

Press Release

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AMB Preview: Highlights of AMB 2026 presented

Inspiration for the entire metalworking industry // New formats complement the programme

As part of the AMB Preview, Messe Stuttgart provided insights into AMB 2026 and presented key programme highlights of this year's international exhibition for metal working. AMB will take place from 15 to 19 September 2026 at the Messe Stuttgart exhibition centre. Interest from the industry remains strong: around 1,150 exhibitors have currently confirmed their participation, and all ten halls are fully booked. Around 31 per cent of the exhibiting companies come from abroad, with a total of 34 countries represented. The extensive supporting programme comprises over 107 events featuring around 50 speakers.

AMB is firmly established in the 2026 industry calendar

"The decision to exhibit at a trade fair is no small matter. It is an investment, it involves effort, and it demonstrates commitment. The fact that companies are making this decision is a very clear endorsement of the AMB exhibition. For over 40 years, AMB has been one of the key events in the international metal-cutting industry - and there's a reason for that: it's a place where the industry wants to be," says Roland Bleinroth, President of Messe Stuttgart. Spanning 120,000 m² of exhibition space, the AMB covers the entire metal-cutting process chain.

New programme highlights for 2026: Defence as a theme and BW_i cooperation for international business relations

For the first time, AMB is offering a platform for a topic of growing importance with its "Defence & Security Opportunities" format. Together with the VDMA, Messe Stuttgart is creating a targeted framework to address the key question: How can the metal-cutting industry help to scale up manufacturing processes in the defence sector quickly and reliably - from individual parts to series production? The format brings defence OEMs and suppliers directly together with AMB exhibitors. Companies will provide insights into scalable manufacturing solutions in keynote presentations, followed by two guided tours through selected halls at the exhibition. "Defence & Security Opportunities" will take place on Wednesday 16 and Friday 18 September as a closed-door event. Advance registration is required, as places are limited.



**Internationale Ausstellung
für Metallbearbeitung**

International Exhibition
for Metal Working

**Messe Stuttgart
15. - 19.09.2026**

www.amb-messe.de

Ideelle Träger:

VDMA - Fachverband
Präzisionswerkzeuge

VDMA - Fachverband
Software und Digitalisierung

VDW - Verein Deutscher
Werkzeugmaschinenfabriken

Messe Stuttgart



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Aufsichtsratsvorsitzende:
Ministerin Dr. Nicole
Hoffmeister-Kraut MdL



Another new feature is the collaboration with BW_i, Baden-Württemberg International, at the International Gallery powered by BW_i. Ten international associations will be represented at the East Entrance in front of Hall 1. These include, for example, associations and organisations from India (VDMA India), Italy (Italcam), Taiwan (TMBA and TAMI) and Spain (AFM). At country-specific happy hours, national and international guests can exchange views on their respective markets and network in a relaxed atmosphere. BW_i is also contributing its own programme item, thereby underlining the international focus of AMB. BW_i's happy hour will take place on Thursday 17 September from 15:00 to 16:00, including a presentation on Baden-Württemberg as a business location.

Roadshow and AMB Night foster exchange within the metal cutting industry

With the AMB Roadshow, AMB 2026 is bringing its slogan "Where metal comes alive" directly to companies even before the trade fair begins: over the summer, the project team visited more than ten locations across the region – engaging directly with turners and millers. During AMB, the roadshow van will be stationed in the Messepark, providing an additional meeting point for visitors. Another new addition to the 2026 programme is the AMB Night on Friday afternoon. This after work event is aimed particularly at skilled workers who wish to experience the latest innovations and trends in metal cutting first-hand. A discounted ticket grants access to the trade fair and the subsequent AMB Night, where content creators from the industry will be present for a meet-and-greet.

AMB 2026 with a programme for the entire metal-cutting industry

AMB 2026 offers an extensive supporting programme that is specifically designed to address a range of different perspectives and needs. "Where metal comes alive" – this is exactly what visitors can experience at AMB, when the entire metal-cutting industry comes together in all its diversity. The VDMA Technology Forum in Hall 1 offers practical specialist presentations, including on the topics of the circular economy and cost-effective manufacturing. The AMB Stage features different themes each day – on Tuesday the focus is on aerospace, and on Friday on maintenance.

On Wednesday, 16 September, the focus will be on AI in manufacturing – starting at 12:00 with the VDMA Software and Digitalization programme. At 14:00, visitors to the AMB Stage can look forward to the panel discussion "AI in Production: From Hype to Value Creation", organised by WIN-Verlag. Leading experts will discuss topics such as AI in process optimisation, predictive maintenance, AI-supported quality control and the cost-effectiveness of AI projects. Following the panel discussion, visitors will have the opportunity to talk directly to the speakers as part of the "Meet the Expert" session in the VIP Lounge.

Further programme highlights: From Innovation to the next generation

The Start-up Area at the Entrance East provides a concise overview of new approaches and technologies, whilst the AMB Award recognises outstanding new and further developments. The special 'Education' exhibition by the Young

Engineers Foundation in the Atrium at the Entrance East brings technology to life: CNC, Automation and digital production processes can be tried out live. The Business Breakfast in the Region Stuttgart Lounge will focus on robotics on Wednesday, whilst quantum technologies and sensor technology will take centre stage on Thursday. The "India Opportunities" seminar is specifically aimed at companies with their sights set on the Indian market. The "Art Meets Technology" competition will also return in 2026 – this time under the new slogan "Where metal comes alive".

The three key themes of AMB – Automation, artificial intelligence and the circular economy – run as a common thread through the entire programme and are reflected in the solutions presented by the exhibiting companies.

Full details of the AMB 2026 supporting programme: [Programme AMB](#)

You can find all press material for the AMB Preview via the following link: [Press kit](#)

About AMB

Since 1982, AMB has been presenting the highlights of the international metalworking industry. "Where metal comes alive": In 2026, it will once again be a fixture in the industry's calendar, taking place this year from 15 to 19 September. It is the market and meeting place for machining and metal-cutting technologies, showcasing the latest products, technologies, innovations, services and concepts across the entire spectrum of the sector. AMB is supported by its sponsoring associations: VDMA Precision tools, VDMA Software and Digitisation, and VDW – the German Machine Tool Builders' Association. Further information is available at www.amb-messe.de/