

New show for the demolition industry

Between 20-23 January 2009 a new trade show, DemExpo, targeting the international demolition, concrete cutting and floor preparation industries will be held in Sweden organised by Gothenburg Exhibition Centre.



The well-known Nordic trade show Building Machinery (Byggmaskiner), which has been organised since the 1980s by Gothenburg Exhibition Centre will be extended. The next biennial trade show to be held 20-23 January 2009, will have a special area dedicated to the demolition industry, called DemExpo.

“On the frontier to demolition”

The Building Machinery trade show has always been an exhibition that has attracted a great deal of manufacturers and suppliers as well as contractors within the area of diamond tools, concrete sawing and drilling equipment, floor preparation and grinding equipment. The majority of the contractors offering these services are also closely related to demolition, decontamination and clearance work as well as recycling. GEC would now like to gather the whole industry under one roof and one name, DemExpo 2009. DemExpo will have its own designated space in the trade show and the organiser hopes to attract not only Nordic exhibitors and visitors, but also from other parts of the world, as demolition is a very narrow and dedicated business. DemExpo is also the only international show in this particular sector. The organiser hopes to be able to include all sorts of tools, machinery and equipment from light hand held demolition tools up to demolition robots, heavy-duty demolition excavators and mobile recycling machinery. The traditional exhibitors with their equipment for concrete sawing and drilling and floor preparation will be offered space in DemExpo. Products for decontamination, like removal of asbestos, PCB and other hazardous materials, as well as equipment for dust extraction, air cleaning and extraction of slurry, will have priority positions at DemExpo.

“We have always been in the frontier of demolition and recycling with our existing trade show Building Machinery so why not invest in this area fully and create a dedicated section for it and a meeting place for the professionals. I think this is a very exiting project and we have the premises needed with our extended exhibition centre facilities. We can even provide separate demonstration areas for those exhibitors who would like to demonstrate their machines,” says GEC Project Manager Stefan Sundqvist. “My opinion is also that this industry has been lacking a meeting place for the professionals within demolition and recycling. In the Nordic region of Europe demolition and recycling is experiencing a very positive business cycle right now.”

Red carpet in Demo Village

In direct connection to DemExpo the “Demo Village” will be organized. This is completely new as well and is planned to be an event centre where exhibitors and visitors can meet on their own terms and decide what they would like to do.

Responsible for DemExpo, Building Machinery and Scanbuild at Gothenburg Exhibition Centre from the left; Stefan Sundqvist, Annelie Lundkvist och Kurt Johansson.

“In our marketing campaign for DemExpo we are using the term “Red Carpet for the Professionals”. The idea is that we want exhibitors and their clients to feel that both DemExpo and Demo Village is only their place, made for them. They are VIPs and we will do our absolute best to make them feel at home,” says Project Coordinator Annelie Lundkvist.

Demo Village will have a lounge area where the exhibitors can arrange customer meetings, demonstrate their machines, and provide refreshments. “What they want to do is in the hands of the exhibitors,” adds Annelie.

There are also plans to arrange a display area where contractors can present their services. During the spring and summer 2008 GEC will embark on a massive marketing campaign for DemExpo and Demo Village containing several advertisements, press information and brochures about the event. The show is also organized in close cooperation with branch associations for concrete sawing and drilling and demolition.

Building Machinery and Scanbuild

But the shows Building Machinery and Scanbuild, organized parallel with DemExpo will not loose focus with the strong focus on DemExpo?

“Absolutely not! Building Machinery has become such a strong name in the Nordic region, in particular for the rental industry. We are not going to decrease the focus on the other shows due to DemExpo. On the contrary we are going to improve both Building Machinery and Scanbuild, investing more money and giving both sections more space. For instance the very well appreciated “Power Tool Street” where visitors can try out the latest electric machines will be organized as usual. So, where ever you live in the world but have interest in the Nordic region, mark Gothenburg in January 2009 in you calendar,” says Stefan Sundqvist.

www.demexpo.se • www.bygg-maskiner.se

