



**EMO MILANO 2021: MEET “THE
MAGIC WORLD OF
METALWORKING” AT
FIERAMILANO RHO FROM 4
TO 9 OCTOBER 2021**

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A Press Conference for the Japanese public was held to present EMO MILANO 2021, the world exhibition of reference for the metalworking machine tool manufacturing industry, scheduled to take place at fieramilano in October 2021.

The speakers of the meeting, which was web-streamed, were Mr Luigi Galdabini, general commissioner of EMO MILANO 2021, Mr Kazuo Yuhara, general manager of JMTBA, Japan Machine Tools Builders' Association, and Mrs Erica Di Giovancarolo, director of the Tokyo Office of ICE-Italian Trade Agency.

The conference involved about 60 participants – among machine tool manufacturers, representatives of local organisations and journalists – who followed the conference in live streaming. In addition, other attendees will be able to take part in the broadcast press conference, available in the online section dedicated to EMO MILANO 2021, on the website of Jimtof, the trade show that will be online until 27 November. Promoted by CECIMO, the European Association of Machine Tool Industries, EMO MILANO 2021 will take place at fieramilano Rho from 4 to 9 October, when the recovery of investment should already have started.

Indeed, according to the forecasts processed by Oxford Economics, after a 23.4% fall registered in 2020, the year 2021 should bring about a recovery in machine tool world consumption, expected to grow by +18.4% to 61 billion euro, (Asia 33 billion euro, +15.6%; Europe 17 billion euro, +23.5%; Americas 12 billion euro, +19.7%).

If we observe the single countries, all of them should experience a demand recovery, likely to continue also in 2022 and in 2023. Focusing on Europe, in 2021 both Italy (3.1 billion euro, + 38.2%) and Germany (5.7 billion euro, +20.9%) should see again a plus sign with regard to investment in production technologies. The growth trend is confirmed for both countries also in the two-year period 2022-2023.

These data highlight a clear opportunity for Japanese machine tool manufacturers to exhibit at EMO MILANO 2021, also because they are among the main suppliers in Europe – where imports from Japan amounted to 1.4 billion euro in 2020 – as well as in Italy, where the purchases of machines made in Japan totalled 126 million euro, corresponding to 9% of total imports.

After all, Japan has always been well represented at the world machine tool exhibition, as proven by the attendance data of the last edition of EMO MILANO (2015).

Undisputed leader in the scenario of the exhibitions regarding the sector, EMO represents the articulated world of metalworking in the best way, combining vision and innovation, as shown by the data of the previous Italian edition (EMO MILANO 2015), hosting 1,600 exhibiting companies, on an exhibit area of 120,000 sq. m. and registering over 155,000 visits of operators coming from 120 countries.

In 2015, 63 Japanese exhibitors participated in EMO MILANO. Their stands covered an exhibition area of around 13,000 sq. m. According to these data, Japan ranked sixth by number of exhibitors, but in third place by exhibit surface. With 4,859 units, 6% of the total, Japan came in third by number of visitors among foreign countries.

Metal forming and metal cutting machine tools, production systems, enabling technologies, solutions for interconnected and digital factories and additive manufacturing will be among the products and solutions spotlighted at EMO MILANO 2021, which will transform fieramilano Rho into the biggest digital factory ever set up within an exhibition fairground.

Indeed, the halls of fieramilano Rho will present the best international products of the sector, which are more and more closely linked to the issue of interconnection, capable of enabling all those high added-value functions that the manufacturing industry cannot longer do without.

Therefore, once again, EMO MILANO 2021 will be a meeting point for the most qualified operators of the industry, interested in planning new investments in production technology.

The international origin of exhibitors is the hallmark of EMO MILANO, (in 2015 foreign exhibitors were 68% of the total). This international presence will appeal to visitors from any part of the world, who have always considered EMO as an unmissable opportunity for technical-professional updating and for observing the technological trends characterising the production of the future.

In this sense, EMO is an exhibition event capable, like no other, of interpreting the industrial "spirit of the age" and, at the same time, of presenting the most futuristic technologies for the development and wellbeing of society, to such an extent that it can be considered the place that showcases "the magic world of metalworking" – as highlighted in the slogan chosen for EMO MILANO 2021.

"These figures and observations – commented Luigi Galdabini, general commissioner of EMO MILANO 2021 – should be enough by themselves to convince to exhibit at EMO MILANO 2021, which will

be complemented by several side initiatives to make the most of the operators' presence in Milan during the event week".

Among these initiatives, EMO DIGITAL will have a particular relevance: a display and demonstration area dedicated to illustrate the potential of digital technologies for the manufacturing world. The START UP AREA will highlight the role of start-up companies for a sector whose strong point is innovation. The Speaker Corner set up within one of the exhibition halls will host short presentations of technical in-depth analysis by experts, exhibitors and organisers. The organisation of EMO MILANO 2021 has been entrusted by CECIMO to the operational structures of UCIMU-SISTEMI PER PRODURRE, the Italian machine tools, robots and automation systems manufacturers' association. With more than ten years of experience derived from the organisation of the six previous editions of the world travelling exhibition, (1979, 1987, 1995, 2003, 2009, 2015) and of BI-MU, the EMO staff will be able to assist visitors, exhibitors, journalists and all the people who will take part in the event, proposing services, initiatives and activities specially dedicated to them. Constantly updated information and details regarding the exhibition are available on emo-milano.com

CECIMO has already conveyed the calendar of the world travelling exhibitions that will be held after EMO MILANO 2021. After the editions in Germany in 2023 and in 2025, EMO will take place again in Italy in 2027, thus confirming the established time period, in which Milan and Hanover will alternate in the organisation of the world machine tool trade show.