

## THIS WAS GIFA 2023

IMPRESSIONS AND EVERYTHING WORTH KNOWING  
FROM THE TRADE FAIR WEEK IN DÜSSELDORF



## STRONG TEAM AT THE COMPANY RUN

ABP EMPLOYEES COMPLETE ROUTE WITH FLYING COLORS

## DATES FOR ABP VIRTUAL CLASSROOM

ALL TRAININGS IN THE SECOND HALF OF 2023 AT A GLANCE

# Till Schreiter calls to espouse a spirit of innovation and a willingness to transform

Panel to kick off GMTN 2023 at The Bright World of Metals

**Strong start of The Bright World of Metals as part of GMTN2023: ABP President Till Schreiter discussed the current challenges for the metalworking industry in a panel discussion entitled „Top Talk: Politics Meets Business“. He made it clear that it will be difficult for companies in the future if they do not focus on digitalization. Germany must find answers to the challenges of decarbonization and demographic change. The business community needs a spirit of innovation and a willingness to transform. Those who do not change risk falling by the wayside.**

He met with the approval of Mona Neubaur, Minister for Economic Affairs, Industry, Climate Protection and Energy of the State of North Rhine-Westphalia, who joined Clemens Küpper, President BDGuss, Dr. Heike Denecke-Arnold, Chief Operations Officer thyssenkrupp Steel Europe AG, Burkhard Dahmen, Chairman of the Board of Management SMS group GmbH, and Ioannis Dr.-Ing. Ioannidis, Spokesman of the Board of Management, Oskar Frech GmbH + Co. KG, in the intensive dialog during the high-level panel discussion.

## Megatrends preoccupy industry and politics

Current market developments, enormous challenges such as a shortage of labor and skilled workers, extremely high energy costs, which are a particular burden on German companies, but also opportunities brought about by the energy transition – all forward-looking topics were plentiful at Messe Düsseldorf's „Bright World of Metals“ initiative. Possible



solutions, such as the introduction of an internationally competitive industrial electricity price, were discussed in this top-level meeting on the first day of the fair. In the end, everyone agreed that politics must create straightforward, fast

framework conditions in order to meet the current challenges. ABP then made specific proposals for solutions at its own booth at GIFA in Hall 10, where the megatrends from the panel discussion came up again.

# All highlights of GIFA 2023

Return after Covid: Participation in the Düsseldorf Fair was a great success

After the Covid years, how would the trade community react to the return of the leading trade fairs GIFA, METEC, THERMPROCESS and NEWCAST? The ABP team's conclusion after an intensive trade fair week in Düsseldorf was consistently positive. ABP had opted for a climate-neutral booth in order to provide a resource-saving and sustainable contact point for customers and interested parties. The focal point was a piazza-like area that encouraged communication. The booth at GIFA 2023 was also consistently geared to bringing together the four megatrends that were communicated in advance: Digitalization, decarbonization, deglobalization and demographic change. On a landing page for the trade fair, ABP filled these four keywords with content. ABP's international team of employees was a crucial factor in communicating the content to the trade professionals.

Sustainability was the focus of the booth in Hall 10: It was designed to be climate-neutral and constructed with recyclable materials, primarily via elements of ISO standard containers that can be put to new use after the trade fair. To this end, many sustainable raw materials or even recycled materials were used, which can be reused afterwards.

## Presentation of the opportunities of digitalization

In addition, there was a dedicated area for ABP's digitalization experts – for demonstrations and daily short presentations with plenty of opportunities for interaction. Holoboxes were placed in the upper area, presenting various ABP machines and equipment in 3D optics. This created a spatial impression of the machines without them having to be transported to the trade show as a display object, which is costly and environmentally problematic. ABP Induction completely dispensed with transporting the products weighing several tons for reasons of sustainability.

## Sustainable approach to trade fair booth construction

The Experience Tree was installed centrally above the piazza – a collection of monitors on which images relating to the theme worlds were staged and which livened up the overall visual image of the stand. A collection of photos of ABP employees from around the world was regularly on display, providing a very personal touch to the booth. ABP also completely dispensed with printed



brochures: For reasons of sustainability, all information documents were also prepared exclusively digitally and were presented interactively on the trade show floor using six communication steles. The entire ABP world was represented here and visitors could go inside following their individual wishes

**Impressions of GIFA can be found on the following two pages and at [gifa.abpinduction.com](https://gifa.abpinduction.com).**

# Impressions from ABP booth

GIFA participation from all perspectives – Several interaction points of our team

The central element on the ABP stand area was the Piazza – a meeting place for people on the ABP stand to share, get information and take a break.

There was plenty of seating on the floor level, in the bleachers and in the gallery. As a result, there was a hive of activity on all levels of the booth and many opportunities for conversation – in the retreat area on the upper levels, in conference rooms, and in the open area over a coffee or a waffle.



# GIFA team in action

International team available and eager to meet on the days of the trade fair

The decisive factor for the success of a trade show participation is the team at the booth – and ABP could count on the expertise and commitment of its employees in this respect. With the international team, ABP was able to respond to the very international audience typical for the industry in the best possible way – for many, the feel-good factor of being able to converse in the respective national language quickly became apparent.

