



BEARING APPLICATION WORLD 2021

Press release

Juli 2021

Trade fair presentation: Bearing Application World - international digital trade fair for rolling bearing technology

From practice for practice: Exhibitors and visitors can look forward to current and future-oriented topics and solutions on the subject of rolling bearing technology.

The Steinbeis-Transferzentrum Wälzlagertechnik will be hosting the first ever Bearing Application World (BAW) from October 26th – 28th, 2021 - a digital trade fair for rolling bearing technology. The programme includes both professional lectures by experts and virtual trade booths from a large number of exhibitors. With its practical orientation „Application - Operation - Solution“, BAW primarily addresses companies in the international rolling bearing market as well as employees and researchers. Students, graduates and interested persons are also welcome. For visitors the fair is free of charge.

Due to the current trade fair situation, Bearing Application World is designed as a purely digital event. Thanks to the latest technical possibilities, this combines the advantages of a physical trade fair with those of digitalisation: The live days from October 26th to October 28th will be accessible from anywhere. The trade fair platform will also remain open „on demand“ until November 9th, 2021. It offers space for entrepreneurs, exhibitors and speakers to present their products, solutions and services to reach an international audience. In addition to the virtual trade fair platform, the exhibition booths and the conference rooms, there will be an online networking lounge. In various areas, participants can spontaneously exchange information on a variety of topics via audio, video and chat functions. Exhibitors will also have access to the BAW Community, which offers networking opportunities before the fair even begins.

Capital city of rolling bearings - Schweinfurt

The future of the BAW is connected to the city of Schweinfurt: This is where we would like to establish a leading trade fair on the subject of rolling bearing technology and build up a permanent community. On the one hand, this is intended to support small and medium-sized companies in the region, which have grown close to the rolling bearing industry based there. On the other hand, the community offers the opportunity to connect the market internationally.

The University of Applied Sciences Würzburg-Schweinfurt (FHWS) is also located there. The FHWS is one of the largest universities of applied sciences in Bavaria and educates the engineers of tomorrow. In addition, the university offers a master's degree course called Product and System Development with a focus on rolling bearing technology, which is unique in Germany.

*In case of queries:
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