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Automation Technology Leader Festo and City of Mason Host International Leaders & Trade Media for Grand Opening

Showcasing region, event symbolic of City's commitment to public-private partnerships as pathway to strong economic growth and community education

(Mason, OH – October 14, 2016) – Festo celebrates the Grand Opening of its Regional Distribution Center and Mason corporate campus today, hosting its international leadership team, corporate partners from Asia, Europe and the U.S., as well as key business and regional leaders in the City of Mason. The week's events included the first-ever Festo Global Regional Business Center Annual Meeting held in the U.S., an International Trade Press Conference, community and corporate events and rides in Festo's Hot Air Ship and Hot Air Balloon. Discussion will focus on the Festo's Didactic initiative and Industry 4.0 technology, a next generation platform for factory automation.

The City of Mason and Festo's unique public-private partnership demonstrates how, by working together collaboratively, companies and municipalities can turn a strong business environment into an advanced ecosystem. As a partner, Festo brings worldwide leadership, unique bio-inspired automation, industry-leading education and training and advancement of the Industry 4.0 platform, further enhancing the City's growing bioscience and technology sector.

"Our partnership with Festo just continues to grow and bring benefits to the City, Festo and our business community," said City of Mason Mayor Victor Kidd, "Festo's technological marvels and ground-breaking way of thinking about automation brings significant talent and innovation to Mason and the region. Being able to share these marvels to engage our corporate partners and enrich community education makes this relationship essential to growing bioscience and technology focused companies here in Mason."

Yannick Schilly, VP Operations and COO of Festo Corp, echoed Mayor Kidd's statement, "We are excited to be hosting our first annual meeting in Mason to showcase our new state-of-the-art campus, the City of Mason and the Greater Cincinnati region to more than 80 international leaders and press. With strategic access to our customer base, a growing pool of professional talent and a collaborative group of technology companies, our Mason site is both a desirable and competitive location for continued and future expansion."

Lt. Governor Mary Taylor spoke to how this fits into Ohio's business growth and development, "Decisions like this by companies like Festo do not occur in a vacuum, but rather as a result of policies that have sent a clear signal that Ohio is the place to come and do business. Festo could have gone anywhere – but instead they chose Ohio and they chose our people. They won't be disappointed."

Johnna Reeder, President and CEO of REDI Cincinnati spoke to Festo's effect on the region, "Festo is the perfect example of the next-generation manufacturing companies that work well in Greater Cincinnati. The company thinks about problems differently and will attract talented workers to the region."

Festo's Grand Opening celebrates its innovative, state-of-the-art 47-acre campus in Mason. The new Regional Service Center also includes the Learning Center Midwest, Festo's flagship learning center in the U.S. The $60 million facility has brought more than 170 jobs to the City, with room for expansion. As a member of the Industry 4.0 initiative of the German Federal Government, through innovative product development, virtual factory capabilities, future production environment training and human-machine interaction, Festo is leading this trend.

Industry 4.0 is a recognition of the real world of man and the virtual world of machine growing increasingly closer together. Modern information and communication technologies are merging with industrial processes changing the production landscape. Festo is currently one of the only companies specifically offering hands-on training in Industry 4.0.

For additional information about Mason Innovation Days visit www.MasonInnovates.com.

About the City of Mason, Ohio
Mason, Ohio is an established hub for bioscience innovation and includes a business portfolio of advanced manufacturing, healthcare and technology companies. As the largest city in Warren County and part of the Greater Cincinnati region in southwest Ohio, Mason's economic development mission is focused on attracting and supporting the growth of top companies and creating jobs in these sectors, while leveraging partnerships to also attract foreign direct investment. Ranked the seventh best place to live by CNN/Money Magazine in 2013 and 17th in 2015, Mason is nationally recognized for its low cost of living, award-winning schools and its intentional culture of wellness.

About Festo
Festo is a leading manufacturer of pneumatic and electromechanical systems, components, and controls for process and industrial automation. For more than 40 years, Festo Corporation has continuously elevated the state of manufacturing with innovations and optimized motion control solutions that deliver higher performing, more profitable automated manufacturing and processing equipment.

About Festo Didactic
Festo Didactic is a leading provider of technical education equipment and training. Festo's educational solutions evolved from its world-class automation and engineering division and integrates the latest trends in each learning system it offers. The innovative product range from Festo allows educators and trainers to equip their classroom with the technology they need, from individual workstations to complete Learning Factories, as well as training and consulting, eLearning, courseware solutions, and LMS integration. The Learning Center Midwest, part of the Mason, Ohio, Regional Service Center, is Festo's flagship Learning Center in the U.S. For more information, visit http://www.festo-didactic.com/int-en/

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