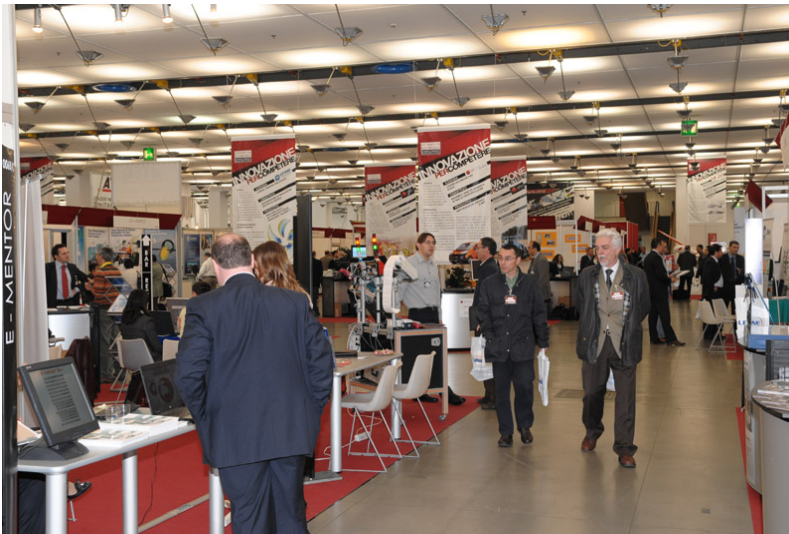


**AFFIDABILITÀ
& TECNOLOGIE**

**AUTOMOTIVE, AEROSPACE,
RAILWAY, NAVAL & YACHT**

**THIRD EDITION
TURIN, APRIL 7-8, 2009**

SUMMARY OF THE EVENT



Success and positivity!
**1,000 innovative proposals for competitive development
presented to over 3,000 company managers**

This is a brief round-up of the third edition of "Affidabilità & Tecnologie", a collective gamble won by the organisation and by the hundreds of bodies and companies exhibiting at and promoting the event: namely invite anyone capable of proposing innovative solutions in the interests of the competitive development of companies and presenting them (in Turin, the capital of Italian industry and technology, but also a major battlefield in today's difficult economic scenario).

The response was satisfactory, exceeding the most optimistic expectations, as the numbers show quite clearly:

- **136 exhibitors**, representing over 450 internationally renowned trademarks which, with their current proposals focused on innovation and competitive development, attracted a large, qualified crowd, both to the exhibitions and to the highly popular Seminars;
- **41 large companies, Research Centres and Universities, and professional associations** that took an active part, contributing to the development of the INNOVATE to COMPETE ITINERARY and providing keynote speakers at the main Conferences, the level of which was greatly appreciated by the audience;

- **3,362 participants** (41% more than the previous edition), above all decision makers and technical managers (Research & Development, Planning, Measurements, Tests and Controls, Experimentation, Reliability, etc.), mainly from companies in the AUTOMOTIVE, AEROSPACE, RAILWAY, and NAVAL & YACHT fields, with an outstanding audience representing the research and university worlds.

First of all, a big thank-you to all those who played a part in the strong growth in quality and quantity terms of an event that is proving one of the most comprehensive proposals of methods, technologies, instruments, special materials and processes, and innovative solutions at the service of the competitive development of Italian companies.

Of the many positive comments received from participants, we would like to quote the following, which seems to interpret the general feelings of participants most faithfully: ***AFFIDABILITÀ & TECNOLOGIE has shown that it has grown further, it has become the benchmark Specialist Event, showing that it is increasingly appreciated by a vast quality public: it has succeeded in creating a "system" with Exhibitors, Professional Associations, Universities and participants themselves, adopting an exclusive formula to offer an exhaustive and concrete presentation of what a company can achieve if it employs methods, solutions and innovative technologies***".

FACTS AND FIGURES OF THE FAIR

Participants

Enrolments: 4,028 (34% more than the previous edition)

Participants registered: 3,362 (41% more than the previous edition)

Type of participants

- Company decision-makers (13%)

- | | |
|---|-----|
| - Proprietors of Small and Medium Enterprises | 10% |
| - General Managers and Managing Directors | 3% |

- Department managers (72%)

- | | |
|---|-----|
| - Quality | 13% |
| - Manufacturing | 3% |
| - Marketing | 1% |
| - Quality control | 15% |
| - Purchasing | 1% |
| - Research & Development, Experimentation | 7% |
| - Measurements & Tests | 13% |
| - Planning – Technical Office | 19% |

Consultants (3%)

- | | |
|-------------------------------|----|
| - Management and organisation | 1% |
| - Technology | 2% |

University & Research (11%)

- | | |
|------------------------------------|-----|
| - Lecturers and Researchers | 10% |
| - Undergraduates and Postgraduates | 1% |

Other (1%) (press, communications, associations, public bodies, etc.).

We should underline the surge in the number of proprietors of small and medium enterprises present, a target that is traditionally reluctant to attend this type of event: 328 businessmen to be precise, running SMEs operating in all specialist sub-supply sectors at the service of the four large industrial areas targeted by the fair. This figure clearly underlines the determination of Italian small and medium enterprises to succeed.

Promotion and information

The success of the event may be attributed to various factors, not least to the capacity of AFFIDABILITÀ & TECNOLOGIE to reach the right target. We should also underline that A&T has always earmarked huge investments to update and strengthen its own large database and is therefore able to autonomously organise the increasingly extensive and ramified dispatch of targeted, personalised invitations.

