

APEX 2014 looms large with record-breaking numbers

6 January 2014 by Vervoort Communicatie

The countdown is on and the 8th APEX aerial platform exhibition will break records for exhibitor numbers and space when it is held at the Amsterdam RAI Exhibition Centre in the Netherlands, 24-26 June next year.

More than 100 exhibitors from all over the world, including China, have already confirmed their stand space and will demonstrate their products and services in a live environment. It will feature a 11,000 sqm exhibition area inside – marking a substantial increase from the last edition and a 10,000 sqm outside area – almost double the size of the outside area at the last APEX show, held at MECC Maastricht in 2011.

The three-day event serves as an important platform for networking, knowledge sharing, and for ultimately shaping the industry's future. Visitors from all over the world will have an opportunity to discuss and share their views on timely industry topics and trends, exchange expertise and experience, view state-of-the-art technology and innovation, and to stimulate further research of technical and business activities.

"We can already say that APEX 2014 will be the biggest international access industry fair anywhere in the world," says Tony Kenter, managing director of Industrial Promotions International (IPI). "Amsterdam is becoming the new capital of the access industry, and is the perfect international setting with cosmopolitan flair. APEX is the showcase for all companies in the international access business, and will be the world's largest ever access exhibition in 2014 – the figures clearly show APEX is the 'leading fair' for this industry. Whatever visitors will be looking for, they will find it at APEX."

All previous seven shows – the first was in 1996 – have been held in Maastricht in mid-September. The new June dates mean that the show will be held well before the onset of summer holidays.

In addition, the switch to June will allow APEX to be held concurrently with the International Rental Exhibition (IRE) and the European Rental Association (ERA) annual convention, which will also take place at Amsterdam RAI.

Exhibitors so far include a.o. Genie, Manitou, JLG, Comet, Skyjack, Holland Lift, MEC, Socage, Riwal, Easy Lift, Imer, Merlo, Teupen, TVH, ATN, Ruthmann/Time International, Bronto, Palfinger, Multitel Pagliero, CMC, Dinolift and Omme Lift/Kors.

The complete exhibitors list can be found on www.apexhsow.com