



**AMT**  
The Association For  
Manufacturing Technology

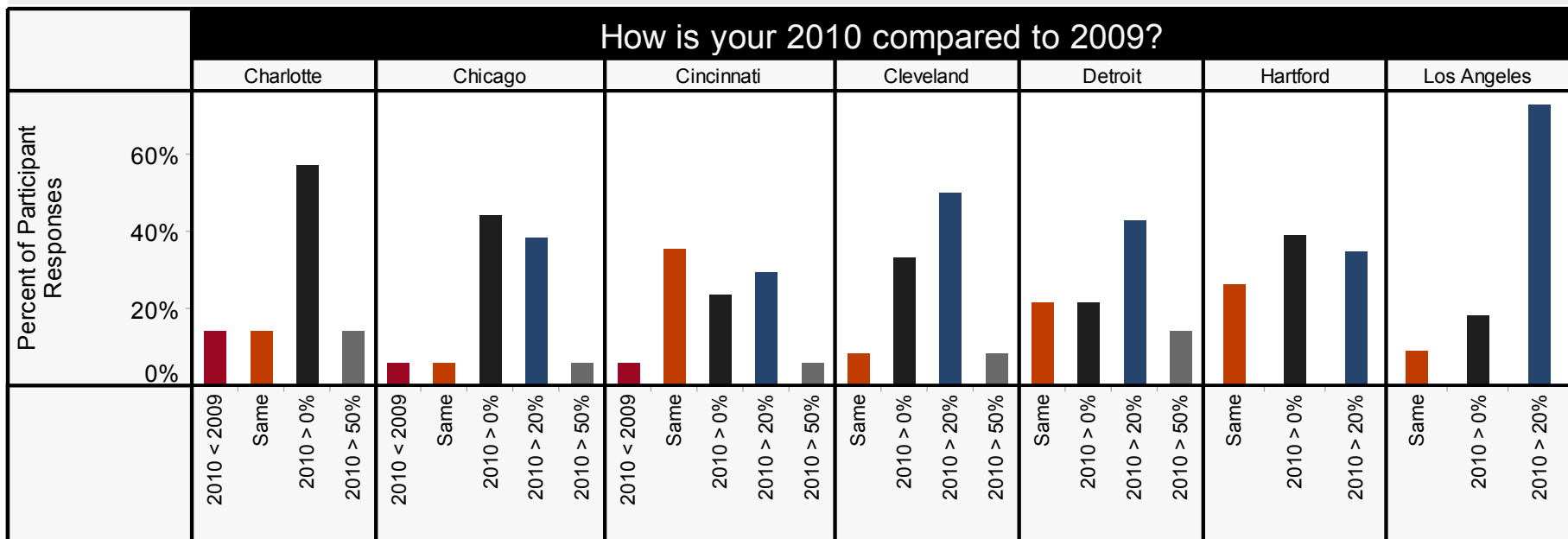
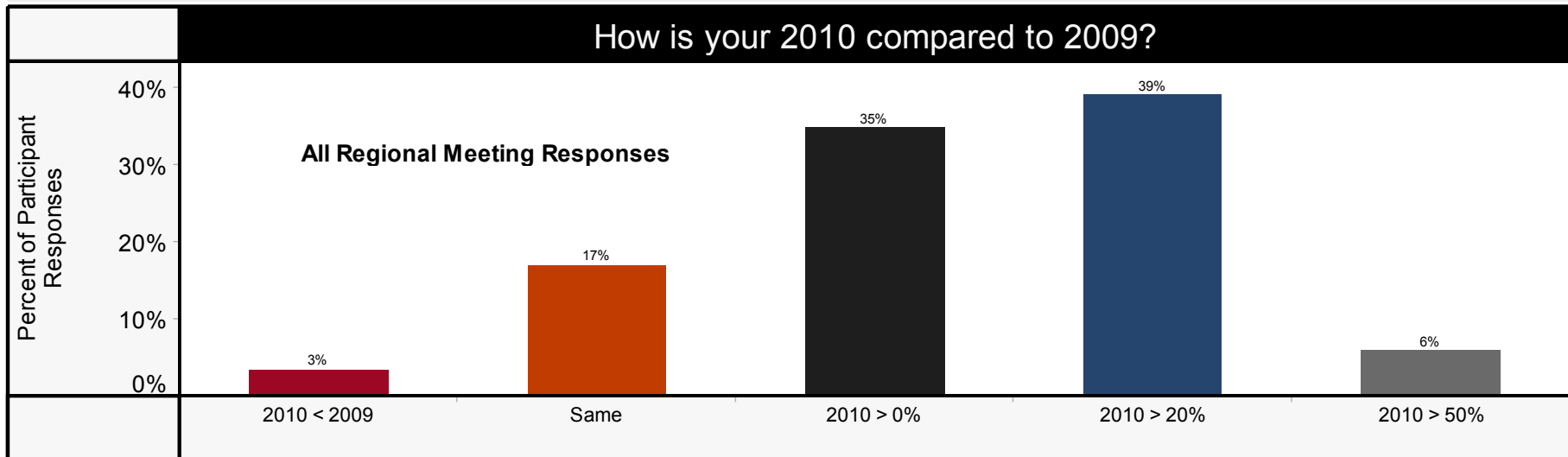
*Over 100 Years of Building Global Productivity*

provided by

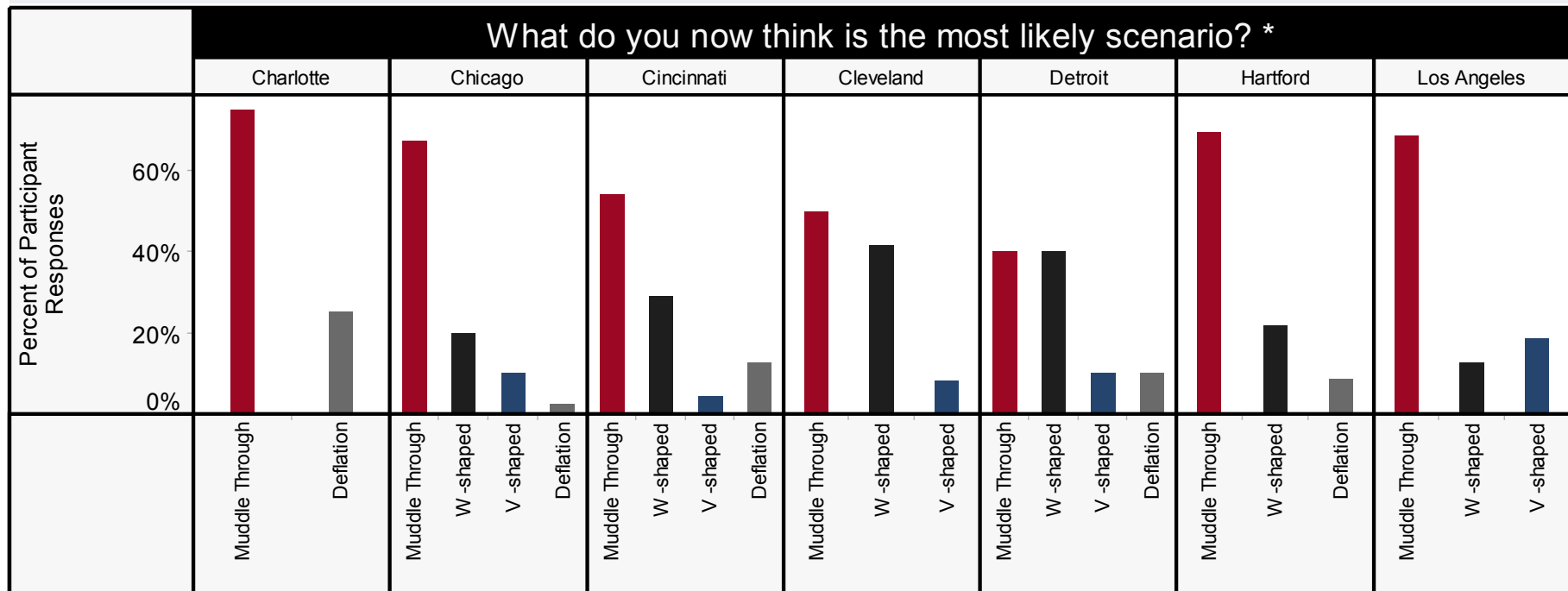
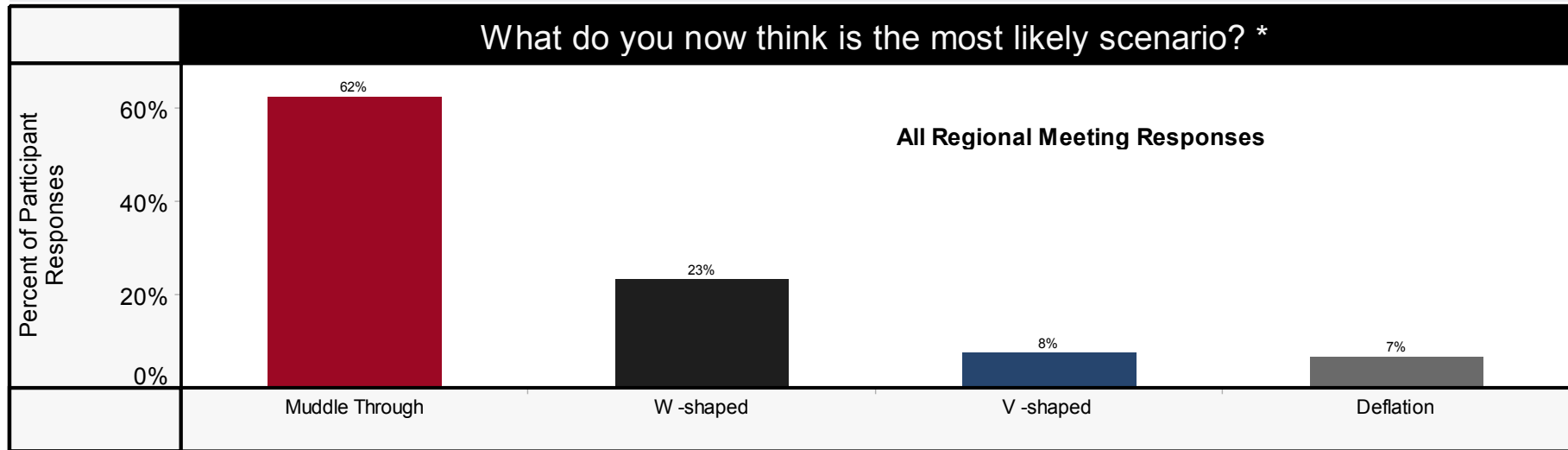
Strategic Information and Research

