



PRESS KIT

EMO MILANO 2021

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EMO MILANO 2021: APPOINTMENT IN ITALY

Taking place in Italy again, six years later and after the success of 2015, EMO is the world-travelling exhibition dedicated to the metalworking world, alternately hosted in Hanover and Milan.

The trade show, long-awaited as an unmissable appointment for the operators of the world manufacturing industry, has an even higher value on the occasion of this edition, as it actually represents the first worldwide event after one year (and even more for some countries) of forced stop due to the pandemic.

The participation of all leading world players of the sector confirms the importance of the Event that will showcase **“The magic world of metalworking”**, as the slogan chosen for this edition goes.

EMO MILANO 2021 is held at the Exhibition Centre of **fieramilano** Rho from 4 to 9 October.

The organisation of EMO MILANO 2021 has been entrusted by CECIMO (the European Association of Machine Tool Industries, promoter of the event and holder of the EMO mark) to the operational structures of UCIMU-SISTEMI PER PRODURRE, the Italian machine tools, robots and automation systems and auxiliary products manufacturers' association.

The EMO staff has been working on the definition and development of the Event and its side initiatives, relying on 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 most important trade show held in even years, boasting more than a half century of history.

EMO MILANO, EXPRESSION OF THE INDUSTRIAL “ZEITGEIST”

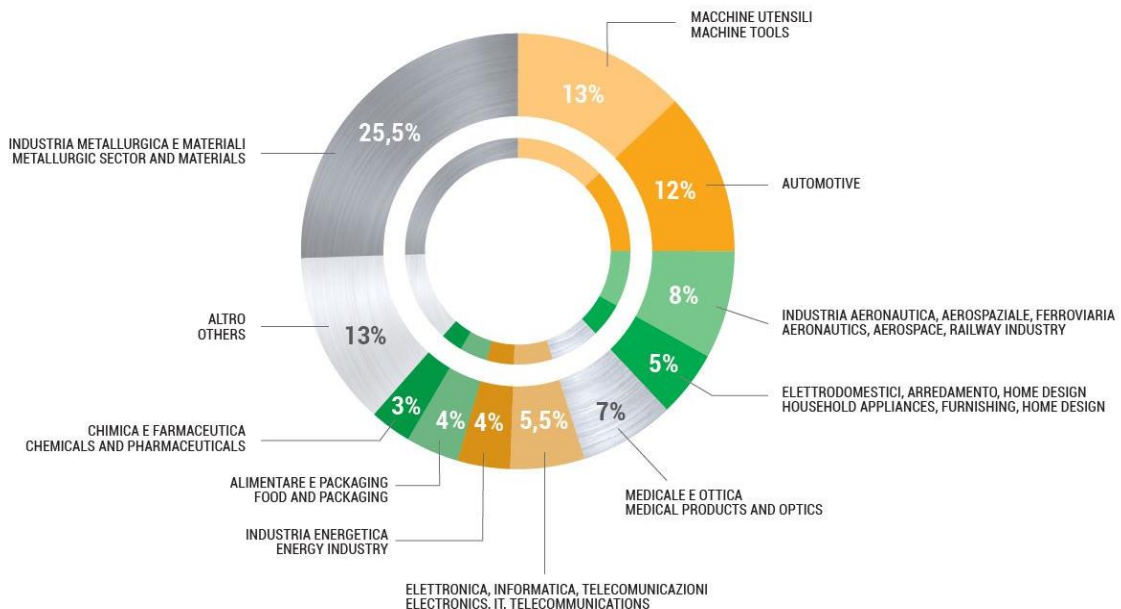
Metal forming and metal cutting machine tools, robots, enabling technologies, automation systems, solutions for interconnected and digital factories and additive manufacturing are among the products and solutions spotlighted at EMO MILANO 2021.

The wide product offering on show, meeting the production requirements of all main user sectors, attests to the uniqueness of EMO, capable like no other event to interpret the spirit of the times and the industrial “Zeitgeist”.

In the limelight, there is a comprehensive proposal of machine tools capable of attracting trade operators belonging to the major sectors using metalworking systems: metallurgic and materials industry, machinery, automotive, aerospace, optics, biomedical products, electronics, information technology and telecommunications, energy, food and packaging.

