

Virtual Coil Show complements Coiltech

Blomberg, Milan, November 30, 2020

SynFlex and QUICKFairs have today agreed on a cooperation regarding the Virtual Coil Show initiated by SynFlex and VRtual X. The agreement stipulates that the format will be transferred from SynFlex to QUICKFairs after the first edition on January 21, 2021, and will then be continued as part of Coiltech.

SynFlex developed and implemented the idea for the format of the Virtual Coil Show against the background of the pandemic to take into account that, with a few exceptions, physical trade fair activities have come to a standstill. At the same time, there is still a great need in the market to meet and exchange ideas with business partners and this need has even grown.

"We are keeping our promise to the market: The idea of the Virtual Coil Show was born by SynFlex as an interim solution for an industry meeting. The extremely positive response to the format of the Virtual Coil Show, especially from our competitors, confirms our initiative. Now, we want to put the format in 'good hands' at an early stage!", comments Stefan Karsch, Managing Director of SynFlex Elektro GmbH.

The inclusion of virtual elements enables the global supplier industry for the manufacture of electric motors, generators and transformers to visit a trade fair online and makes accessibility much more effortless. Especially for market participants whose travel options are restricted (whether due to Corona, official regulations or company guidelines), this offers the opportunity to come into direct, interactive contact with the other players on the market.

"We observed the development of the Virtual Coil Show initiative with interest and are pleased that SynFlex chose us to offer to continue it after the first event has ended," explains Sebastian Kuester, the managing director of QUICKFairs. *"On the one hand, exhibitors at Coiltech Germany can, if they wish, gain experience with an additional channel for their communication and interaction with their customers. On the other hand, some interesting companies will be added to the list of exhibitors at Coiltech in Ulm."*

The agreement between SynFlex and QUICKFairs stipulates that VCS customers can use the virtual format a second time during Coiltech in Ulm without additional effort and cost. Other Coiltech Deutschland exhibitors can make use of the opportunity to add a virtual element to their participation.

"A hybrid event, a combination of physical participation and a virtual world, increases the attractiveness of a trade fair enormously and can be trendsetting!" as Hubertus Hasse, Managing Director of SynFlex Elektro GmbH, explains. *"We are proud of the format of the Virtual Coil Show, which we created in a short time. We are convinced that the online event on January 21, 2021, will be a success for both exhibitors and visitors!"*

About Synflex

The SynFlex Group, based in Blomberg / North Rhine-Westphalia, is a leading supplier of conductive and insulating products for the manufacture of electric motors, generators and transformers and close to the customers, thanks to numerous production and sales locations and branches in Europe and all around the world.

About QUiCKFairs

QUiCKFairs, based in Milan / Italy, has been organising the Coiltech trade fair in Pordenone (near Venice) every year since 2010. The event will also take place in Germany, starting from 2021, at the Ulm Messe venue. Over 300 companies are currently exhibiting in Pordenone, and over 240 exhibitors have already booked stands for the first edition in Germany.

Websites

www.virtual-coil-show.com

www.synflex.de

www.quickfairs.net

Further information

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