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## Press release

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## IndustryArena establishes a cooperation agreement with AFM

**AFM, Advanced Manufacturing Technologies, is the Spanish Association of manufacturers of machine tools, accesories, parts and tools, which represents 90% of machine tool companies in this sector in Spain.**

**Langenfeld, March 2016 – IndustryArena, the leading online portal for manufacturing industry in Germany with more than 430,000 registered users, has established a cooperation agreement with AFM, Advanced Manufacturing Technologies.**

Spain is the European Union's third most important producer and exporter of machine tools, and is ranked ninth in the world. These facts indicate that this country is a promising market. For this reason, IndustryArena has decided to establish a cooperation agreement with AFM, the Spanish Association of manufacturers of machine tools, accessories, parts and tools, which represents 90% of machine tools and advanced manufacturing technology companies in Spain.

Through a business profile known as „Premium Newsroom“, AFM will be responsible for updating current Spanish content on the IndustryArena portal such as blogs or press releases about events or other interesting subjects related to machine tools in Spain. In addition this Association will also moderate the Spanish B2B forums, aimed to Spanish and Latin American markets.

„We are very satisfied by making this cooperation a reality because we are aware of the importance of AFM in Spain and the confidence that they have among the Spanish companies. Our wish is to start as soon as possible“, Frank Nolden, Managing Director of IndustryArena GmbH said.

An opinion also shared by Xabier Ortueta, Managing Director of AFM: „This cooperation agreement will offer an undoubted contribution to the international position of our industry on a platform of first level, which is without doubt the reference in advanced manufacturing“.

The expansion into the Spanish market started in September 2015, when IndustryArena established a cooperation with Cluster Marketing and Communication Agency. As a subsidiary of the Spanish Group Nova Àgora, Cluster belongs to the leading enterprise group in the Spanish B2B sector and it is the responsible for selling products and services of IndustryArena in Spain.

The expansion strategy of IndustryArena not only includes Spain, but also Latin America through Cluster. A continent, where there is a high demand for technological information.

#### **About IndustryArena GmbH:**

IndustryArena GmbH is a B2B industrial community that supports suppliers and manufacturers from the manufacturing industry focusing on the target group market. The online portal offers extensive tools to optimize contacts, to generate leads and to improve exports. Besides, numerous discussion forums in three languages – English, German and Spanish – that serve for the exchange of views in professional branch.

With more than 430,000 members it is the main entrance for the manufacturing industry. As a full service agency the achievement spectrum of the IndustryArena GmbH is divided into three areas: An Internet service provider for digital communication in the industry, a consultation agency for social media and a professional publishing company for digital publications.

#### **About AFM:**

AFM is located in San Sebastian (Spain) with an additional office in Tianjin (China). It works to promote internationalization and, through its INVEMA (Foundation for Machine Tool Research) technology unit, technological innovation in its member companies.

AFM, Advanced Manufacturing Technologies, is a member of both CECIMO and ECTA, the European associations of machine tool and cutting tool manufacturers.

In addition, AFM manages ADDIMAT, the Spanish Association of Additive Manufacturing Technologies and 3D, which brings together all stakeholders with interests in the development and promotion of additive manufacturing and 3D. With the goal of representing the additive manufacturing and promote its development, promoting inter-business cooperation and providing professional services to its members, ADDIMAT constitutes a forum on which to build a coherent and differentiated image of the industry additive manufacturing and 3D giving voice to their companies.

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