



## **A Success for WMMA Members**

*A report from Harold Zassenhaus, WMMA Staff, [hzassenhaus@wmma.org](mailto:hzassenhaus@wmma.org), 301 652 0693*

The WMMA organized a pavilion on the exhibit floor of the [Woodworking Machinery & Supply Expo](#) (WMS) held at the Direct Energy Centre, Toronto, Canada October 27-29.

Canada housing starts are on pace to hit 206,000 units in 2011 or about 2 ½ times the level of the US when considering the population differential. The 3,000 attendees (est.) to the WMS came with a purpose and many of the exhibitors wound up with a large ratio of leads to total visitors.

### **The Show**

Size: estimated 4,500 sq. meters (45,000 sq. ft.)

No. Visitors, estimated: 3,000

No. of exhibitors, estimated: 125

The major dealers were present (Normand, Akhurst, CNC Automation, Allied, Taurus Craco) but some of the larger players like Biesse, Weinig, and Homag were either not there or had very small representation.

Most visitors came from Ontario (perhaps 80%) with the remaining coming from other parts of Canada and the US.

Hall traffic was best on the second day of the fair (Friday). The biggest surprise came on Saturday when attendance was very good until an hour or so prior to the events closing.

### **WMMA Participants**

I counted 35 WMMA member exhibitors, 17 of which were exhibiting on their own, 8 in the WMMA pavilion and 10 who showed in their dealers' booths.

### **The WMMA Pavilion**

The stand was located in the center of the show. The 900 sq. ft. stand included 8 WMMA members plus the WMMA itself. The space, stand design, construction, furnishings, utilities, and cleaning were organized by the WMMA. The discounted \$2,700 fee paid by each participant included the above making it easy and affordable for members to participate.

The booth was not continuously crowded. However, the large majority of members felt the show met or exceeded their expectations with leads generated from all parts of Canada and in some cases the US.

To learn more about foreign markets visit <http://www.wmma.org/members/secureDocument.cfm?docID=1641> (access to WMMA members only\*). The Country Evaluation Sheet carries information on developed and developing woodworking markets and includes global and country imports and exports of woodworking equipment and wood products

For more information on WMMA's international development program, contact Harold Zassenhaus, WMMA staff (301 652 0693, [hzassenhaus@wmma.org](mailto:hzassenhaus@wmma.org)) or Steve Carter, Chairman, International Business Development Committee, 603 732 0219, [stevec@williamsnhussey.com](mailto:stevec@williamsnhussey.com).

\* Once on the WMMA site, it will ask you for your id and password: the id is your company specific email address. If you have forgotten the password, please contact Jennifer Evans, WMMA staff, 323 215 0317, [jevans@wmma.org](mailto:jevans@wmma.org).