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USETEC 2011, 6 to 8 April

USETEC and Resale to co-operate – joint expertise for trade fair for used machinery

The international used machinery market will present itself in one unique forum in Cologne from 6 to 8 April 2011. Koelnmesse GmbH and Hess GmbH on one side and Landesmesse Stuttgart GmbH with Messe Karlsruhe on the other side have agreed to join forces for the organisation of a trade fair for used technology. To make this happen, USETEC, which is organized by Koelnmesse and Hess GmbH, will henceforth be supported by Messe Stuttgart and Messe Karlsruhe: USETEC, "supported by Resale". Messe Stuttgart's expertise in different sectors, such as Retrofitting, food and drinks technology will contribute to the development of USETEC in Cologne, for which Messe Stuttgart will be acting as co-operating partner. "The benefits for the market are of utmost importance for our exhibition companies", says Oliver P. Kuhrt, Executive Vice President of Koelnmesse GmbH. "This co-operation will help all market players and is a clear signal for a strong world trade fair for used technology in Cologne."

Ulrich Kromer von Baerle, CEO of Messe Stuttgart, is convinced of the synergies that can be created: "For the used machine sector, and especially for the exhibitors, it is the only economically viable solution to combine the two events." For this, Kromer can count on the support of the CEO of Messe Karlsruhe, Britta Wirtz: "It was our initiative to bring together trade fair competence in the areas of mechanical engineering and used technology in Germany. This co-operation is simply an act of common sense". Until 2010, the Resale trade show was held in Karlsruhe; the local exhibition company now brings the "Resale" brand to the new co-operation.



USETEC
World Trade Fair
for Used Technology

Cologne 2011, 6 to 8 April

www.usetec.com

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Florian Hess, co-organiser of Resale for many years, and now co-organiser of USETEC: "We will work with all partners to make sure to establish USETEC as the leading international platform for the used machinery and equipment market."

USETEC will showcase used machinery and systems for all industries and sectors - from construction machinery and commercial vehicles, robotic systems, machine tools for metal and wood processing, all the way to plastics processing and information and telecommunications technology. Further information is available at www.usetec.com.

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