

Post Show Report 2024

28-30 May 2024, Auckland Showgrounds

2024 a great success!

EMEX is New Zealand's largest event for the engineering and manufacturing sectors. Continuing to set the benchmark for industry excellence, EMEX 2024 marked its largest exhibition in over a decade - attracting industry stakeholders from across the nation (and further abroad). Reaffirming its status as the premier platform where industry leaders, innovators, and enthusiasts come together to drive the future of energy management and sustainability.

Over three action-packed days, EMEX transformed into a dynamic hub of ideas, innovations, and insights. Featuring over 10,000m² of exhibition space and hosting 210 national and international exhibitors, EMEX showcased the latest and greatest technologies that are shaping the future of engineering and manufacturing.

Attendees were invited to immerse themselves in live, interactive demos, and workshops focusing on Smart Manufacturing and Industry 4.0 digital applications. The vocational education and training hub provided valuable opportunities for skill development and knowledge enhancement, while an extensive speaker series tackled some of the pivotal topics affecting our industries.

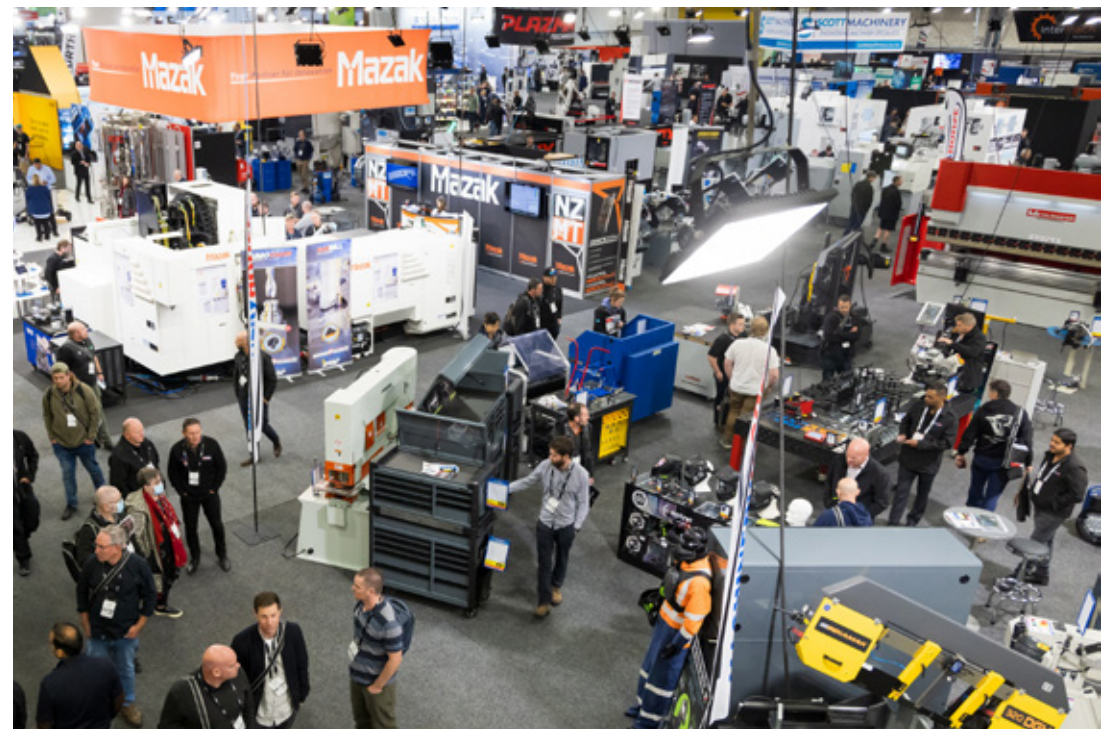
In this post-show report, we delve into the highlights, key takeaways, and memorable moments that defined EMEX 2024.

But first, we would like to extend our heartfelt gratitude to all who participated and helped us make this expo an exceptional success. We hope you had an excellent experience and look forward to welcoming you back in 2026.

Book now to secure your spot at EMEX 2026.



BOOK NOW!
26-28 May 2026



4,088

Visiting Industry Professionals

73%

Of visitors spent 3+ hours visiting exhibitors

\$323,064,911

Total purchasing power!