## **2010 AMT Regional Meeting Poll Results**

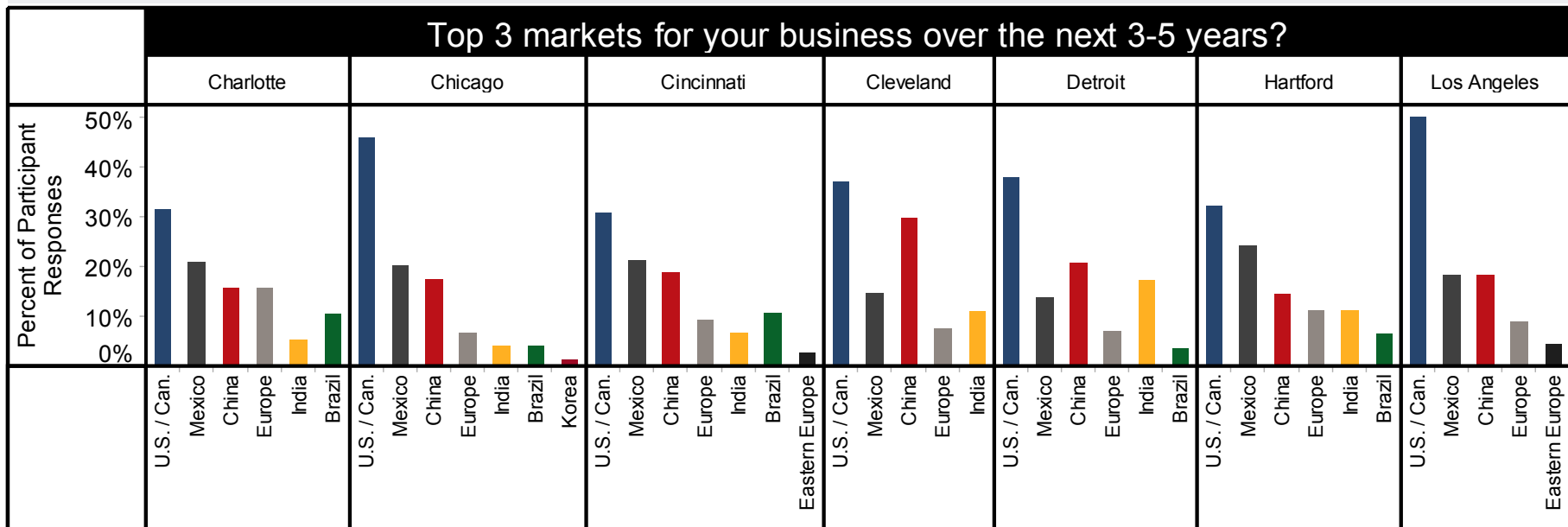
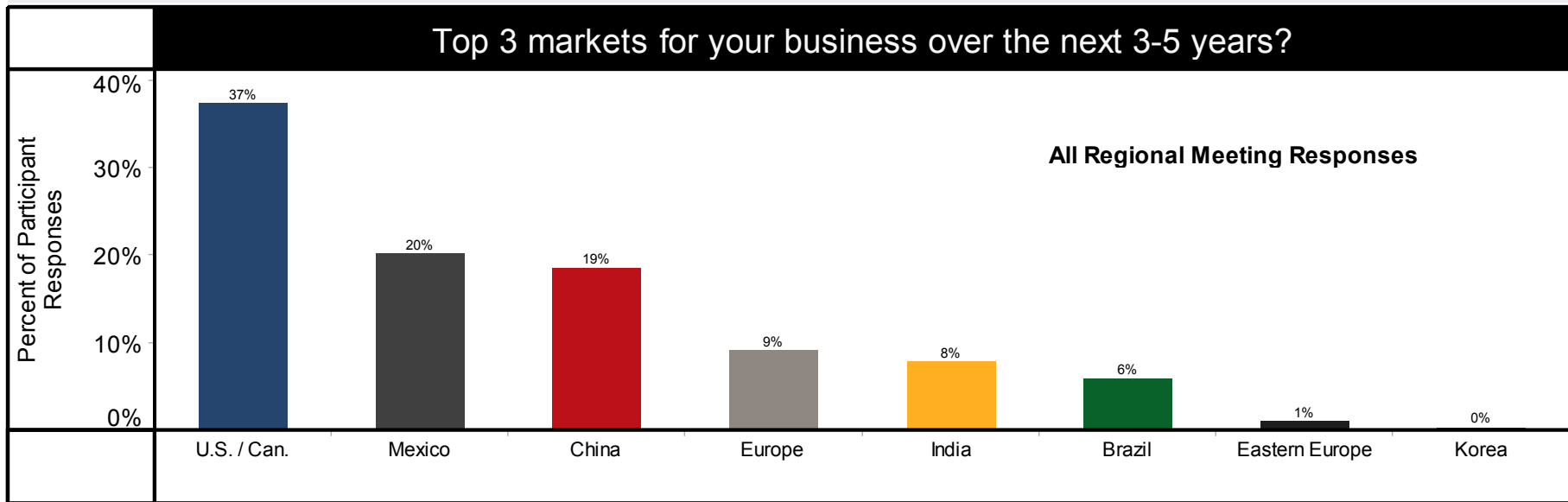
Oxford Economics' forecast for the U.S. Manufacturing Technology Market called for a 20 percent increase in orders in 2010 over the previous year and a growth trend out past 2010 resembling a meandering line (a "muddle through" recovery) that climbs slowly back to order levels that will sustain a viable business level. These were clearly the expectations of AMT's Regional Meeting attendees as well. Even before hearing Oxford's forecast, the overwhelming majority of them predicted market growth of a 20 percent or greater rate this year and most expect the recovery to resemble the "muddle through" scenario posed in the question.