The promotional and informative activities for this third edition can be summed up as follows:

- 22,000 printed invitations, sent personally by post using the A&T database;
- 7,000 printed invitations supplied by A&T to the Exhibitors, and used by them to invite their own Customers;
- 39,000 personal invitations sent by electronic mail to people whose name and personal email address are on A&T files (obviously with the necessary consent required by the Privacy Law), with 6 repeat shipments over a month and a half, between the beginning of February and April 4, 2009;
- 6,000 invitations (estimate), emailed to their members by the Professional Associations and Sponsors, enclosing a programme of the event;
- 28,000 invitations (estimate), emailed to their current and potential customers by the Exhibitors, enclosing a programme of the event;
- articles presenting the event and advertisements published in vertical technical magazines (ANALISI & CALCOLO, A&S – Automazione elettronica & Strumentazione per l'Industria, Nautica & Trasporti, M&C - Meccanica & Automazione, Composite Solutions, Compositi Magazine, TUTTO_MISURE, Sole 24 Ore Nord Ovest, Il Denaro, Tecnologie Trasporti Mare, and Saldatura Flash. We also thank the many technical magazines not mentioned here, that included our event in their fair calendar);
- the publication of advertisements, updates and invitations to the event on the websites of exhibitors, of Associations and Sponsors, of numerous Associations belonging to Confindustria and of various local authorities;
- the publication in the site www.affidabilita.eu of the overall programme of the Fair.

Contents

The programme as a whole was judged to be of a high level, concrete and particularly interesting by all participants, regardless of their individual professional functions, both with regard to the seminars and conferences (concrete and authoritative, structured correctly and illustrated clearly and straightforwardly), and to the exhibition of technologies and innovative solutions.

The novelty of the INNOVATE TO COMPETE ITINERARY – From the IDEA to the PRODUCT, was particularly popular and successful, concretely underlining the "message": *"to be competitive, companies must invest in Innovation and Technologies"*.

The assessment of exhibitors

The following main considerations emerge from analysis of the exhibitors' customer satisfaction sheets:

1) level of contacts organised

- 78% very satisfied (strong increase in number and quality of contacts compared to previous edition);
- 16% fairly satisfied (sufficient contacts or, in a few cases, few but interesting);
- 4% not satisfied;
- 4% did not express an opinion.

2) propensity to participate as an exhibitor in the coming 2010 edition

- Yes: 79%;
- Perhaps: 19%;
- No: 2%

Suggestions from Exhibitors:

- strengthen and extend the presentation of specialist topics of interest to the AUTOMOTIVE, AEROSPACE and AERONAUTICAL, NAVAL & YACHT, and RAILWAY sectors, also inviting companies in the DEFENCE sector;
- introduce new "focus points" regarding particularly relevant topics, such as **ENERGY, NANOTECHNOLOGIES, ARTIFICIAL VISION**, etc., always tackling them from the viewpoint of specialist Projects, which could really offer participants updates and topics of interest;
- maintain the level of the conferences and seminars high, while creating time periods free from events in the hall and dedicated entirely to visits to the exhibition and to contacts with experts from exhibitors;
- structure the exhibition part into dedicated areas (for example: Measurements and Testing, CAD-CAM-CAE, Simulation, Specialist IT, Special processes and Special materials, Prototyping and Rapid production, etc.), creating a sort of "rational itinerary", which can be useful to encourage visits to the event.

3) opinion of seminars combined with the exhibition, on the basis of the commercial strategies of individual companies:

- Useful: 66%;
- Not decisive: 16%
- Don't know: 18%



NEXT APPOINTMENT
AFFIDABILITÀ & TECNOLOGIE – FOURTH EDITION
April 14 – 15, 2010 – Turin, Lingotto

Some advance information

The next edition will be based on an even more extensive formula, and promises to be extremely interesting for visitors, due to the predictable increase in the number of exhibitors and the Specialist content Project, which envisages not only the expansion and boosting of current topics, but also the introduction of new fields of interest such as **ENERGY, ARTIFICIAL VISION AND NANOTECHNOLOGIES**, plus others still under consideration.

Industrial and University Research Centres, large companies: we envisage a decided increase in our collaboration with these important structures, which have confirmed their intention to participate even more actively in AFFIDABILITÀ & TECNOLOGIE, even planning new content together with the Organising Committee, to foster the growth of the training and information project, proposing topics that can stimulate the interest of companies in specific fields.

Hall 5, which is large and airy, was considered by nearly all the Exhibitors as the best choice for the display area; and the Congress Centre was identified as the best venue to host the Conferences and Seminars, thanks to the availability of perfectly soundproofed rooms, which would not be available inside an exhibition hall.

Intelligent use of Hall 5, which is linked directly to the Congress Centre, will make it possible to organise the next edition with even better performance criteria, guaranteeing further growth of the event, with a development target that will attract an outstanding and vaster public, even from beyond the national borders.

We will be pleased to receive your comments and any suggestions, which we will take into consideration to create an event which is not only a leader, but also meets the specific needs of user companies and the promotional strategies of exhibitors.

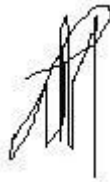
How to take part in the next edition

The formulas for Exhibitors will be presented soon, to allow interested companies to grasp the best opportunities in plenty of time.

I look forward to receiving your comments. Thank you for your attention.

Best regards

Luciano Malgaroli



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