

EMO MILANO 2021: Two important news to exhibit

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The collection of exhibitors' applications is going on rapidly for EMO MILANO 2021, the world exhibition dedicated to metalworking machine tools, which will take place again in Italy after six years and after the success of the 2015 edition.

Scheduled at fieramilano Rho from 4 to 9 October 2021, EMO MILANO 2021 is long-awaited by the operators of the world manufacturing industry, which consider it as the event that will definitely mark the enterprises' return to "normality".

Promoted by CECIMO, the European Association of Machine Tool Industries, the trade show is organised by the operational structures of UCIMU-SISTEMI PER PRODURRE, which, over the last weeks, have been engaged in managing the procedures for the exhibitors' applications and in carrying on all the promotional campaign.

Although the collection of applications has started in a period of particular uncertainty due to the health emergency, **many renowned companies have already confirmed their participation** in the world metalworking exhibition, representing a large part of the countries and sectors that have always been among the key players of EMO.

This said, considering the current, exceptional circumstances, a **revision of the General Regulations of EMO MILANO 2021 has been provided for, in order to facilitate the enterprises** in making their decision to take part in the world exhibition.

The official communication signed by the general commissioner, Luigi Galdabini, announced **two important changes**: the first one is related to the **extension of the applicability period with regard to the Early-Bird discount**, postponed from 1st December to 14th February 2021. The second change concerns the **penalties, which will be reduced**. Actually, there will be **the possibility of cancelling one's participation as exhibitor in the trade show within 31 March 2021, losing only the security deposit**, without the obligation of paying also the entire fee as a penalty - as it had been previously established.

Alfredo Mariotti, general manager of UCIMU-SISTEMI PER PRODURRE pointed out: “The historical period we all are experiencing makes a company activity complicated. Complicated, but not impossible, if we consider the trend with regard to the collection of exhibitors’ applications, as well as the attention devoted by the public to EMO MILANO 2021. The applications we received are numerous and we believe that, already from the next weeks, the collection will accelerate, thanks to the positive news regarding the dissemination of vaccines. This will allow a return to normal mobility of goods and people, encouraging the recovery of all activities, as well as the participation in trade shows, particularly penalised by the health emergency”.

The worldwide vaccination campaign already expected from the beginning of 2021 for the foreign front and the incentive plan called Transition 4.0 for the domestic front create an extremely favourable context for EMO MILANO 2021. After all, this is also confirmed by the forecasts of Oxford Economics, which highlight a demand recovery already from the next year.

The world consumption should increase by 18.4% to 70 billion euro in 2021, whereas consumption in Europe should grow by 23.5% to 16.6 billion euro. Germany and Italy should register remarkable growth rates. The German demand should go up to 5.6 billion euro, i.e. 21% more than in 2020, whereas the Italian demand should reach 3.1 billion euro, corresponding to 38.2% more than in the current year.

All these reasons allow to raise hopes for the success of EMO MILANO 2021, which has always been a multiplier of demand and, in this edition, might have even more boosting effects on the consumption of machine tools and technologies 4.0, as it will be the first international event dedicated to the sector after a stop of about one year and a half.

In the spotlight, there will be a wide overview of machine tools, robots, automation, enabling technologies, systems for interconnected and digital factories, additive manufacturing, auxiliary technologies, solutions for production streamlining and industrial sustainability, meeting the latest production requirements of all main user sectors. This confirms the uniqueness of EMO, capable, like no other event, of interpreting the industrial “Zeitgeist”, the “spirit of the age” that has been characterising EMO since its creation. The world trade show will offer its visitors a deep look at all industrial and manufacturing developments occurred, not only at technological level, but also with regard to products, production processes, materials, languages, relations, consumption and habits.

The halls of fieramilano will host the biggest digital factory ever set up within an exhibition fairground, as a testimony to the **evolution of the sector that is increasingly linked with the issue of interconnection**, enabling all the very high added-value functions, which the manufacturing industry can no longer do without.

Predictive maintenance, remote assistance, sensorization, data analysis, collaborative robotics, automation, servitization, interconnection and artificial intelligence will be among the technological themes presented in the halls of EMO MILANO 2021, which will dedicate a **special project to the digital world**. As an exhibit and demonstration area, **EMO Digital** will illustrate the potential of a digital factory and the great opportunities offered by these technologies to all manufacturers, focusing particular attention not only on the world of machine tools, but also on the main user sectors. Also for this reason, EMO MILANO 2021 will be able to attract exhibitors and visitors from any part of the world.