80%

Of visitors influence or are responsible for purchasing decisions

\$79,027.62

Average Purchasing Power

\$250,000

1 in every 5 visitors exceed this purchasing power

89%

Main reason to attend is to see new products and source new suppliers

80%

Of visitors said they are likely to contact an exhibitor after this event

<1 in 5

organised a quote or appointment with exhibitors





“

Excellent source of new local suppliers that will be very useful going forward for our business - I also made some great contacts and saw some very diverse products that I feel would not be present at other shows - highly recommend!

- EMEX visitor 2024

“

The past few years have been tough for a lot of businesses, manufacturers included, so it's fantastic to see such a show of support for this event.

- EMEX Exhibitor 2024

210 Exhibitors
1,446 Exhibiting Staff

Objectives	Satisfied to Very Satisfied	
Number of visitors to your stand		76.5%
Sales Leads		82.4%

82% of exhibitors said Emex met their overall commercial objectives



Marketing Results

Partners and Exhibitors get to leverage the significant program of marketing and communications associated with this event.

EMEX 2024 featured in the following media:

NZ Engineering News
Engineeringnews.co.nz
Demm.co.nz
Nzmanufacturer.co.nz

Direct Marketing and Communications included:

Industry Mail Drop – personal invites
Direct Mail – over 3,000 industry professionals
EMEX Official Event Guide

Combined promotions and advertising leveraging partner networks and channels, including:

Callaghan Innovation / Te Pokapū Auaha
Employers & Manufacturers Association
Make | NZ
Maintenance Engineering Society of New Zealand
The University of Auckland
Advanced Manufacturing Aotearoa
NZ Engineering News
Tātaki Auckland Unlimited



EMEX

28-30 May 2024
Auckland Showgrounds

TRADE ONLY

New Zealand's Leading Manufacturing, Machinery, Robotics & Engineering Showcase

- 200+ leading national and international exhibitors
- Attend the Make | NZ Manufacturing Industry Conference
- Gain knowledge and insights from leading seminars and workshops
- See the future now with Industry 4.0 demonstrations and much more!

Register now to attend for FREE emex.co.nz

Supporting Partners
Callaghan Innovation / Te Pokapū Auaha

Beca | 119 30 5122 | AUCKLAND UNIVERSITY OF TECHNOLOGY | EMA | EngineeringNews | MAKE NZ | Generate | Manufacturer | ama

BE IN TO WIN!
Register and attend for your chance to win a EinScan Pro HD Handheld 3D Scanner valued at over \$15,000

Proudly sponsored by 3D Printing Systems.

*T&Cs apply. Register before 11:59 PM on May 27th, winner to be announced the week after EMEX.

Direct Mail



EMEX

NZ's Premier Manufacturing & Engineering Solutions Event

28 - 30 May 2024
Auckland Showgrounds

Register to attend for FREE!

Google Ad

EMEX Visitor Email campaign

Over 120,000 targeted emails to new and returning industry professionals across the XPO portfolio of relevant industry sector events.

EMEX Email Database: 25,969

EDM 1 - EMEX is Now On! (Day 1 Schedule)

60% Open Rate | 15% Click Through Rate

<https://mailchi.mp/emex/emex24-on-now>

EDM 2 - 4 months until EMEX!

46% Open Rate | 15% Click Through Rate

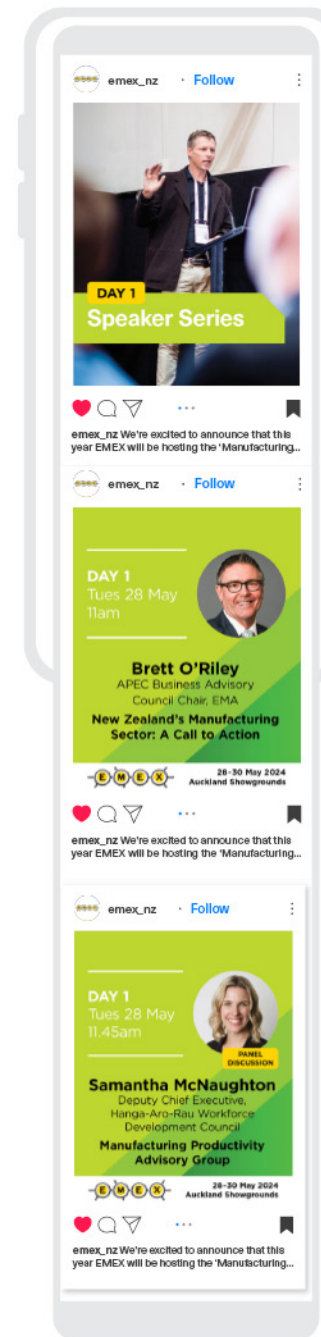
<https://mailchi.mp/emex/emex24-less-than-4-mths>

