEASE

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NATIONAL MANUFACTURING WEEK & AUSTECH MAKE THE MOVE TO SYDNEY SHOWGROUND

The premier event on Australia's manufacturing calendar, National Manufacturing Week (NMW), and its co-located event, Austech, will move to Sydney Showground (SS) in 2010.

Alternating annually between Sydney and Melbourne, and previously held at the Sydney Convention and Exhibition Centre, Sydney Showground is thrilled to be the new home of the Sydney edition of this important event, to be held from May 11-14 next year.

"We're thrilled to have NMW and Austech on board and look forward to working with the owners and organisers - Reed Exhibitions (NMW) and AMTIL (Austech) - on a successful event, from both an exhibitor and a visitation perspective," said Karen Bolinger, General Manager Sales and Marketing, Sydney Showground.

"With one of the largest and most versatile loading docks in the country and the manufacturing hub of NSW right on our doorstep, Sydney Showground is the perfect venue to host such a high profile event. We worked closely with Sydney Olympic Park Authority to secure this event and will continue to do so as we deliver on event expectations."

Group Director of Reed Exhibitions, John Gorton said Sydney Showground offers plenty of advantages for both exhibitors and visitors.

"Our event will now be staged in the hub of the manufacturing industry. Western Sydney is the largest manufacturing region in Australia, with more than 10,000 manufacturing businesses employing 110,000 people, and generating A\$12.3 billion in Gross Regional Product from manufacturing alone," said Mr Gorton.

"Access to Sydney Showground will be extremely convenient for all attending. It's adjacent to major freeway connections making the site easy to access from all parts of Sydney and for visitors there is plenty of low-cost parking available,"

"Access for exhibitors wishing to move in heavy equipment is much easier, without the need to negotiate inner Sydney traffic snarls," Mr Gordon said.

AMTIL CEO Shane Infanti said that moving the Austech manufacturing technology and advanced manufacturing exhibition to the Sydney Showground is strongly supported by AMTIL members and Austech exhibitors.

"We are confident that Sydney Showground will provide easier access for manufacturers, particularly those based in NSW, to visit the exhibition and attend a range of parallel events."

In addition to Austech, NMW will maintain its "show-within-a-show" concept, offering a number of specialist pavilions catering for specific subsections of the manufacturing industry. The Showground will create areas for interactive presentations and discussions, exhibition trade areas and cater for all the food and beverage requirements.

Located in the geographic heart of Sydney, award-winning Sydney Showground comprises 20 unique venues which can be customised to suit any style of business event, from 50 to 4000 people. Continuous investment in infrastructure; state-of-the-art management systems; flexible indoor/outdoor spaces; highly awarded catering; and staff dedicated to providing client solutions means dependable, reliable quality every time.

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