Surprisingly, almost a quarter of the attendees predicted a double-dip recession or “W” recovery. Also surprising, attendees in Cincinnati and Charlotte had the most pessimistic outlooks of the seven regions where meetings were held. Almost half of the Cincinnati audience believes that the market will be the same or worse in 2010 than in 2009, and in Charlotte, only 17 percent believe there will be any significant improvement in 2010.

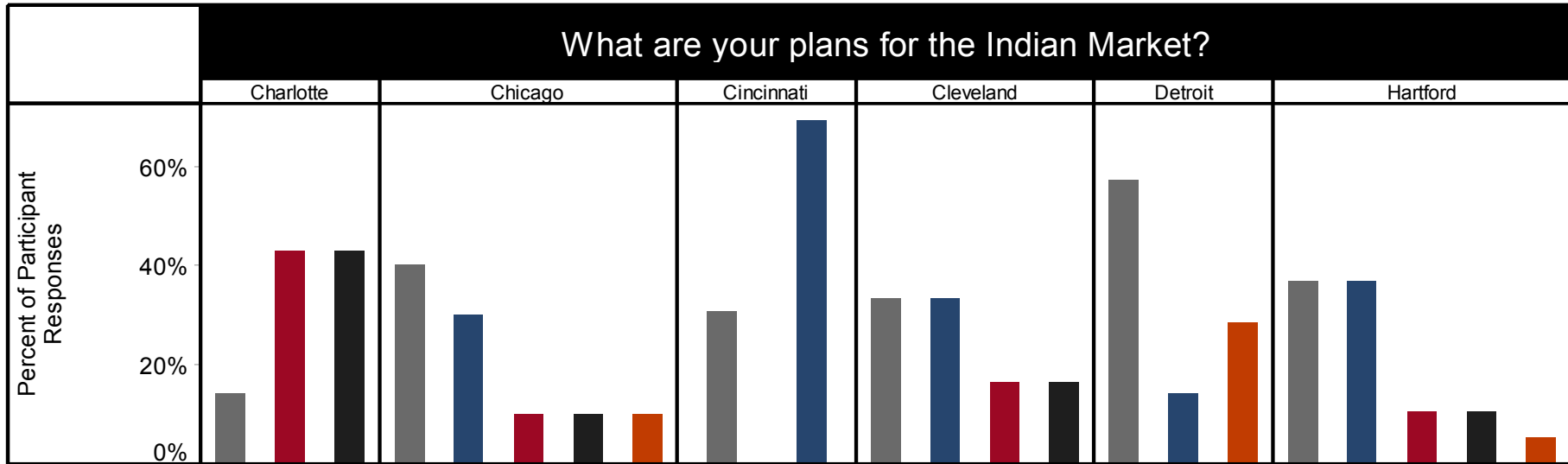
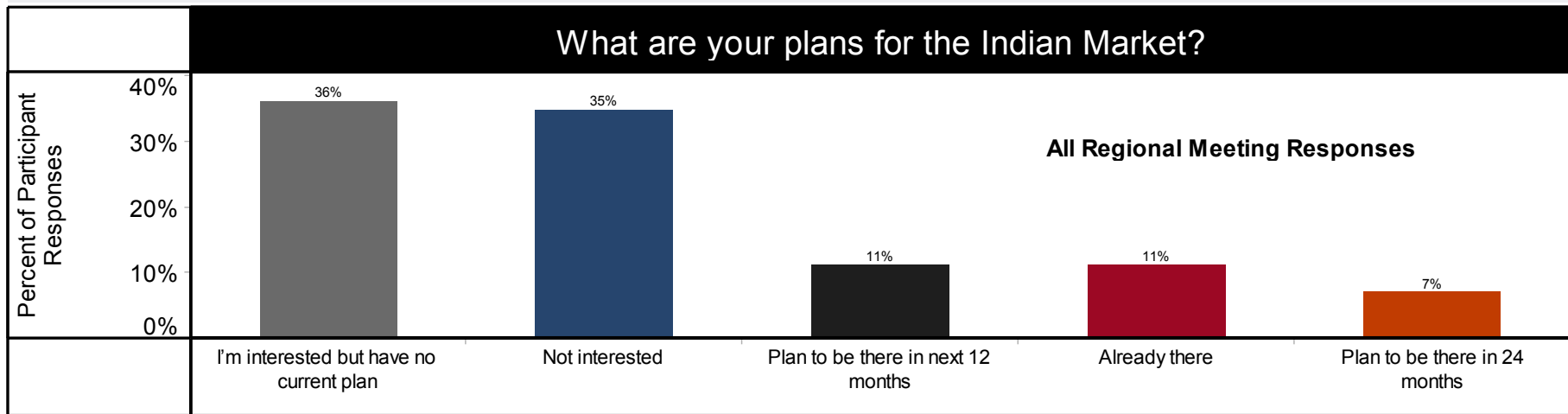


The audience was asked to identify the top three markets for business over the next three to five years. As one would expect, "U.S./Canada" was the top choice, both nationally and in every individual city as well. The Mexico and China markets were second and third, respectively. These were the top three markets in each of the individual cities, with the exception of Detroit where India surpassed Mexico for the number three position. AMT's Business Development department provided a thorough update on the Chennai Tech Centre development and plans to build a two-story 12,000 sq ft facility in 2010.



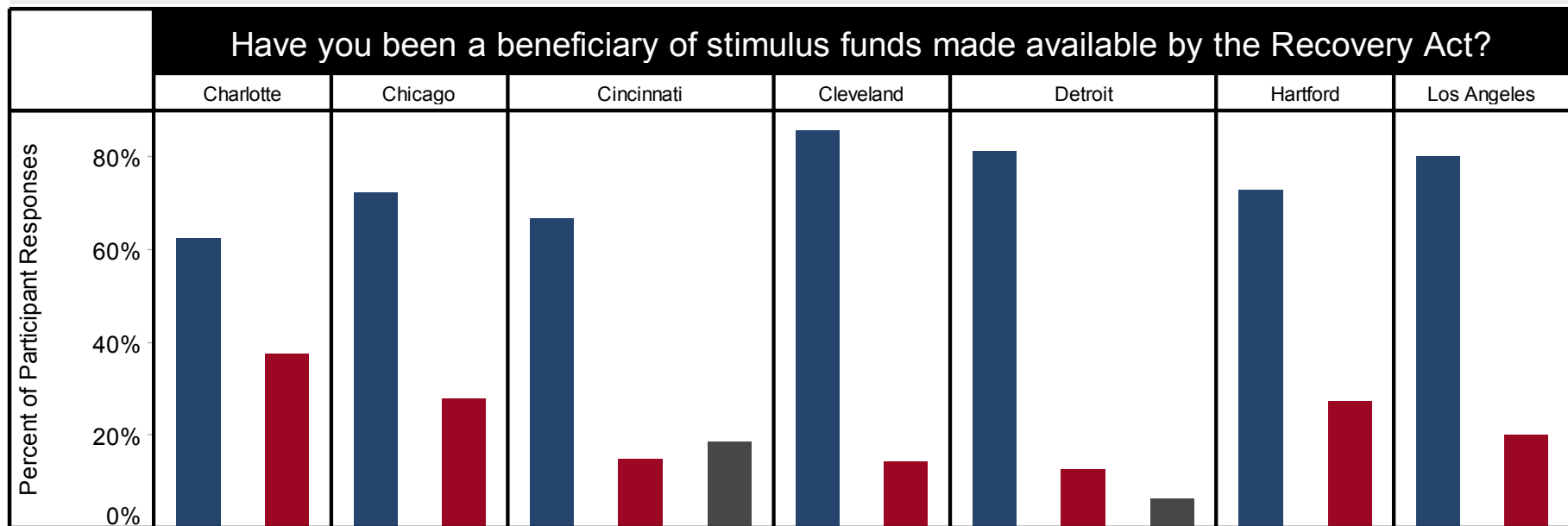
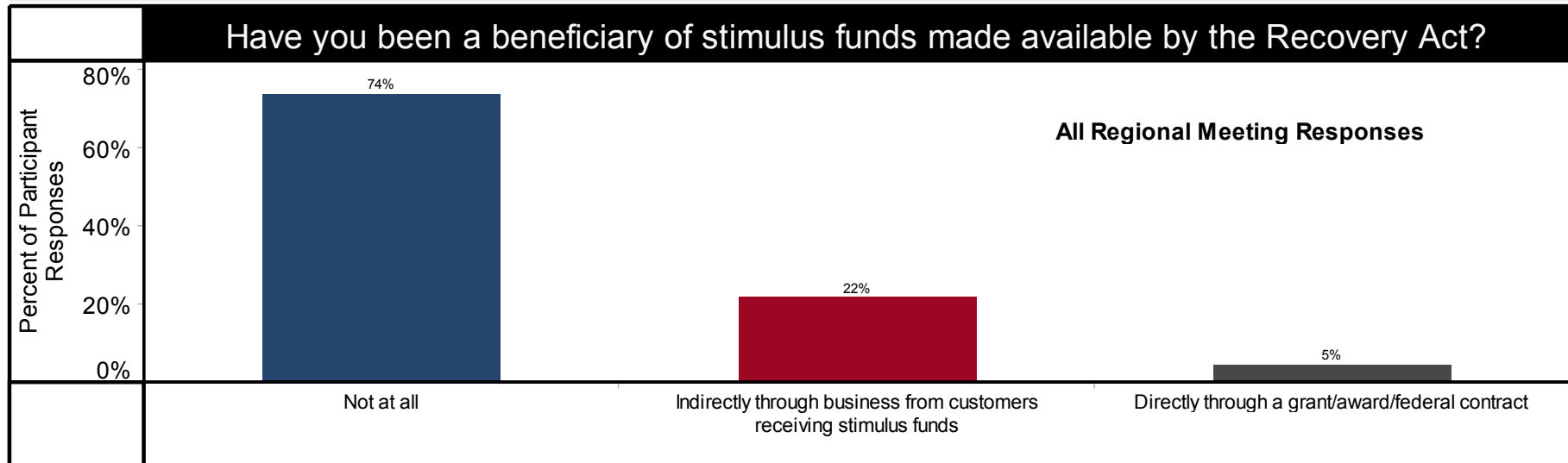
Most of the meeting attendees expressed great expectations for the Indian market. It's no wonder. India is not only the largest democracy in the world, it has the largest English speaking population and the second fastest growing manufacturing technology market in the world. The survey shows that one third of the attendees plan to have a presence in India in less than two years, and another 36 percent intend to be there but haven't developed their plans yet.

