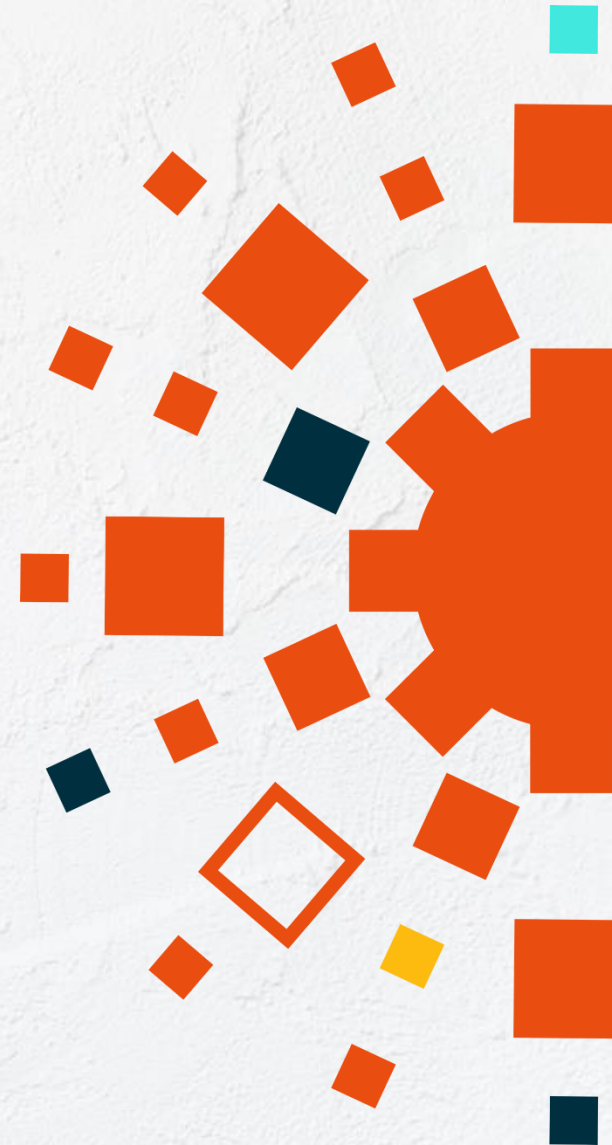


**NOGen**

**AM Forum**

**July 4-5, 2023**

**Berlin, Germany**



# About the event



AM Forum  
Berlin

Event type: Additive Manufacturing User Conference

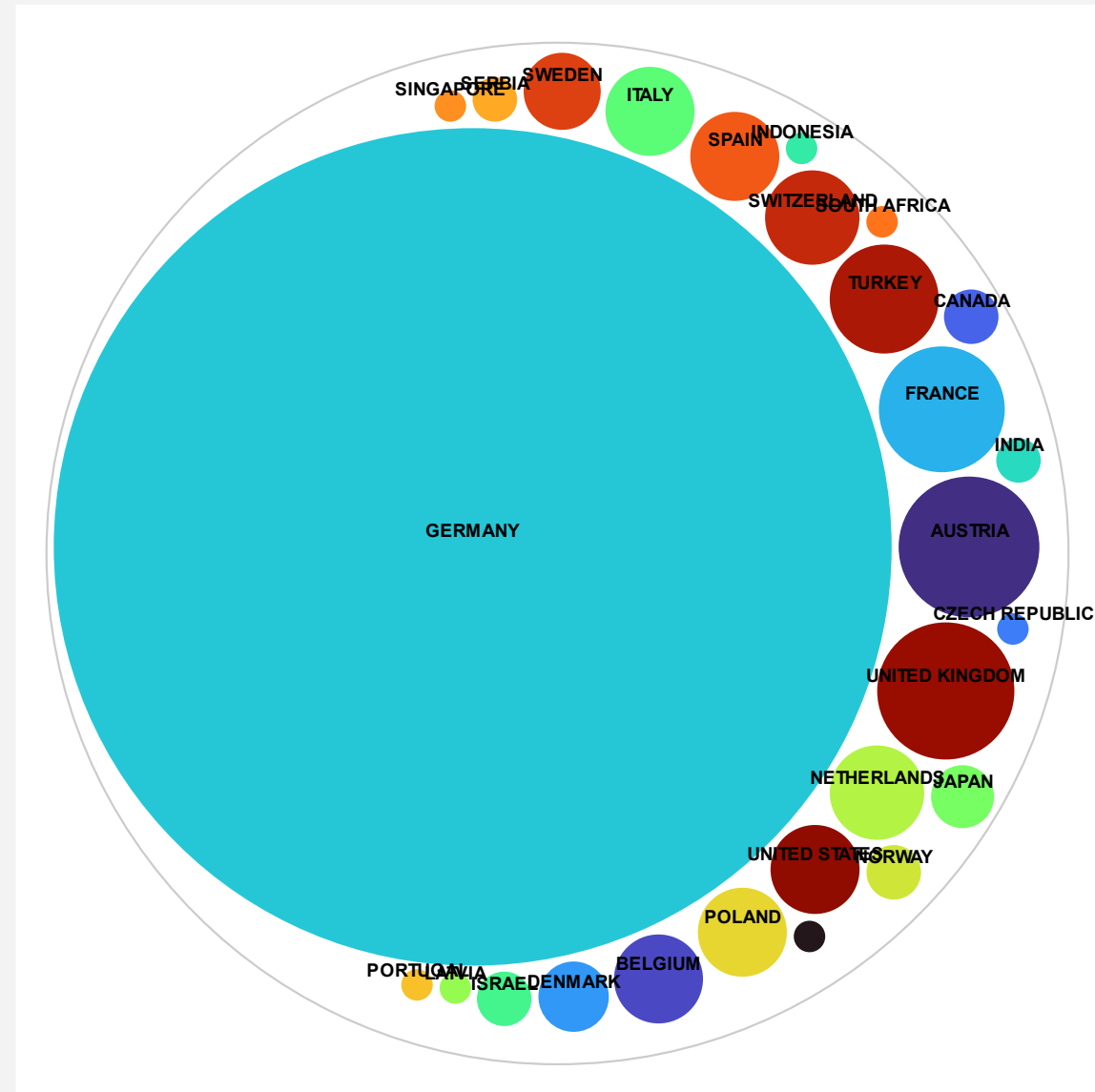
Location: Berlin, Germany

Description and years in operation: Held every year, for past 7 years. Next show is March 20-21, 2024

