



Robotics + Automation

# 10 reasons to join VDMA

## 1 – A strong network of 3,500+ member companies

Gain direct access to our highly effective industry network. Find cooperation partners as well as customers among the more than 3,500 member companies of the mechanical and plant engineering industry (representing a European turnover volume of around 800 bn euros).

## 2 – Access to Europe's biggest marketplace

Increase your visibility in the German and European market with high sales potential in all major customer industries, such as automotive, food & beverage, machine building, electronics and many other manufacturing and non-manufacturing applications.

## 3 – Over 600 staff ready to help you in your daily business

Legal issues and contracts, taxes, customs, human resources, regulatory affairs – let the VDMA experts assist you in your daily conduct of business. At VDMA Robotics + Automation, a team of 11 staff are there to take care about sector-specific concerns.

## 4 – Market intelligence

A wealth of statistical data, market studies and business climate reports are available from the 36 VDMA trade associations and the VDMA's Economic and Statistics Department. Don't miss out on this valuable basis for your strategic planning.

## 5 – Worldwide support

VDMA Representative Offices in Brazil (Sao Paolo), China (Beijing and Shanghai), India (Bangalore, Kolkata, Mumbai and Noida), Japan (Tokyo) and Russia (Moscow) will give you valuable support right where it is needed – helping to bridge cultural, business, and legal issues. What's more: our foreign trade experts at VDMA Headquarters in Frankfurt are there to assist you in tapping into new markets worldwide.

## 6 – Representing your interests in Europe

With 10 staff members, the VDMA European Office in Brussels is a well-established bridgehead in the "European capital" giving the engineering industry a voice. We strive to create a regulatory environment that means less bureaucracy and more competitiveness for you.

## 7 – Marketing services

Get your message across and increase your visibility with VDMA marketing & PR services ranging from printed media and presentation forums at trade shows to digital media.

## 8 – Truly not-for-profit

The VDMA is a not-for-profit organisation and as such differentiates itself from platforms with a high content of bought advertising space. As a member, you will benefit from high quality information and high-quality services – without extra cost.

## 9 – Made by industry, made for industry

Only enterprises of the engineering sector can become members of the VDMA. These enterprises are in the driver's seat and determine our work programme. This way we make sure to focus on what has a real value for you.

## 10 – Topics of the future

What new technologies are emerging? Which new fields of application are promising? How can you position your company in future markets? VDMA looks ahead and provides its members with future radars and platforms for seizing the opportunities, e.g. in battery and fuel cell production, additive manufacturing and many other areas. This is an easy way for you to stay at the forefront of new trends, technologies, business models and markets.

## Did you know that ...

- ... VDMA unites 36 trade associations and close to 100 specialized technology groups under one roof?
- ... VDMA Robotics + Automation has over 370 member companies and operates in three sector-specific groups: Robotics, Integrated Assembly Solutions and Machine Vision?
- ... more than 65,000 visitors annually attend workshops, meetings and conferences at the VDMA in person and online?
- ... VDMA is one of the world's biggest industry trade federations and dates back to 1892?
- ... the three VDMA pillars are:
  - Providing services
  - Building networks
  - Representing interests