EDM 3 - EMEX Official Guide has arrived!

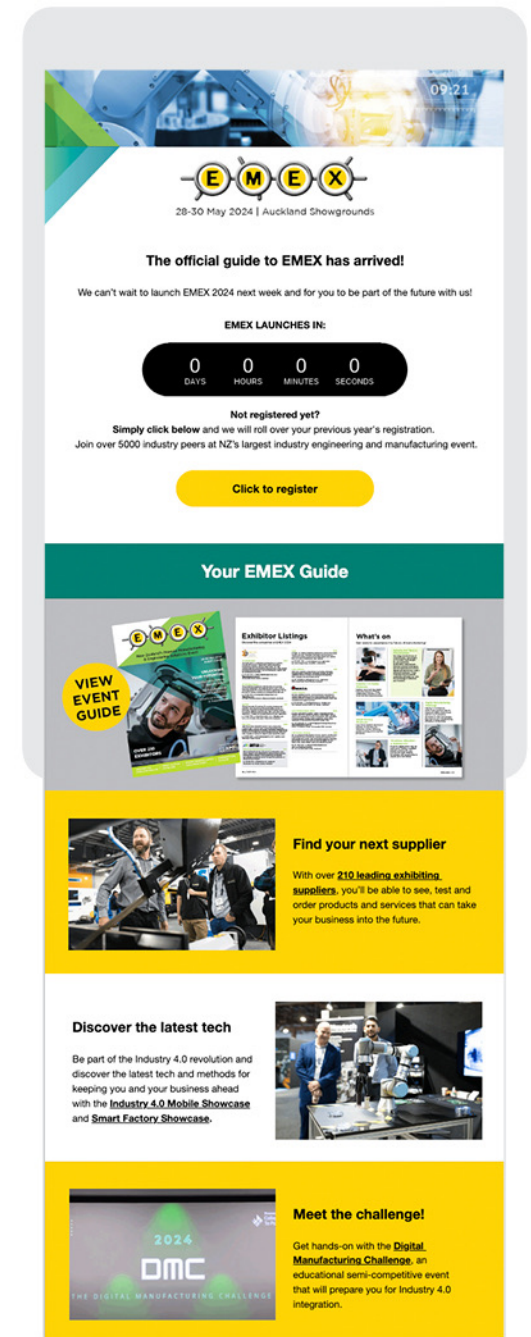
40% Open Rate | 4% Click Through Rate

https://mailchi.mp/emex/emex24-official_emex_guide

Other advertising activity included SMS messages, LinkedIn, Facebook, Instagram and Google ads.



Day 1 Schedule Post



EDM 3 - EMEX Official Guide has arrived!

EMEX

New Zealand's Premier Manufacturing & Engineering Solutions Event

28-30 May 2024, Auckland Showgrounds

Applications to Exhibit OPEN Now!

- 200+ exhibitors (Across 4 of NZ's largest exhibition halls)
- + \$366,000,000 Total buying power
- 85% of exhibitors are responsible for purchasing decisions
- 83% of exhibitors were very satisfied with their ability to generate sales leads at EMEX

85% already sold & booked!

For more information please get in touch with our team:
 Aasi van der Poel
 Exhibition Sales & Event Manager
 T: +64 (0) 976 8550 | M: +64 (0) 314 999 | aasi@emex.co.nz

emex.co.nz

Hayley Media Page Advert

The University of Auckland Formula SAE Team

Recently, our team proudly returned to EMEX exhibition, New Zealand's largest trade show for engineering, manufacturing technology, and electronics.