Event sector focus: Industry adoption, suppliers and users

Number of exhibitors: 75 exhibitors

Number of visitors: 850+ (Germany dominant, see graphic)



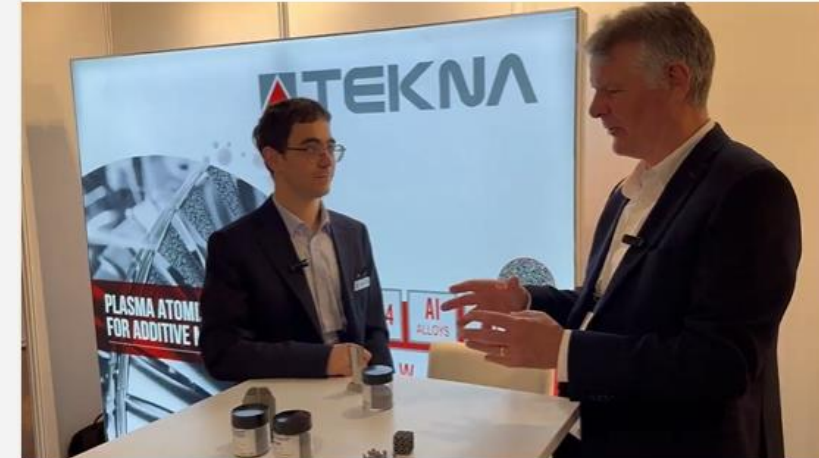
# Canadian exhibitors



AM Forum  
Berlin

Tekna

Sherbrooke, QC



Tekna at AM Forum Berlin.