If there were any surprises in the market questions, it was that NO ONE attending the Cincinnati meeting has any plans to be in India in the foreseeable future, although there is reasonable interest.



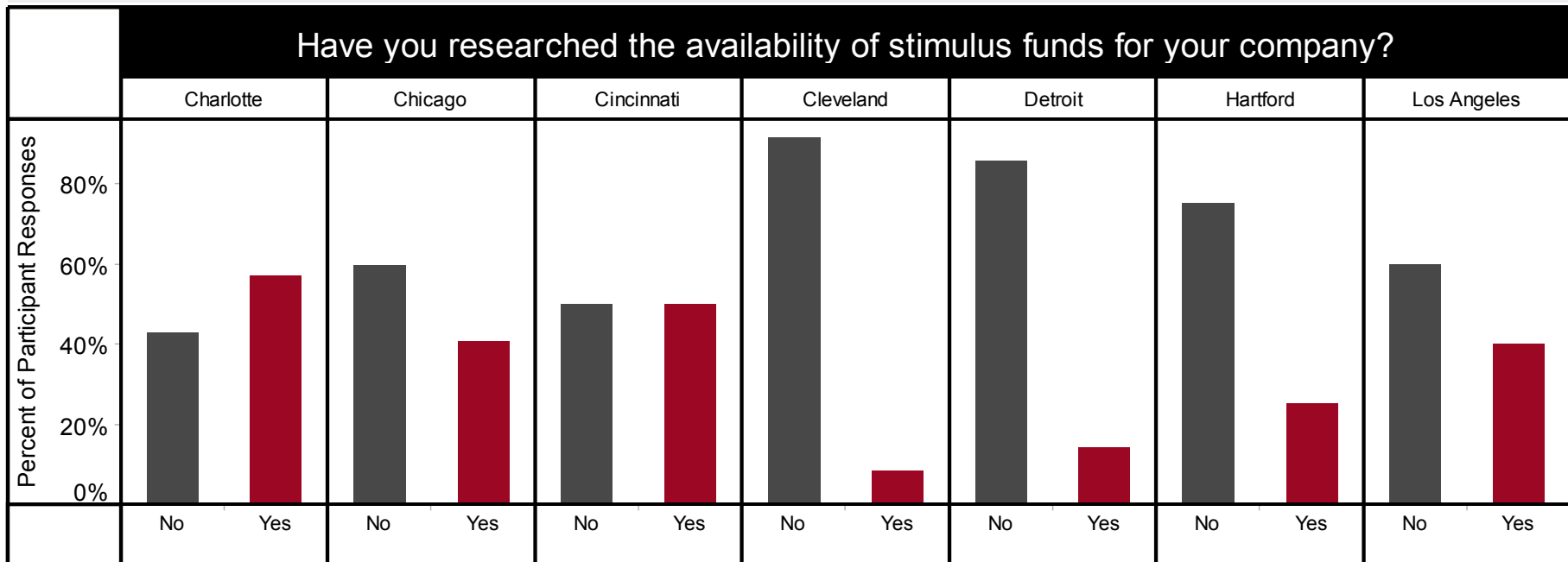
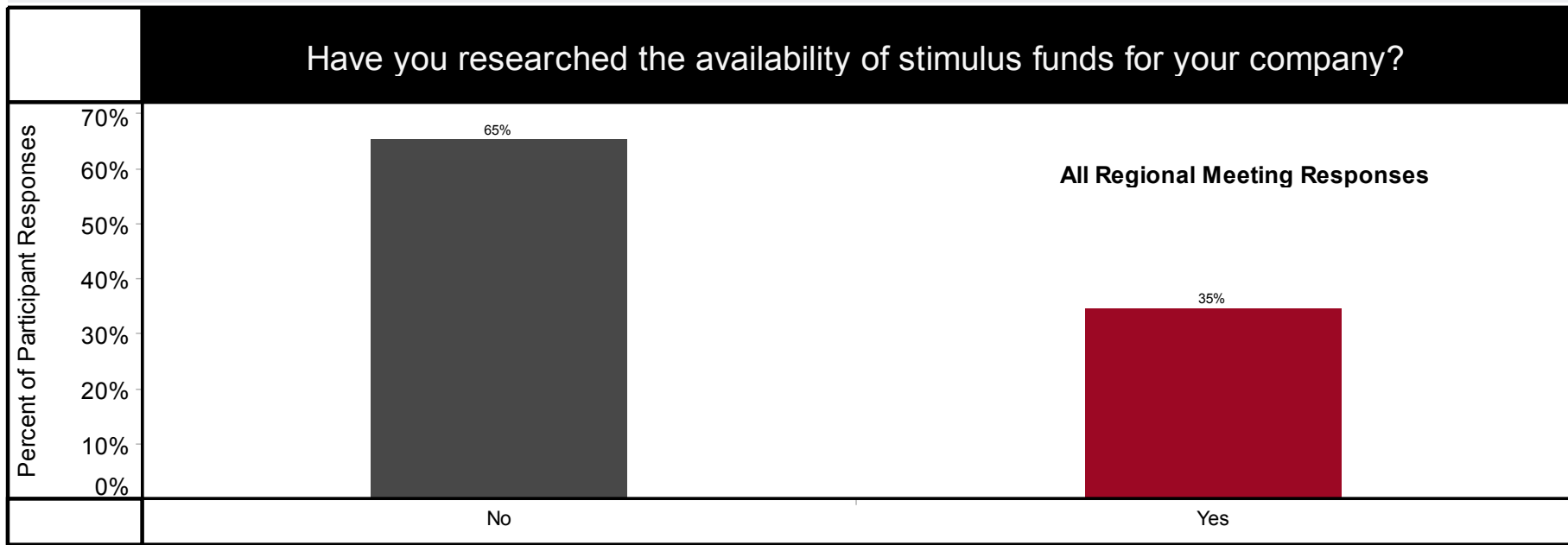
- I'm interested but have no current plan
- Not interested
- Already there
- Plan to be there in next 12 months
- Plan to be there in 24 months

It appears from the survey responses that AMT and the federal government need to do a better job of informing AMT members of the opportunities afforded by the \$787 billion Recovery Act enacted last February. Only 26 percent of the regional audiences have experienced any impact from the Recovery Act's funding. Only 35 percent have even researched the opportunities available.