Our team members were thrilled to showcase industry professionals the M023 and highlight the hard work our team dedicates to every campaign. It was a fantastic opportunity to engage with thousands of representatives from both within New Zealand and abroad, all of whom shared our enthusiasm for applying our engineering skills at FSAE47. Their support is instrumental in helping the next generation of Kiwi engineers.

Also at the event, we were happy to see our sponsors: Cadpro, Zenith Technica, Super Finishing Ltd, Icar Plan, Torks Precision Engineering, CDAM from Centre for Advanced Materials, Manufacturing, and Design, LEAP Australia, and National Spring and Wire.

A special thank you goes to XPO Exhibitions for providing this incredible opportunity. XPO takes pride in their commitment to advancing the engineering and manufacturing sectors. Their 100% NZ-owned exhibitions and events span into construction, robotics, food technology, and beyond.

With XPO's support, we continue our effort in propelling Kiwi innovation culture. <https://www.xpo.co.nz/>

Exhibitor LinkedIn Post

Jonel Hydraulics

EMEX TRADE SHOW 2024 | We had a blast showcasing our innovative products and meeting so many fantastic people. A huge thank you to everyone who came out to show their support and to Jarrod Hawthorne, the Rad Torque Systems Account Manager for South East Asia. Can't wait to see you all at the next one!

Products featured: RAD Torque products including the B-RAD S and Enerpac products such as the Battery-Powered Machine Skates.

#jonelhydraulics #jonel #kiwibusiness #hydraulics #newzealandbusiness #hydraulicengineering #hydraulic #hydrauliclifting #EMEX #futureoftech #tradeshow2024

Exhibitor Facebook Post

Mary Crampton · 2nd

Unlock your sales pipeline
 Visit my website
 2w · Edited

The wonder that is #EMEX2024! Almost impossible to summarise - but here's our summary of another excellent EMEX exhibition! Let us know your thoughts in the comments. What was your favourite part about #EMEX2024?

#EMEX #EMEX2024 #manufacturing #engineering #robotics #technology #innovation #tradeshows

EMEX

28-30 May 2024, Auckland Showgrounds

New Zealand's Premier Manufacturing & Engineering Solutions Event

#EMEX2024 - Unlocking Your Potential - Manufacturing, Engineering, Technology, and Robotics

Mary Crampton on LinkedIn · 7 min read

Did you go to EMEX exhibition 2024? Three days of manufacturing, engineering and technol...

Exhibitor LinkedIn Post

EMEX

28-30 May 2024
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New Zealand's Premier Manufacturing & Engineering Solutions Event

JOIN US

Generic Exhibitor Social Tile

Competenz

That's a wrap for EMEX 2024! Last week, our team had an incredible experience at EMEX, New Zealand's largest engineering and manufacturing trade show! We connected with industry leaders, explored cutting-edge technology, and gained valuable insights from experts. Thank you to everyone who stopped by our stand and said hi to the team!

Exhibitor Facebook Post

Adept Limited - Tooling and Moulding

Always a treat to catch up with our industry friends and to see what's new at EMEX 2024, New Zealand's leading manufacturing, machinery, robotics and engineering showcase. Keeping ourselves up to date with the latest innovations and the knowledge our industry has to offer is key to our ongoing development as a team and a company. Great job EMEX Exhibition for another solid showcase for 2024!

#manufacturing #toolmaking #NewZealand #ourfuture

Visitor Facebook Post

Mulcahy

EMEX 2024 - that's a wrap! A huge thank you to our customers, partners and suppliers who connected with us at EMEX this week - it was great to have the opportunity to reconnect in person! #EMEX2024

Exhibitor Facebook Post

Insights

Market outlook holding firm

Despite ongoing supply challenges and inflationary pressures amidst the current economic climate, there is quiet confidence among attendees of EMEX.

In general, do you feel your industry is;



In general, your business is;



In the next 12 months, do you think the NZ economic situation will be



Thank you to our partners:





Interested in exhibiting in 2026?

26-28 May 2026 | emex.co.nz

Contact us for more information or to save your place:

Lorraine Smith
Head of Sales

e. lorraine@xpo.co.nz
p. +64 9 976 8371
m. +64 20 4098 3863

PRESENTED BY

