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| USETEC 2015, 13 to 15 April 2015, Karlsruhe, Germany |
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| **USETEC 2015 – "Auction Hotspot" with presentations and services covering every aspect of industrial auctions – Auctioneer of the Year – Final day auction** |

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**For the first time, USETEC 2015 will feature the new TradeMachines Auction Hotspot. Under the expert guidance of TradeMachines, the world's largest marketplace for industrial auctions, a special zone in Hall 2 will be dedicated to shedding light on every aspect of industrial auctions. As well as auction houses, exhibitors will include suppliers of support services, e.g. financing, transport, export transactions, customs clearance, valuation. Lectura Verlag, a long-standing partner of USETEC and one of the key players involved in founding the Auction Hotspot, will be participating. Lectura Verlag has been providing used machinery market information for many years and is a leading supplier of technology and price guides – especially for mobile machines.**

The TradeMachines Auction Hotspot aims to be a source of comprehensive information on the benefits and mechanisms of industrial auctions as a sales channel for second-hand machinery. For buyers and sellers of used technology at USETEC, the Auction Hotspot promises to be a fascinating additional source of expertise. Auctions are a useful supplementary sales channel that complement traditional dealers (both physical and online) and are being used by a growing number of market participants. Presentations on these and other themes are scheduled to take place on several days of the trade fair: efficiency and measurability of online marketing for the trade in used machines, trends and global benchmarks for industrial auctions, insights from the "Wine" behavioural study of international buyers, valuation tools for used machinery.

**Auctioneer of the Year**

The highlight of the Auction Hotspot will be the presentation of the "Auctioneer of the Year" award by TradeMachines. The candidates include all the well-known industrial auction houses. For the first time, the public award for international auction houses will be voted for by an international audience – as befits the world trade fair for used technology. The award ceremony will take place in the Auction Hotspot on Tuesday, 14 April 2015 – the second day of USETEC.

**Auction on the final day of the trade fair**

An auction will take place on the final day of USETEC, Wednesday, 15 April 2015. Here, visitors will have the opportunity to bid for exhibits from the trade fair and other used machines. Bids will be accepted both from the auction room and the Internet. The auction will be supported by a webcast and live commentary. "We are delighted to be able to offer this extremely attractive auction to USETEC's exhibitors and visitors. The trade fair traditionally has many first-time visitors and we expect that this event will provide an exciting opportunity for new players to overcome their inhibitions, enter the world of industrial auctions and make worthwhile investments," explains Florian Hess, Managing Director of Hess GmbH, Weingarten/Baden. "For exhibitors, it presents an additional chance to generate sales at the trade fair and open up a further long-term sales channel."

"The first step of virtually every used machinery sale now takes place online and an ever-growing number of machines are traded online. At the same time, the trade is based on trust and contacts. USETEC as a trade fair and TradeMachines as an online platform promote both these aspects by bringing together buyers and sellers of used machinery. They play an important role in simplifying the trading process," adds Dr. Heico Koch, Managing Director of TradeMachines.

**Associations and partners are optimistic about USETEC 2015**

Kurt Radermacher, Managing Director of the Trade Association for Machine Tools + Tooling (FDM), is looking forward to the upcoming USETEC in Karlsruhe, which has returned to its traditional date − at the same time as the Hannover Messe. "USETEC, formerly RESALE, has always been a very international trade fair with visitors regularly attending from over 100 countries around the world. For visitors travelling long distances, the opportunity to explore two trade fairs in one trip is a powerful argument: new technology in Hannover, used technology in Karlsruhe," explains Radermacher, who supports USETEC as a co-founder and technical sponsor through the FDM. Naturally, the member companies of the expert group on used machinery in the FDM will continue to fly the flag for the association at USETEC this year. With a large and extensive range of good value exhibits, they aim to show once more that used technology offers a good alternative to new machines. "As usual, we expect USETEC to be a fascinating and successful event with services, information and presentations dealing with every aspect of the used machinery business and an attractive live auction on the final day," says a pleased Radermacher.

The European Association of Machine Tool Merchants (EAMTM) supports USETEC in Karlsruhe and is this year celebrating its 75th anniversary. "Our association welcomes all initiatives from the organisers that make the trade fair even more interesting for both exhibitors and visitors," says Ton Matena, President of the EAMTM commenting on the announcement of the final day auction. With over 30 EAMTM member companies currently planning to participate at the upcoming edition of USETEC, the association will again be one of the most important players at the trade fair.

USETEC supported by RESALE is the world's largest trade fair for used technology. The range of products on offer includes used machinery and equipment for every sector and branch of industry. USETEC 2015 will take place from Monday, 13 to Wednesday, 15 April 2015 in Halls 1 and 2 as well as in the outdoor area at Messe Karlsruhe.

Links on this topic:

www.usetec.com

www.trademachines.com

www.trademachines.de/adj/en

www.lectura.de

www.fdm.de

www.eamtm.org

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Technical Sponsor:  
FDM, Trade Association for Machine Tools + Tooling

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