



## SUBCONTRACTING 2016

International Industrial Subcontracting Trade Fair  
27-29 September 2016 Tampere Exhibition and Sports Centre  
[www.subcontractingtradefair.com](http://www.subcontractingtradefair.com), @Alihankinta, #Alihankinta

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## Subcontracting: Encounters remain important – deals are made face to face

The Subcontracting Trade Fair, Finland's leading industrial trade fair, is almost thirty years old and an excellent example of the importance of face-to-face meetings. From 27 to 29 September, industrial specialists will once again come to Tampere to meet partners, colleagues and customers. This year's partner company is Sandvik Mining and Construction Oy. New features at this year's event include the Video Kiosk putting the digitalization theme into practice as well as Partneriat focusing on the cooperation between Russian and Finnish businesses. The new AlihankintaHEAT event will also be held as part of the trade fair, bringing together industrial companies and innovative start-ups.

"The Subcontracting Trade Fair proves that, despite all the changes that have taken place in the world and the industry in particular, encounters are still very important. Doing things together and meeting partners and customers face to face are still core activities in the contractual manufacturing business and essential elements in building trust. A volume of over 17,000 visitors and 1,000 exhibitors has been reached in almost all of the 10 most recent events," writes Industrial Counsellor **Timo Parmasuo**.

*Parmasuo: Nearly 30 years of Subcontracting fairs – industries need encounters. [www.alihankintakolumni.fi](http://www.alihankintakolumni.fi)*

### Subcontracting 2016 partner: Sandvik Mining and Construction Oy invests in product development

The Subcontracting Trade Fair's partner company this year is the international high technology industrial group *Sandvik Mining and Construction Oy*. Operating in over 130 countries, the company offers the world's widest range of equipment for rock drilling, rock excavation, processing, demolition and bulk materials handling. In Finland, Sandvik is present in Tampere, Turku, Lahti, Hollola and Vantaa.

"Sandvik is the Subcontracting Trade Fair's third partner company. We started with Ponsse Oyj two years ago and last year our partner was Normet Oy. The idea of the partnership is to highlight, together with a remarkable and successful principal supplier company, the importance of subcontractors, strong Finnish engineering skills as well as the significance of effective and reliable cooperation in global markets. It is often said that the interests of international principal suppliers are focused on the global scene in terms of subcontracting chains, but the situation is not that black and white. With top expertise it is entirely possible to have partnerships with global principal suppliers. We also want to wake up principal suppliers so that the people responsible for purchasing would find it useful to visit the trade fair and meet subcontractors and explore the companies' expertise and collaboration opportunities," says Product Group Manager **Jani Maja** of Tampere Trade Fairs Ltd.

"The Subcontracting Trade Fair brings together Finnish industrial companies and creates a good buzz and an international atmosphere in Tampere. This year's main themes, digitalization and leadership, are also relevant to us so we are delighted to be involved as the partner company. We invest heavily in research, product development and safety as well as constant development of new equipment and innovations. Diverse collaboration is very important in today's world and effective partnerships are essential in order for companies to be successful and competitive," says Sandvik's Lahti factory director **Jussi Maksimainen**.

### New this year: Video Kiosk, Partneriat and AlihankintaHEAT

The unique Video Kiosk concept presents the Subcontracting Trade Fair's offerings and companies in the form of videos. Through this concept, companies have a chance to create a marketing video together with professionals. Among the companies are Tasowheel Group Oy, Vuorenmaa Yhtiöt Oy, Enmac Oy and Satmatic Oy. The next videos will be shot at the Tampere Exhibition and Sports Centre in August. *Check out the Video Kiosk.*

The aim of the Russian-Finnish Partneriat, which will be held in Tampere from 26 until 28 September, is to increase cooperation between Finnish and Russian SMEs. Partneriat will organize events at the Subcontracting Trade Fair on Tuesday 27 September and the participants will also explore the trade fair on that day. [www.partneriat.com](http://www.partneriat.com)

The new *AlihankintaHEAT* event will be held in connection with the Subcontracting Trade Fair on 28 September, bringing together industrial companies, agile start-ups as well as specialists and decision-makers interested in the manufacturing industry's positive change of direction. The event will feature some twenty start-ups that are able to offer solutions and new perspectives for industrial companies' needs. *AlihankintaHEAT* will be preceded by *HeatCamp* on 26–27 September. The event will be organized by Finland Events, Tampere Trade Fairs Ltd's events unit, together with Rapid Action Group Oy (RAG).

**FURTHER INFORMATION:** [www.subcontractingtradefair.com](http://www.subcontractingtradefair.com), [www.alihankintakolumni.fi](http://www.alihankintakolumni.fi)

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