



Essen, 28 August 2025

Giving the World a Stage:

SCHWEISSEN & SCHNEIDEN Builds Bridges Across Continents

“Connecting Continents” lecture series offers country-specific insights

“Connecting Continents” is among the highlights of the new Future Hub at SCHWEISSEN & SCHNEIDEN. On 15 September at 3 p.m., representatives from Brazil, China, Morocco and Slovakia will provide fascinating insights into the developments within their respective markets at Messe Essen, before inviting participants to engage in further discussion. With this international format, the world’s leading trade fair for joining, cutting and surfacing technologies establishes a first-class platform for global collaboration and sets forward-looking momentum for the industry. “We are delighted that, for the inaugural edition of the Future Hub, ‘Connecting Continents’ will feature four lectures providing first-hand accounts of growth potential in four different countries on four different continents. Our industry thrives on international exchange, and SCHWEISSEN & SCHNEIDEN is the ideal place for it,” says Head of Project Christina Kleinpaß.

The series opens with Abdesslam Halouani, First Vice President of the Moroccan Fédération des Industries Métallurgiques, Mécaniques et Electromécaniques (FIMME). His lecture, entitled “Metallurgical, mechanical and electromechanical industries: development opportunities for Morocco and Africa”, will focus on the Kingdom of Morocco. In recent years, this North African country has become one of the EU’s leading external car suppliers. In addition, King Mohammed VI has launched Morocco’s Atlantic Initiative, a project aimed at expanding regional infrastructure to provide landlocked Sahel states with access to the Atlantic, thereby creating new economic opportunities. In addition, Boutaina Bouabid, Consul General of the Kingdom of Morocco in Düsseldorf, has announced her visit. She will be accompanied by Faycal Lakhssassi, Deputy Consul General, as well as Abdelghani Essinnou, Economic Attaché.



MESSE ESSEN GmbH

Messeplatz 1
45131 Essen | Germany

Presse-Kontakt | Press Contact
Luise Halfmann
Fon + 49.(0)201. 72 44-898
luise.halfmann@messe-essen.de

Presse-Fotoservice
Press Photo Service
Ayben Dürümoglu
Fon + 49.(0)201. 72 44-780
ayben.dueruemoglu@messe-essen.de



Kooperationspartner
Cooperation Partner
DVS – Deutscher Verband für
Schweißen
und verwandte Verfahren e. V.
DVS – German Welding Society
Aachener Straße 172
40223 Düsseldorf
Germany

Presse-Kontakt | Press Contact
Susanne Kinville
Fon + 49.(0)211.1591-305
susanne.kinville@dvs-home.de

Thomas Schneidewind
Fon + 49.(0)211.1591-302
thomas.schneidewind@dvs-home.de

www.messe-essen.de
www.schweissen-schneiden.com

Veröffentlichung kostenfrei –
Beleg erbeten
Publication free of charge –
Copy requested



From Morocco, the Future Hub audience will travel virtually to Brazil, around 9,000 kilometres away. Fernando Lescovar Neto, President of the Brazilian Welding Association (Associação Brasileira de Soldagem – ABS), will introduce a nation whose industry is firmly set on further development. Here, renewable energy initiatives go hand in hand with investment in infrastructure and industry, while academic research also plays a significant role in driving the sector forward. His presentation, “Brazil in the world of welding: Synergies, bridges and opportunities”, will not only highlight a domestic market that, thanks to its natural geography, boasts one of the cleanest energy mixes in the world, but will also outline opportunities in automation, digitalisation and decarbonisation.

Diverse perspectives from four countries

From South America, the Future Hub continues to Asia: with Yunfei Gao, Vice President of Shandong Juli Welding Co. Ltd, China will also take the spotlight at “Connecting Continents”. The country, represented across several exhibition halls with joint stands, will focus on cooperation with Europe under the title “China and Europe: A Synergistic Partnership in Welding & Manufacturing – Mutual Gains, Shared Growth”. This talk will examine the strengths of the Chinese welding industry and how collaboration between the world’s third-largest country and European industry can be further intensified.

Finally, “Connecting Continents” will return to Europe, placing the spotlight on Slovakia. As one of the continent’s most industrialised economies, Slovakia is the world leader in per-capita car production. Juraj Haruštiak of the Slovak Chamber of Foreign Trade will highlight these strengths – as well as others in mechanical engineering and metallurgy – in his lecture “Forging Connections: Slovakia’s Metallurgical, Mechanical & Electromechanical Industries – Welding, Cutting and Surface Opportunities”. The presentation will explore the structure of the national market, the challenges the industry faces, and the opportunities for joint research and cross-sector collaboration.

“Connecting Continents” as a platform for international cooperation

The Future Hub lectures will take place from 3:00 p.m. to approximately 4:30 p.m. on the Future Hub stage in Hall 7 (Stand No. 7G13). Presentations will be

INFORMATION



delivered in English, with the Moroccan lecture given in French and simultaneously translated into English. Following the talks, participants will have the opportunity for direct exchange with the speakers.

Further information: www.schweissen-schneiden.com