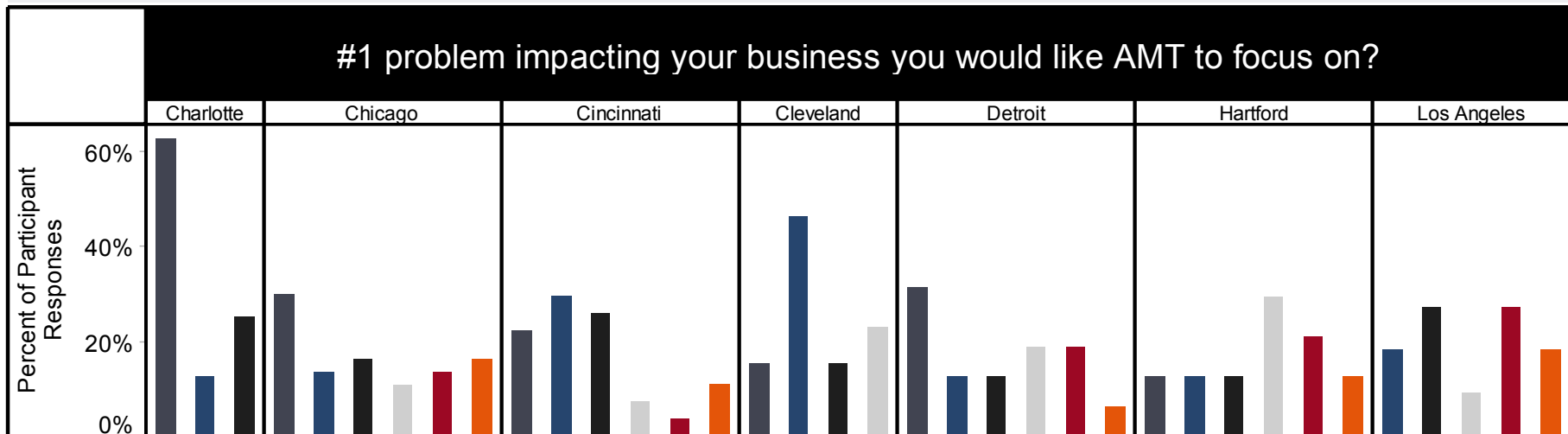
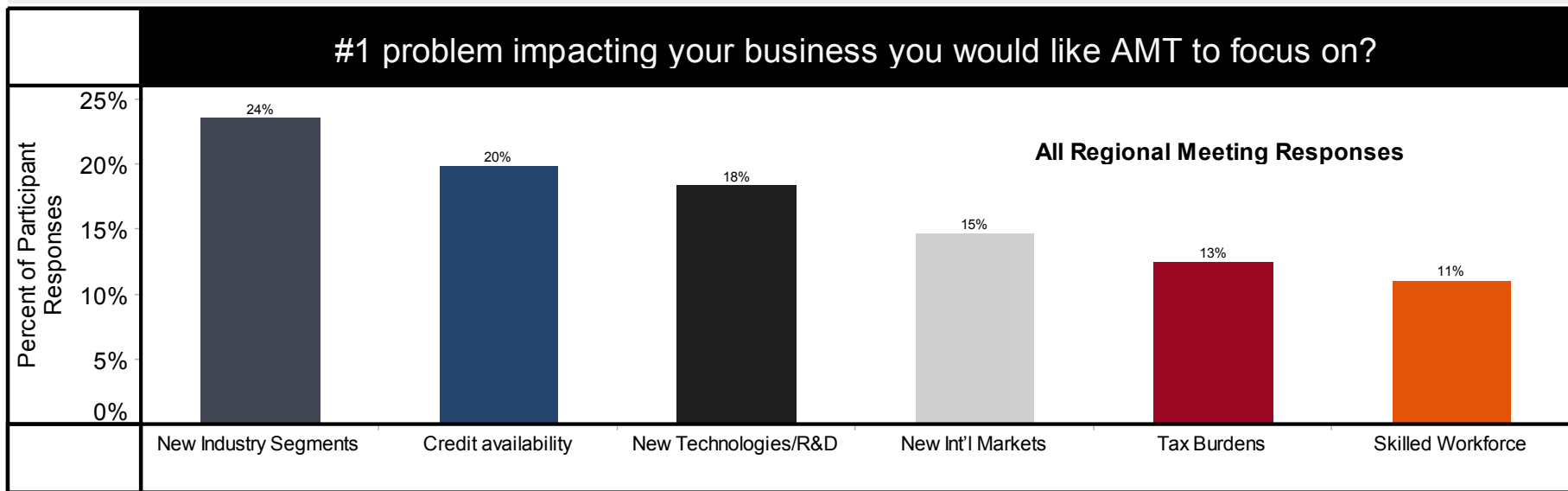


- Not at all
- Indirectly through business from customers receiving stimulus funds
- Directly through a grant/award/federal contract

But researching the opportunities provides a strong return. Three out of four who found opportunities received a financial benefit for their efforts.



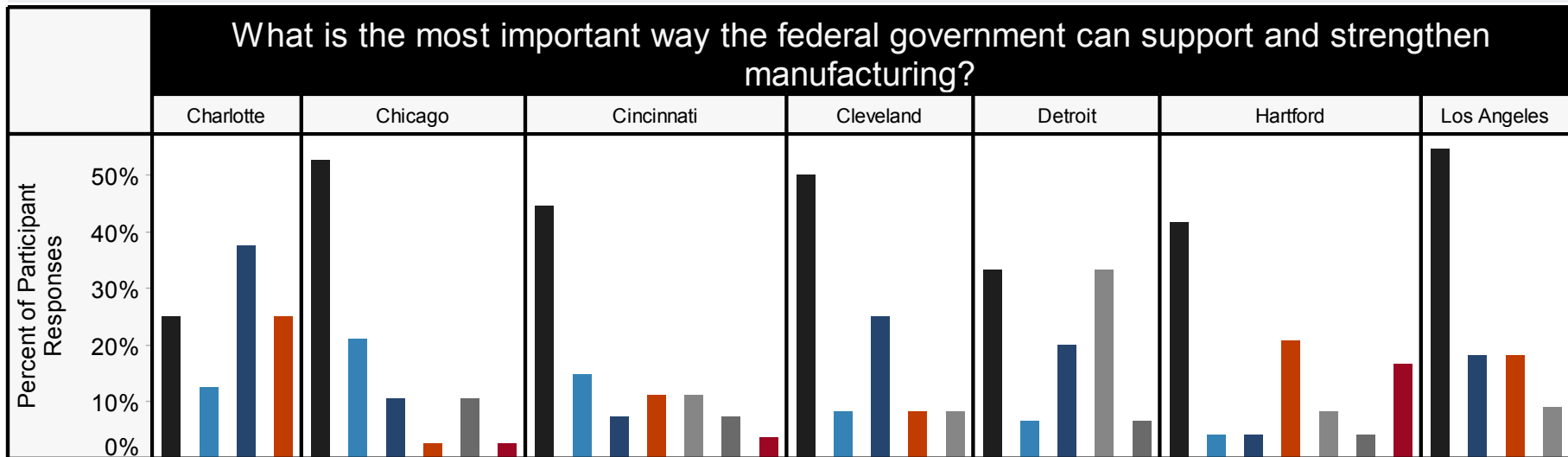
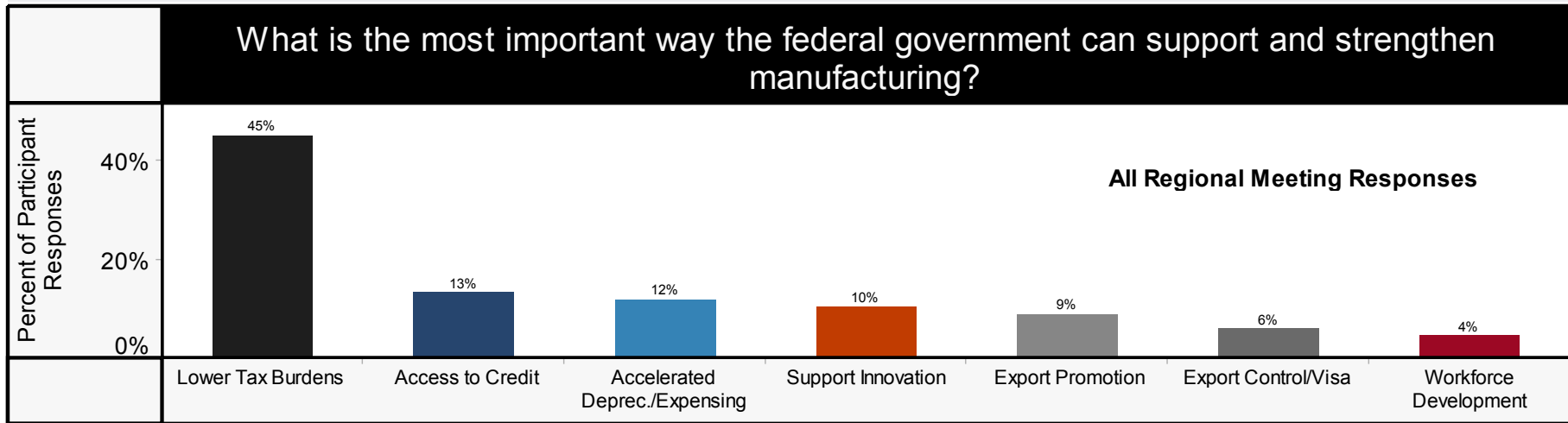
When attendees were asked how AMT can best help our members, one quarter indicated identifying and developing new industry segment markets. When answers to the similar question about identifying and developing new international markets and technologies/R&D are taken into account, the results show that more than 60 percent of the attendees believe that AMT's greatest impact will be in the area of business development.



