

Press Release

Title:

MAGMA/M5 Engineering Thailand at Metal+Metallurgy (Thailand) 2019 Exhibition

MAGMA in cooperation with M5 Engineering Thailand together participated in the very first Metal+Metallurgy Exhibition in Thailand. It was a three days exhibition from 18 to 20 September 2019, at Bangkok International Trade and Exhibition Center (BITEC), Thailand.

The Metal+Metallurgy (Thailand) 2019 Exhibition was sponsored by China Foundry Association, co-sponsored by Metallurgical Council of CCPIT and Industrial Furnace Institution of CMES. In this exhibition, there were 5 major themes: Foundry, Die-casting, Metallurgy, Industrial Furnace and Intelligent Manufacturing – we see ourselves very much related to these themes and hence decided to have our presence there!

At our booth we demonstrated our latest technology MAGMASOFT® Rel. 5.4 and our latest launched MAGMAinteract® - a free communication tool for MAGMA user and non-users which allow fast exchange of information internally within the company and externally with customers and suppliers. Many visitors were amazed by how easy and user friendly it is to use our new innovative visualization tool of MAGMASOFT® as the basis for discussion and making decision.

We also shared about our value added services, MAGMAproject (Metal Casting Project Engineering Service) - to provide comprehensive simulation solutions on casting process optimization using our full range of the MAGMASOFT products with our well proven MAGMA APPROACH methodology and our global resources to meet customer's objectives.

Our team was there three full days exchanging business cards with visitors and meet-up with existing customers, prospects and partners. They were mainly from Thailand, China and the neighbouring countries such as Malaysia, Vietnam and the entire Southeast Asia. We discussed about technology advancement, future projects and cooperation!



Group photo of MAGMA & M5 Engineering Thailand at Metal+Metallurgy (Thailand) 2019 Exhibition.

We thank all visitors who stopped by our booth and especially those who purposely made the trip to meet us at the exhibition at Bangkok. It was a great and fruitful event after all.

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About MAGMA

The name **MAGMA** stands for robust and innovative casting solutions as well as a strong partnership with the metal casting industry. By combining casting process knowledge with simulation competence, MAGMA partners with our customers to use our expertise to their advantage in the profitable optimization of castings and casting processes. With a commitment to casting excellence, we actively work with our customers to integrate the progressive technology of simulation into their operations.

MAGMA's product and service portfolio includes the powerful, modular software MAGMASOFT®, with the newest release MAGMASOFT®, as well as engineering services for casting design and optimization. Today, MAGMASOFT® is used throughout the metal casting industry, especially for the robust design and optimization of cast components in automotive and heavy industry applications.

With its MAGMAacademy, MAGMA offers a wide array of opportunities for further education through training courses, workshops and seminars. The MAGMAacademy offers various opportunities both for personal and for professional continuing education to MAGMASOFT® users as well as to those who want to understand and make use of casting simulation results.

Worldwide, MAGMA employs more than 220 people in development, support, sales and training, of which 105 are located in Aachen, Germany. 50 software developers, and more foundry engineers than in most foundries, build one of the industry's most powerful "casting competence centers".

MAGMA Giessereitechnologie GmbH was founded in 1988 and is headquartered in Aachen, Germany. A global presence and support of its customers in more than 60 countries are guaranteed by offices and subsidiaries in the USA, Singapore, Brazil, Korea, Turkey, India, China, and the Czech Republic. Additionally, more than 30 qualified partners represent MAGMA around the world.

MAGMA's operation in Asia started with the foundation of **MAGMA Engineering Asia-Pacific Pte Ltd** in Singapore in the year 1996. It acts as the headquarter of MAGMA in Asia and is located at the German Centre in the International Business Park at Jurong in Singapore.

MAGMA Asia delivers not only our products MAGMASOFT® and SIGMASOFT® but well established localized training courses, customer support, project engineering services, and continues to strive to offer the best and most comprehensive services and casting process knowledge as a solution provider to support our customers for casting design and optimization.

For more information about MAGMA Engineering Asia-Pacific, please visit www.magmasoft.com.sg

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