Bridget Bohan and 2 others

1 comment



Like

Comment

Repost

Video views: 94 total

Hide stats

Video views

Targeted to: All followers

94

Total

Organic stats

300

Impressions

3

Reactions

2.33%

Click-through  
rate

1

Comment

0

Reposts

7

Clicks

3.67%

Engagement rate

# NGen Media



AM Forum  
Berlin

2 video interviews conducted – Tekna, QC and Wayland Additive, NGen project with Exergy Solutions, AB



Auto captions have been added to your video Edit

Bridget Bohan and 49 others 1 comment · 10 reposts

Like Comment Repost

Video views: 875 total Hide stats

Video views ?

Targeted to: All followers

875

Total

Organic stats ?

980	50	1.43%	1
Impressions	Reactions	Click-through rate	Comment
10	14	7.65%	
Reposts	Clicks	Engagement rate	

Time to say goodbye to [AM Forum Berlin](#), but here were some highlights from today.

Great to listen to a passionate and eloquent [Sherri Monroe](#) from [Additive Manufacturer Green Trade Association \(AMGTA\)](#). [Joris Peels](#) probably got the best soundbite chairing the panel with "sustainability is like going to the gym", but ultimately reducing the waste of (some) inventory by printing on demand can free up huge amounts of cash for a business.

Equally inspiring and actionable was the story [Marcus Göhl](#) told of [#3dprinting](#) solutions quickly and iteratively by anyone across production in a high mix manufacturing plant. The result was better savings than a "traditional" one shot solution, and much more engagement.



Ian Brooks and 32 others 7 comments

Reactions



Like Comment Repost Send

2,975 impressions View analytics

Add a comment...

Most relevant ▼

[Mark Kirby](#) Author 2w  
Industry Training Manager - MSAM Lab at University of Waterloo  
Thanks to [NGen Canada](#) for organizing a very valuable fact finding visit for all of the [Canada Makes - 3D/AM Network](#).

# Event announcements



AM Forum  
Berlin

## AMPOWER report – MARKET GROWTH

### Key findings of survey for AMPOWER Report 2023

1

#### Record revenues

for system suppliers in metal and polymer technology, with varying growth year over year

2

#### Productivity & Utilization

Users and part manufacturing services focus on optimizing machine utilization and productivity to increase production capacity

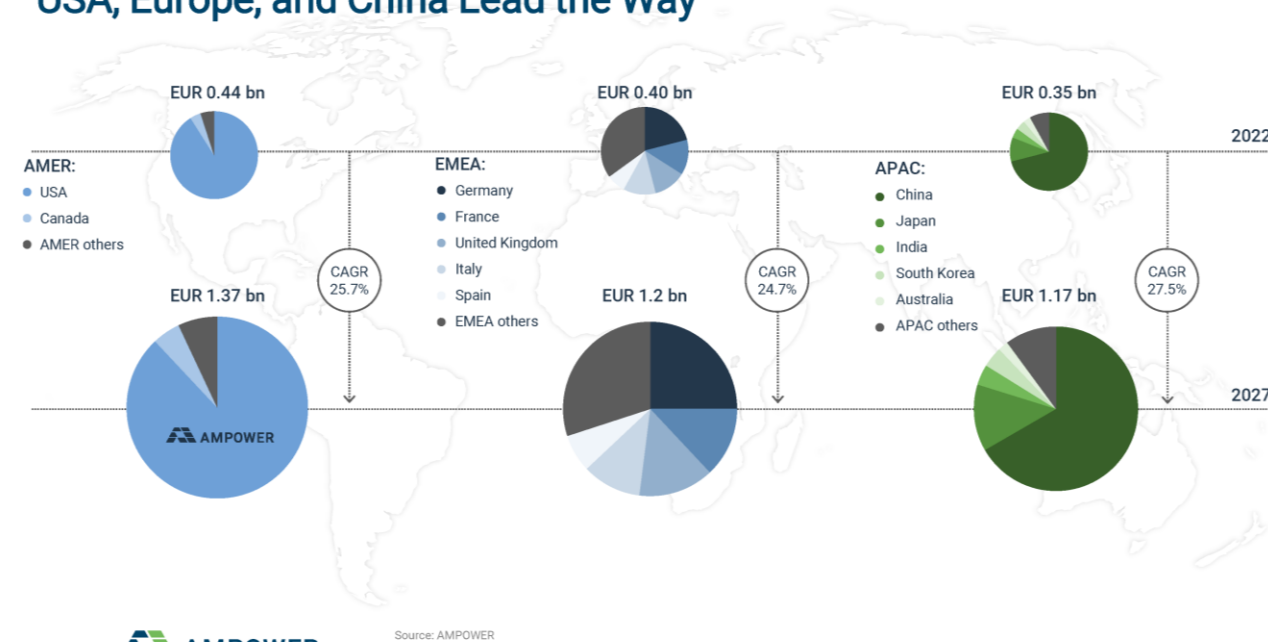
3

#### Feedstock growth

Strong growth of metal feedstock consumption expected in coming five years with CAGR of more than 40%