- New Industry Segments
- Credit availability
- New Technologies/R&D
- New Int'l Markets
- Tax Burdens
- Skilled Workforce

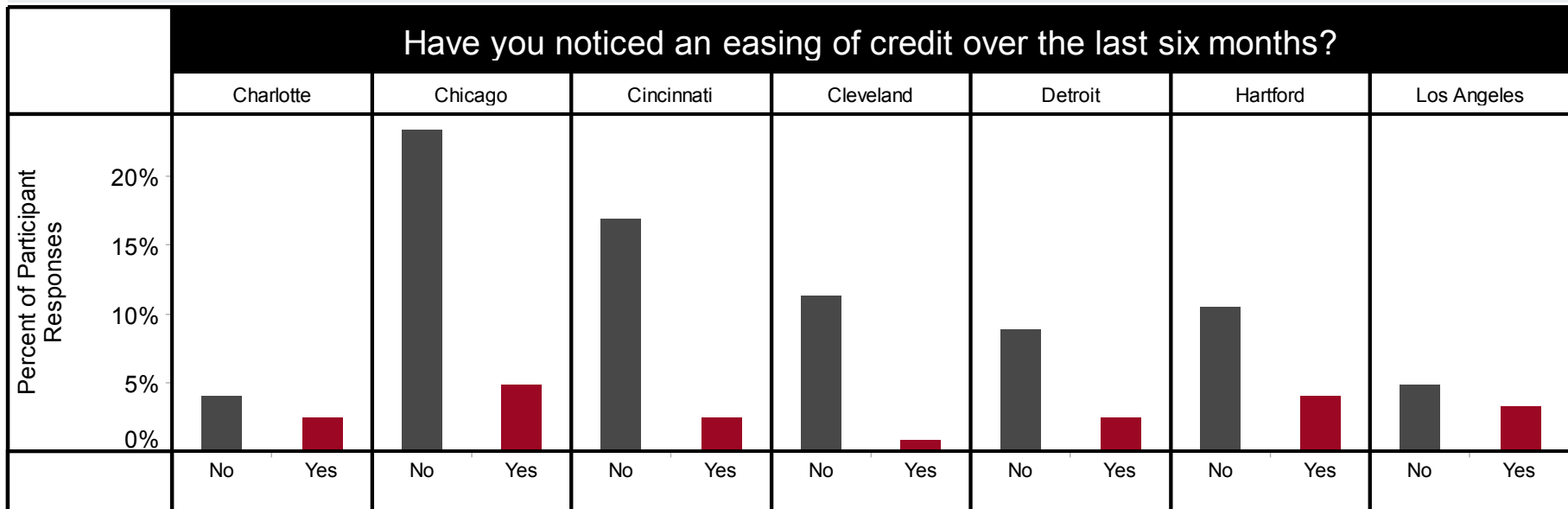
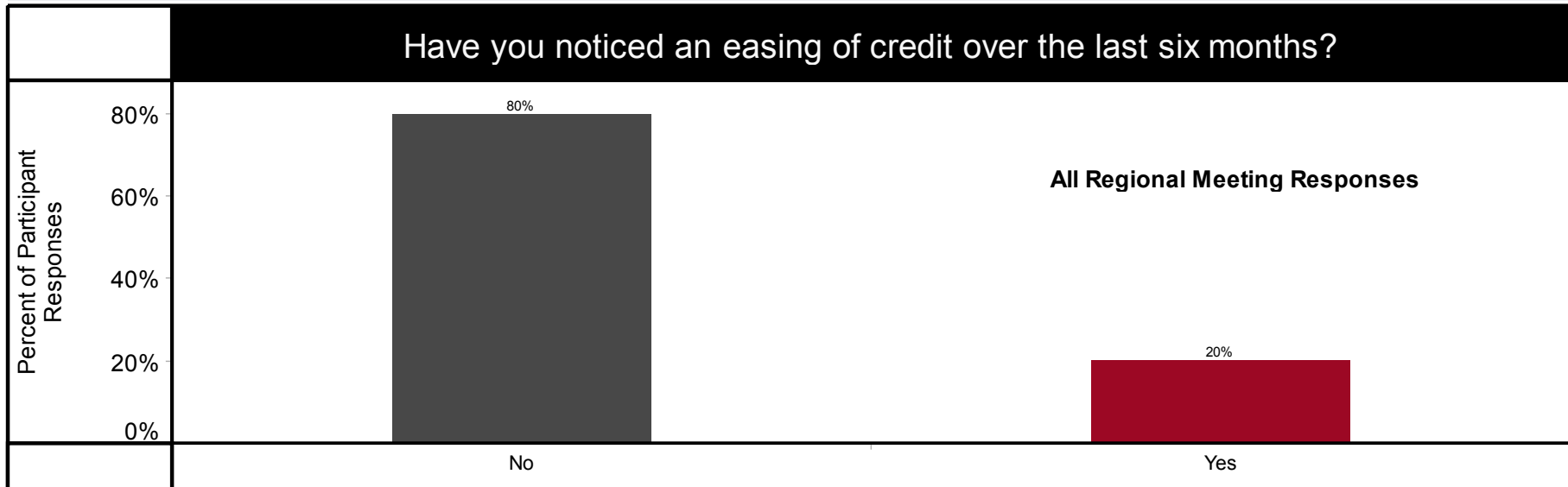
2010 AMT Regional Meeting Poll Results

When asked about how the federal government can help, the majority of attendees (nearly 60 percent) want a lower tax burden or, at the very least, some consistency in policymaking. Fluctuating government positions on taxes, incentives, expensing and depreciation, as well as health care costs, have created a business environment in which it is impossible to develop business plans. Companies are unsure what their burdens will be from one month to the next. AMT President Douglas Woods raised this key point during a one-on-one meeting with President Obama's Senior Advisor for Manufacturing Policy Ron Bloom, the week after the conclusion of the AMT Regional Meetings.

