The main focus of VDWF is the strengthening of German tool and mold making. Small and medium-sized enterprises have received the most active support since the founding of the association in 1992, and have been strengthened for joint future tasks. VDWF does so by consolidating and representing the many interests of its member companies. For example, they offer expert advice and practical support on the following topics:

- Promotion of the next generation
- Initial and continuing education
- Marketing and joint fairs
- Management and corporate management
- DIN standards committee
- CE conformity
- Expert assessment
- Press and public relations

The association’s magazine «VDWF im Dialog»

Printed quarterly, the magazine circulates about 13,000 copies, and is a medium by which relevant information can be distributed efficiently. In addition to professional news, the magazine also addresses economically and socially relevant topics within and outside of the industry. Both the publication and the associated online portal are geared towards engineers, designers, operators, personnel decision-makers, and marketing specialists in the expanded area of the member companies and their customers.

Around 10,000 magazines are sent to decision-makers within the industry, and 1,000 copies are given to association members. Some 2,000 magazines are distributed to interested parties at trade fairs and other events.

The association’s interactive platform

In addition to the operational tasks, the association work is determined by strategic objectives shared by all members. Thus, VDWF is working continuously on the industry’s public image. It also creates event formats that help members stay ahead organizationally and technologically, and also exchange of ideas within the association’s promoted network. For example, VDWF organizes:

- Sector-specific specialist events
- Training events, seminars, workshops
- Shared booths at trade fairs and exhibitions both at home and abroad
- Network and trip visits
- International specialist information exchanges
- Shared information and services from the national and international working groups of the association.

The dynamic five:
The VDWF board with (from right) Anton Schweiger, President Thomas Seul, Barbara Ellinger Walter, Markus Bay, and Managing Director Ralf Dürrwächter.