### Key Players in Global Equipment Sales: USA, Europe, and China Lead the Way





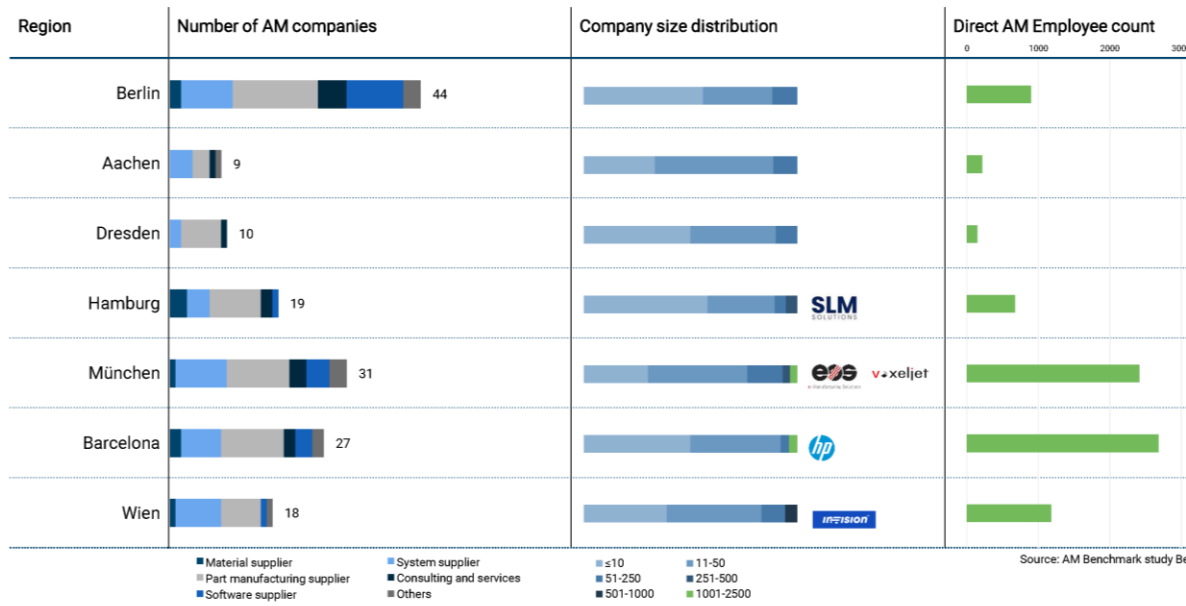
# Event announcements



AM Forum  
Berlin

## AMPOWER – European AM Hotspots and critical ingredients for success

### AM Supply chain in selected hotspots



### Critical success factors for a strong AM region

- #### 1 Universities

  - Institutions which develop new technologies, materials and processes
  - Educational programs for skilled labor
- #### 2 Startups

  - Incubators and accelerators
  - Access to funding and infrastructure
  - Enabling networking to customers, OEM and investors
- #### 3 User demand

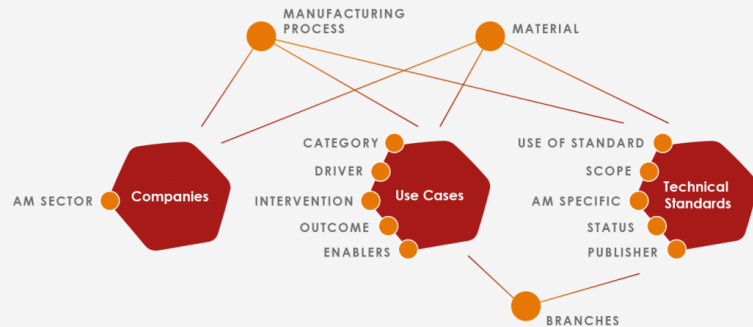
  - Know-how transfer
  - Application development support
  - Labor and engineering skill