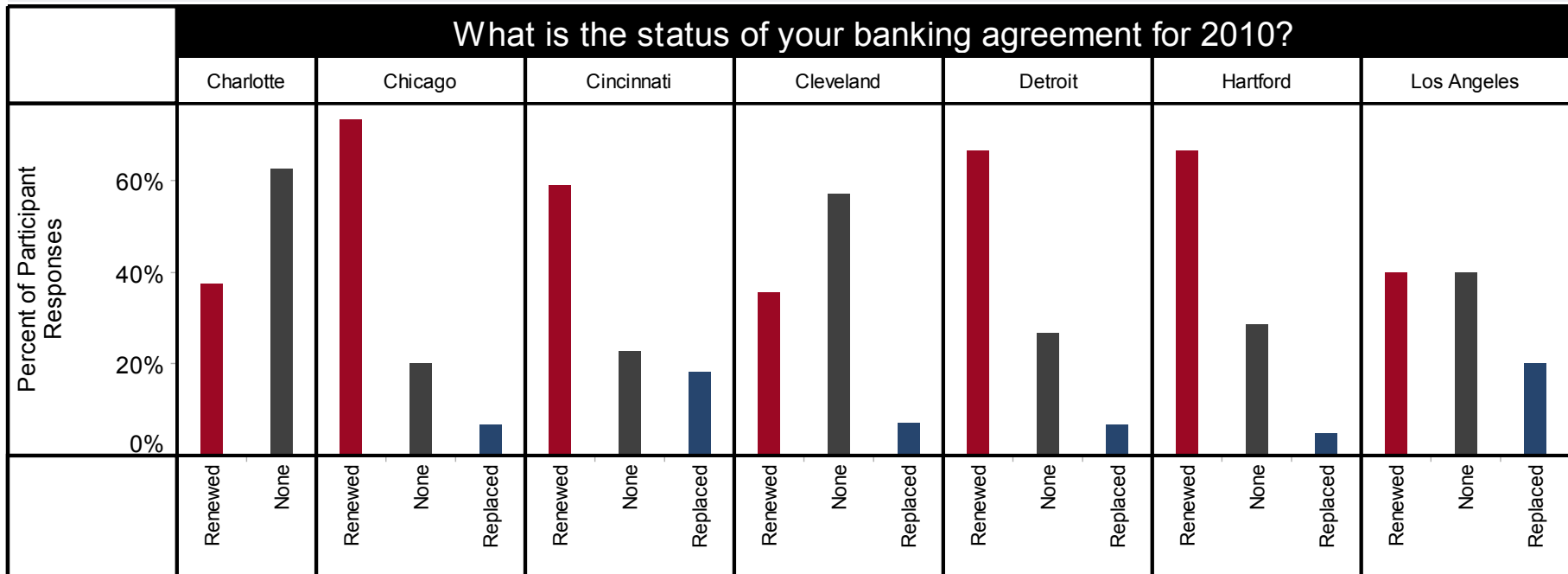
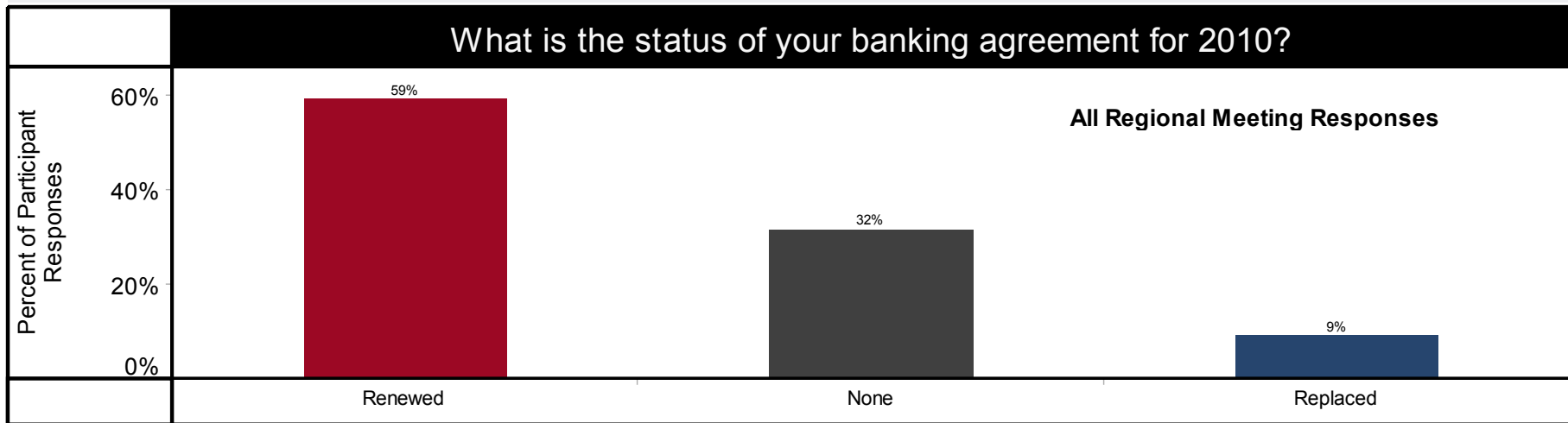


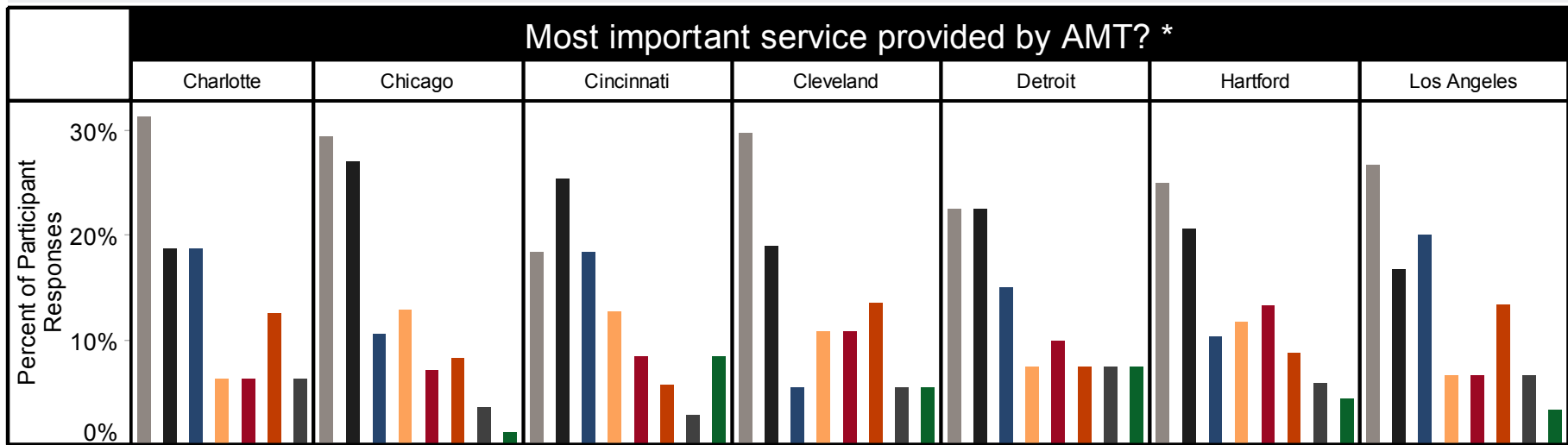
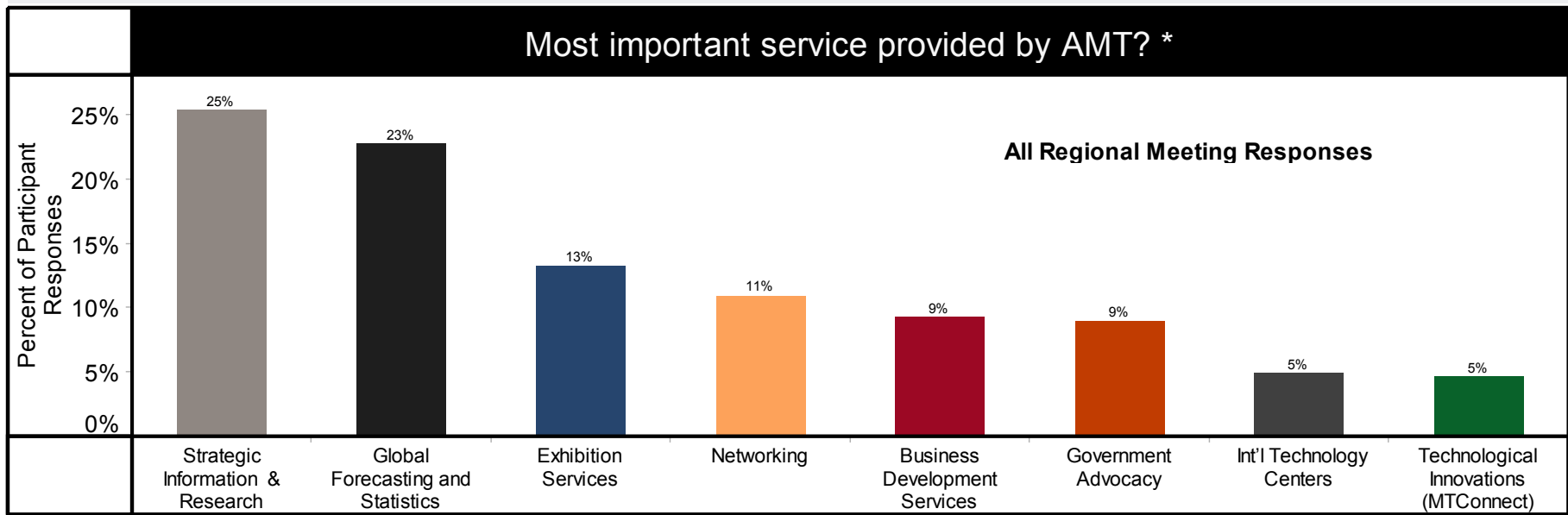
- Lower Tax Burdens
- Accelerated Deprec./Expensing
- Access to Credit
- Support Innovation
- Export Promotion
- Export Control/Visa
- Workforce Development