„The entire team did a great job, both during the preparation for the event and on the days of the show itself. And we developed a coherent overall concept that points ABP’s way into the future from which we will build in a focused manner,“ CEO Till Schreiter summed up. On this page you can see some impressions of the team ‚in action‘.



# Metals4You: Young professionals visit ABP

Young professionals find out about career opportunities and prospects

**„Demographic change“ has been identified by ABP Induction as one of four megatrends – and brought to life accordingly at GIFA 2023. The ABP trade show team welcomed young people interested in job and career opportunities virtually every day of the show. The visits were part of the „Metals4You“ action program, which is supported by the major organizations BD Guss, Industrieverband Gießerei-Chemie e.V., VDMA and VDEh as partners.**

The idea behind this platform: As an attractive high-tech location and successful export nation in the global market, we need an excellent education system and qualified technical specialists in Germany. In recent years, a fundamental change in image has taken place in many occupational profiles in the industry, which, according to surveys, young people are not so familiar with. This was also evident during the visits to the ABP trade fair booth: ABP employee Johann Konjer continuously provided information in the discussions about the requirements and opportunities of professions in the foundry environment and showed how relevant the industry is for Germany's economy.

He also drew attention to the change in professions: today, technicians and engineers work together on the entire process – from the idea to marketing to sales. Services are increasingly taking center stage. The many interfaces with other disciplines, the interaction with designers, trend researchers, advertising experts and market

researchers, for example, demand a new way of thinking.

The young talent program has created a unique platform for future young professionals, where young people can adapt their idea of job profiles to reality: ABP enabled

the Metals4you initiative to give schoolchildren aged 15 and over, as well as university entrants and apprentices, access to innovations and insights from the metallurgy and foundry industry on the days of the trade fair.

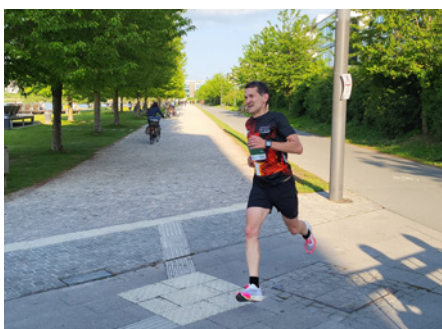


# Strong team at company run

ABP employees at Dortmund location clock very good times

A strong team was running for ABP Induction at the AOK company run Dortmund around the Phoenixsee lake in Dortmund: The four runners Bernd Bartelheimer, Vitali Herdt, Frank Holzmann and Axel Walther completed the approximately 6.7 kilometer long course with flying colors. Frank Holzmann even managed to place in the TOP 10 of all 3,200 runners. 200 teams were at the starting line, 21,440 kilometers were run by all participants in the AOK company run. Many thanks to the AOK-Bundesverband and the upletics GmbH for the great organization.

The organizers had also chosen an exciting route for the AOK company run. The approximately 6.7-kilometer route at ABP's home base in Dortmund led past industrial sites steeped in tradition and today's local recreation areas, which were created on former industrial sites and demonstrate the structural change in an impressive way. The route led around the blast furnace on Phoenix-West on asphalt roads and footpaths. Then it went once around the man-made Phoenix Lake. The way back then led along the industrial heritage sites back to Phoenix Square. The AOK company run is an institution and takes place on a regular basis. New participants in the ABP team are welcome.



# New seminar dates for the ABP Virtual Classroom

Important trainings in the Virtual Academy: program for the second half of 2023



The dates for the trainings and courses in the ABP Virtual Academy for the second half of 2023 have been set. In the ABP Virtual Classroom, all important training courses for employees in the foundry environment take place regardless of location. The training courses in the second half of the year include courses on the ABP cooling water systems as well as dates for training on basic

maintenance and servicing work on the coreless induction furnace or also on the Thyristor converter. There is also a major six-date training course on production control and metallurgy in the digital foundry. Here are all the dates at a glance:

**Production Control and Metallurgy in the Digital Foundry – Training in 6 Courses**

from 14 September 2023 – 10:00 to 12:00 each day

**Basic maintenance and servicing work on the Thyristor converter and its basic operation**

German: November 7, 2023 – 9:00 to 12:00  
English : November 7, – 2:00 pm to 5:00 pm

**Safe operation at ABP plants**

German: November 14, 2023 – 10:00 to 12:00  
English: November 14, 2023 –

2:00 pm to 4:00 pm

**Basic maintenance and servicing work on the crucible induction furnace and its basic operation**

German: November 16, 2023 – 10:00 to 12:00  
English: November 16, 2023 – 2:00 pm to 4:00 pm

**ABP cooling water systems (Basics)**

German: November 20, 2023 – 10:00 to 12:00  
English: November 22, 2023 – 10:00 to 12:00

**ABP cooling water systems (Advanced)**

German: November 21, 2023 – 10:00 to 12:00  
English: November 23, 2023 – 10:00 to 12:00

**Registration at [www.abp-blog.de/veranstaltungen](http://www.abp-blog.de/veranstaltungen)**

## Imprint

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