



EUROGUSS

Nürnberg, Germany 16.–18.1.2024

Internationale Fachmesse für Druckguss: Technik, Prozesse, Produkte
International Trade Fair for Die Casting: Technology, Processes, Products

INTERVIEW

November 2023

Diverse, dynamic, innovative: EUROGUSS 2024 set to be a mirror of the die casting industry

The die casting industry is seeking out the dialogue it needs like never before. The exhibition halls fully booked by around 600 exhibitors for January 2024 make it clear that EUROGUSS, as the leading trade fair of its kind, is the ideal platform to meet this need. From machine manufacturers to casting foundries and their sub-suppliers, all the key players gather in Nuremberg to discuss developments in the industry, technology, business and politics, and to answer the pressing questions of the day. The Ticket Shop for visitors is now open. Christopher Boss, Executive Director of EUROGUSS, provides some insights.

Mr Boss, what is the mood like at and around EUROGUSS?

Boss: Despite the current situation in the die casting sector – with hot topics like the transformation in the field of drivetrains or consistently high energy costs – the industry is both dynamic and innovative. The major issue of megacasting is revolutionizing car body manufacturing in the automotive industry and is drawing attention to die casting over and beyond its traditional bubble.

These opportunities, but also the associated challenges, urgently need to be discussed. And not just in closed circles, but in an overarching way across the entire supply chain for light metal casting, and above all with customers. EUROGUSS will always be the ideal gathering for facilitating these discussions. The industry is eagerly and impatiently awaiting the event in January 2024.

Who will be represented at EUROGUSS 2024?

Boss: Traditionally, casting foundries continue to represent the bulk of our exhibitors. But we are also welcoming their sub-suppliers from the entire

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periphery, such as machine manufacturers, mould fabricators, alloy suppliers, casting machinists or software vendors. All leading international manufacturers are represented at the trade fair. All four exhibition halls have been fully booked for the event in January 2024. More than 60 percent of the around 600 exhibitors are international and come from 33 countries, primarily Italy, Turkey, Spain, Austria and Switzerland.

They will showcase their technologies at their exhibition stands and their expertise at Speakers' Corner, the German Die Casting Congress, and in various guided tours or pavilions. Young talent and universities will also have a role to play. With the Student Day on 18 January and the EUROGUSS Talent Award, we are offering the ideal platform for getting to know the industry, the diversity and innovative strength of which are generally underestimated.

What is your personal highlight?

Boss: That's a tricky question, because there are many – like the keynote address by Sarna Röser to introduce the opening talk on "Tomorrow's Leaders: Challenges for the next generation of SMEs", or the awards ceremony for the [European Die Casting Competition](#). This shows how diverse the application areas of die casting are and how innovative the industry is in dealing with the various requirements and challenges.

Also relevant to the industry is the session with acknowledged industry expert Matthias Fifka, Professor at Friedrich Alexander University, and other high-calibre speakers in Speakers' Corner, on the topic of sustainability and the circular economy. Government bodies will also have a presence at the event because it is clear that the industry in Europe needs the backing of policymakers if it is to continue to maintain its leading role as a worldwide innovator.

The [23rd German Die Casting Congress](#) takes place parallel to the trade fair and offers interesting presentations by speakers from the industrial and scientific communities and OEMs on new technologies, process and material developments. Another highlight is the [EUROGUSS Talent Award](#), which recognises bachelor's and master's theses by young talents and gives them a very special platform.



That sounds like an extensive programme. Are there any new features?

Boss: Recruiting the next generation of industry professionals is becoming increasingly difficult and we want to do our part to help resolve this issue. For the first time, we have planned a dedicated Student Day on 18 January 2024 to which we explicitly invite not just students of casting technology but also those from the fields of mechanical engineering and the automotive sector. Our objective is to highlight how attractive, diverse and modern the die casting industry really is.

With our new Careers Service, we are also offering an [innovative matchmaking tool](#) that enables prospective employees and employers to meet for digital “coffee talks” away from the hustle and bustle of the trade fair. Alongside our digital [EUROGUSS 365](#), this will be yet another year-round tool with which we are endeavouring to resolve the challenges in the industry.

There is also a surprise for trade fair visitors on site: a EUROGUSS giveaway that will be produced live at the trade fair in Nuremberg. What exactly that is remains a secret at this point.

What will be the key topics at EUROGUSS 2024?

Boss: As already mentioned, there's no getting around megacasting at present. Nor do we want to avoid this issue. It has attracted media attention not just within but also outside the industry, particularly due to Tesla and its clever marketing. This is helpful for the die casting industry and gives it new momentum. I can therefore highly recommend our guided tours as an introduction to the subject for interested parties who have not yet had too much to do with the die casting manufacturing process.

However, die casting is about much more than megacasting. And that also needs to be communicated clearly, for example through formats like the European Die Casting Competition. Exhibitors can use platforms like these to show how innovative Europe is in this area. We need to talk about this more – and get this added value on the road faster. Once again, we need a little more “China speed”, otherwise in the medium term, countries like China will leave us behind as far as technology and development are concerned.



There's plenty to talk about there. What networking opportunities are there on site?

Boss: The industry benefits a lot from dialogue, as reflected recently at the first EUROGUSS Executive Circle in October. This is why we, but particularly our exhibitors, have planned numerous evening functions and social events. The anticipation among our exhibitors is palpable, and collaborations are increasingly important. We want to encourage and facilitate that with all our formats on site.

For example, our new visitor lounge proves that visiting a trade fair and working efficiently are not mutually exclusive. We enable visitors who have virtual appointments to conduct them in a relaxed and calm atmosphere. Afterwards, they can concentrate fully on their trade fair visit again.

The passion and dedication of the entire EUROGUSS team are reflected in every aspect of the EUROGUSS 2024 programme. Every tour, every special display area and every presentation offers a unique opportunity to learn, to grow and to network. And we are looking forward to all that!

Thank you, Mr Boss, for these interesting insights.

The Ticket Shop for EUROGUSS in Nuremberg from 16–18 January is now open. Tickets are only available online and include entry to the trade fair, participation in the German Die Casting Conference, and the presentations in Speakers' Corner. To Ticket Shop: www.euroguss.de/ticketshop

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