In addition, the availability of credit - or the lack of it - continues to hinder AMT members' efforts to compete. It was the second most important problem on both of the issues AMT and the federal government should work to resolve. Eight out of ten attendees indicated they had not seen an improvement in credit availability in the past six months. In a survey conducted last summer, one third of AMT members reported that if they didn't see an improvement in the credit situation, they may not be in business by the end of March 2010. In the Regional surveys, when asked about the status of their company's line of credit, nearly one third of attendees indicated that they are working without one, since their banks didn't renew the line for 2010 and they haven't yet developed a new banking relationship. During their meeting, Mr. Woods explained to Ron Bloom the dire situation this represents.



The Bloom meeting was successful in underscoring the areas where the administration and AMT agree (i.e., R&D/MEP funding, STEM education, export promotion, and small business support). The Regional Survey data was instrumental in establishing the difficult situation faced by manufacturing technology providers as this slow recovery takes hold. The results also provided the quantitative analysis to support the principles set forth in AMT's Manufacturing Mandate, which served as the basis for Mr. Woods' meeting with Ron Bloom. AMT's mandate calls for a coordinated policy structure that incentivizes innovation and R&D in new products and manufacturing technologies; assures the availability of capital; increases global competitiveness; minimizes structural cost burdens; enhances collaboration between government, industry, and academia; and builds a better educated and trained "smart force."

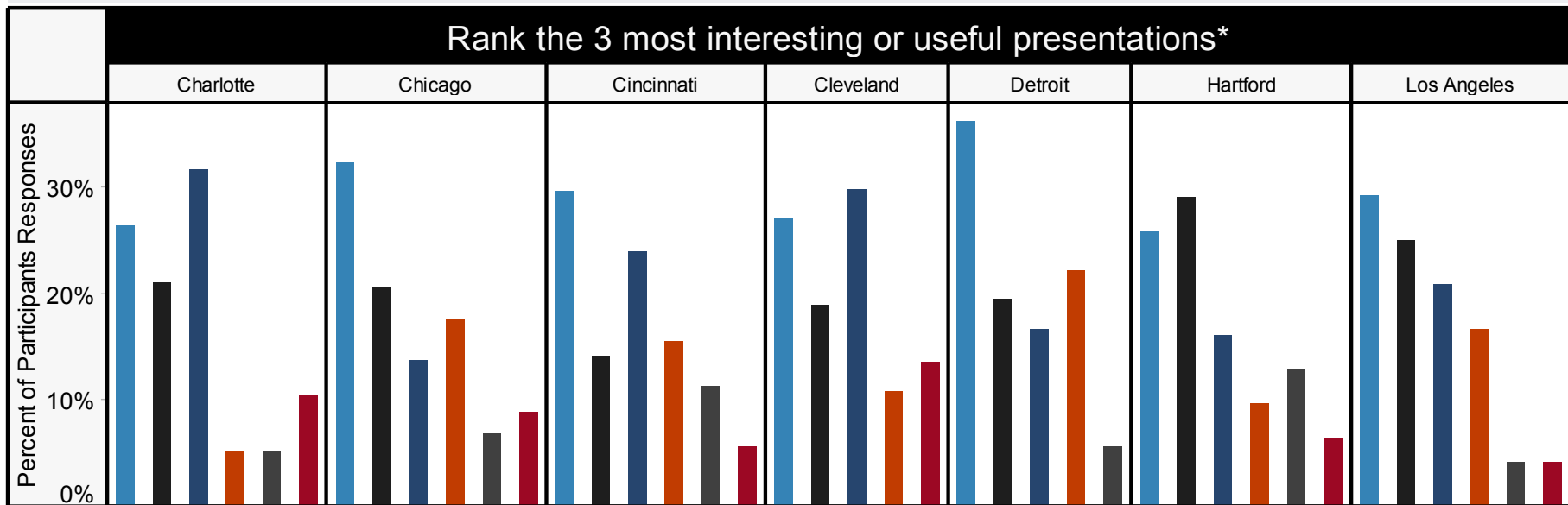
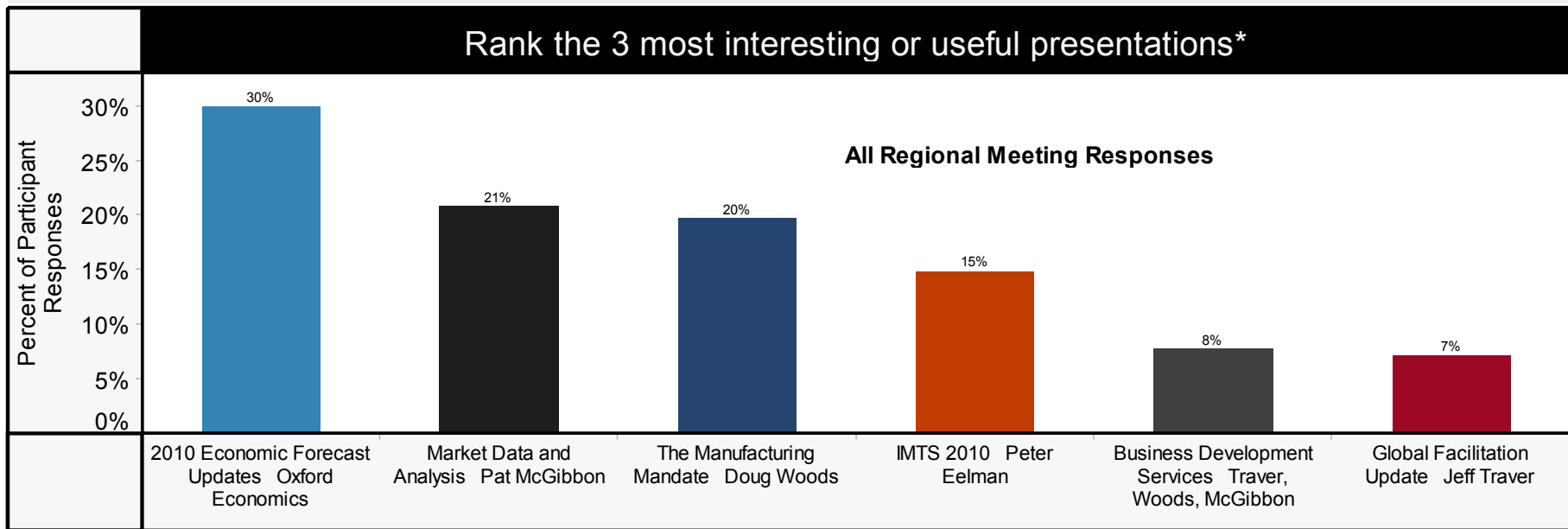




2010 AMT Regional Meeting Poll Results

- Strategic Information & Research
- Global Forecasting and Statistics
- Exhibition Services
- Networking
- Business Development Services
- Government Advocacy
- Int'l Technology Centers
- Technological Innovations (MTConnect)

\*Multiple responses are not weighted by the order they were entered



- 2010 Economic Forecast Updates Oxford Economics
- Market Data and Analysis Pat McGibbon
- The Manufacturing Mandate Doug Woods
- IMTS 2010 Peter Eelman
- Business Development Services Traver, Woods, McGibbon
- Global Facilitation Update Jeff Traver

2010 AMT Regional Meeting Poll Results

\*Multiple responses are not weighted by the order they were entered