# Event announcements



AM Forum  
Berlin

**International networking** - Canada Makes and MGA (Mobility Goes Additive) to sign agreement at Formnext 2023 for Canada members and capability to be listed on WeBoostAM website



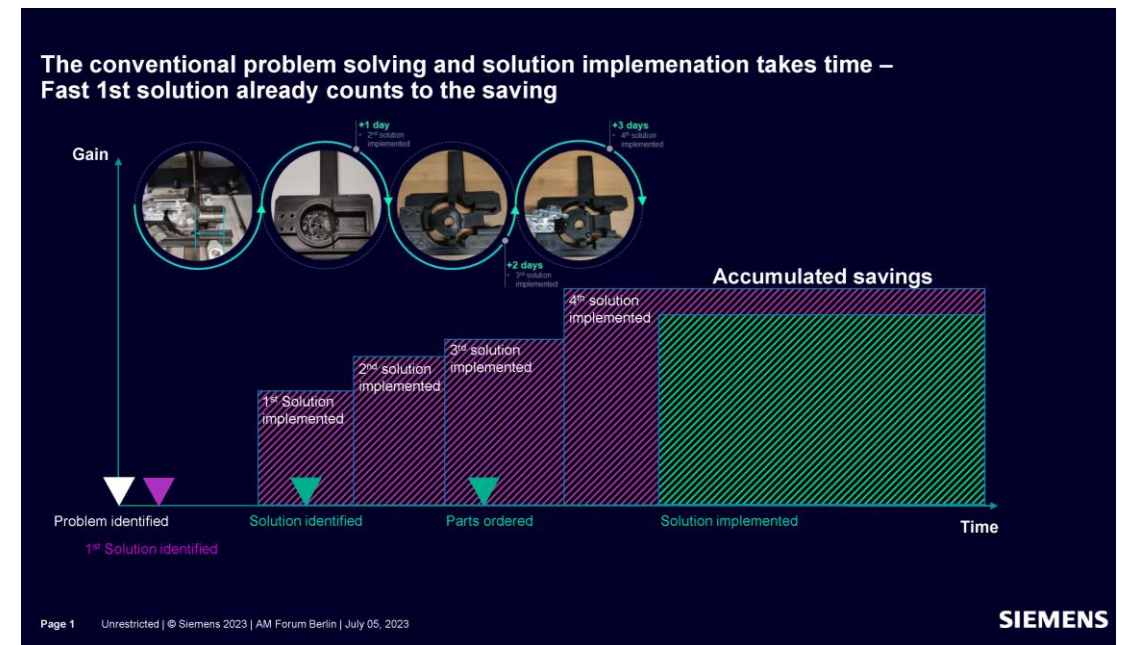


# Impressions of event

Unlike the previous week's shows - Automatica and Laser World of Photonics in Munich - AM Forum in Berlin was small - even intimate – with just under 1000 attendees and 75 exhibitor stands outside the conference hall. The smaller size of the event was beneficial for exhibitors who felt that attendees “had their guard down” and it was a unique opportunity for international attendees to reach an audience they would not normally have found easy to connect with. Conversations during the frequent network breaks were unhurried and candid between additive users and solution providers.

The best adoption story for any Canadian manufacturer was told by Siemens, from one of their smaller factories (see graphic).

Simply printing solutions for manufacturing problems with an emphasis on implementation speed and continuous improvement produced dramatic results. The purple payback came sooner, and was ultimately higher, than the previous externally procured solutions shown in green. Note that this was NOT printing any end use parts, just plastic aids to improve the manufacturing processes.





# Conclusions



AM Forum  
Berlin

Relaxed, uncrowded atmosphere. Expensive ticket and almost exclusively German audience. Suggest need to ensure there are solid meetings scheduled with partner companies before attending. Conference is not technical, and patchy in terms of industry content and insights.

Formnext (Frankfurt in November) is almost certainly a better event for global benchmarking of additive industry.





# NGGen

