

PLUMBING MEETING PLACE FOR THE FUTURE

- ISH FRANKFURT TRADESHOW 2003



that there are trade shows and then there is the ISH.

Just for a bit of background, ISH Frankfurt is the world's largest and foremost trade show for the plumbing, sanitary and heating sector.

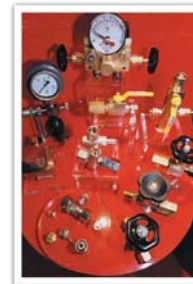
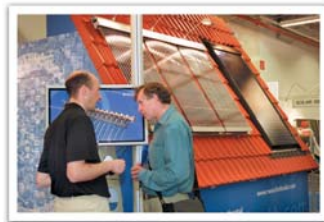
It shows the international trade visitor, technical innovations and direction setting design trends. It distinguishes itself as an indispensable platform not only between trade and industry but also between architects, engineers and specialist planners.

David described the event as daunting, and was overwhelmed that some of the major stands were like small suburbs rather than displays. The incredible effort and expense that goes into the exhibition has to be seen to be believed.

"I generally find inanimate objects a little hard to get emotional about, but I challenge anyone to go and have a look at this show and not be truly amazed," he said.

Well, if you've just been to the ISH Frankfurt tradeshow in Germany you can be forgiven for such a bold statement, as it doesn't get much bigger and better than this!

STUDOR® Australia's Area Manager NSW, David Griffiths visited the MPA office upon his return explaining



"The sheer size of the place is a wonder in itself, as the hall that **STUDOR®** was exhibiting in was so large that the people who managed the plants on the displays rode small motor scooters just to get from one end of the hall to the other. Yeah, I hear you say! But that was only one of the ten halls in the complex and each hall had two or three floors.

"It's the biggest collection of the industry's who's who and who does what, all under one roof.

"If you are ambitious enough to try to see everything ISH Frankfurt has to offer, I would strongly suggest that you take a top quality pair of running shoes and a really comfortable back pack. Your planning will pay off even if you can only get around to seeing half of it.

"It is not only that you get to see what's new and innovative at this international launch pad. It is also a cultural and personal experience all wrapped into one.

"The Germans are a lot like the Aussies if you get past a few differences. The common ground can certainly be found with some beer and a game of table soccer.

"English is certainly not everyone's first language, but I found more beer, lots of nods and some shoulder punching kept things moving along quite smoothly.

"As I have been told, travel broadens your horizons. Visiting ISH Frankfurt certainly expanded my view of the plumbing world we work in.

"I cannot recommend strongly enough that anyone in the plumbing industry who is considering visiting Europe should tee it up to coordinate with the next ISH Frankfurt and be one of the 200,000 visitors, from more than 100 countries, checking out the products and services of approx 2,500 exhibitors."

The next ISH Frankfurt will be held from 15-19 March 2005.