BUSINESS SECTORS OF VISITORS

Data referred to EMO MILANO 2015



LUIGI GALDABINI, COMMISSIONER GENERAL

Born in 1958, he graduated in Mechanical Engineering from the Politecnico di Milano.

From January 1990, he is managing director of Cesare Galdabini S.p.a., located at Cardano al Campo (Varese), a leading company in the production of metal forming machine tools and mechanical-testing machines.

He was President of UCIMU-SISTEMI PER PRODURRE, the Italian machine tools, robots, automation systems and related auxiliary products Manufacturers' Association in the years 2012-2013 and 2014-2015 and he is still a member of the Steering Committee and past president of the Association.

He is a member in the Italian Delegation of CECIMO, European Association of Machine Tool Industries, of which he was president in the period 2015-2017.

He is vice-president of UNIVA, the Industrialists' Union of Varese.

He was appointed as Commissioner General during the General Assembly of CECIMO in June 2019.



CECIMO: EUROPEAN ASSOCIATION OF MACHINE TOOL INDUSTRIES

CECIMO, the European Association of Machine Tool Industries, through its 15 national member associations, (among which UCIMU-SISTEMI PER PRODURRE), represents and promotes the interests of about 1,300 European machine tool manufacturing enterprises. Their production almost completely covers the production of the sector in the area and represents 36% of the world total.



Established in 1950, CECIMO is acknowledged as representing the shared values and interests of the European machine tool industry. CECIMO is the platform to identify and promote the strategic initiatives that are essential to improve the competitiveness and leadership of the European machine tool industry.

EMO MILANO 2021: THE PICTURE OF THE EVENT

It will be Milan again to welcome EMO, the world machine tool exhibition regarded as the most important trade show event for the operators of the worldwide manufacturing industry. This will occur in the best possible way, considering the context troubled by the public health emergency that involved all countries without exception in the last one and a half year.

Despite the pandemic, **the exhibition will offer its public a wide international product offering, representing all the technologies that make up the metalworking world.** The event will have the participation of **all major players belonging to the different sectors.** In addition, it will propose numerous **side events and initiatives**, conceived to make the most of the presence of those who will take part in the world trade show.

In the limelight of EMO MILANO 2021, there will be about **700** enterprises, representing **33 countries.** Despite the travel restrictions and the non-authorized entry from some countries, a confirmation of the international character of the event is, most of all, the presence of **foreign exhibitors accounting for about 60% of the total,**

In particular, the exhibition will highlight product ranges from Australia, Austria, Belgium, Brazil, Bulgaria, China, Croatia, Czech Republic, Denmark, Finland, France, Germany, Great Britain, Holland, Hong Kong, Hungary, India, Israel, Italy, Japan, Luxemburg, Norway, Poland, Portugal, Russia, Slovakia, South Korea, Spain, Sweden, Switzerland, Taiwan, Turkey and USA.

Among the exhibitors, the most represented countries are Italy, Germany, Taiwan, Switzerland, Spain, Japan, France, South Korea and the United States.

The whole production spectrum – from metal forming to metal cutting, from robotics to automation, from tools to auxiliary accessories, from mechatronics to additive technologies - is presented within the **6 halls**, completely set up with stands in the Exhibition Centre of fieramilano Rho, covering **100,000 sq. m** of total exhibition area.

In the spotlight, there will be **over 3,500 machines, for a value exceeding half a billion euro**, including machine tools, production systems, robots, industrial automation systems, all of them in operation, to illustrate the technological innovations that will determine the future of the manufacturing production and of processing methods in the factories.

Besides the machines, there will be a comprehensive, interesting display of software, technologies related to **Industry 4.0** and **additive manufacturing**, increasingly becoming an integral part of the product offering of production system manufacturers. The growing presence of the **digital dimension, automation and artificial intelligence** will be represented not only on the machines exhibited at the stands, but also in the numerous meetings of technical in-depth analysis arranged by the exhibitors and by the exhibition organisers. For this reason, we can affirm that **EMO MILANO 2021 will be the biggest digital factory ever set up within a fairground.**

EMO DIGITAL – HALL 7

EMO Digital is the exhibition area dedicated to digital technologies, hosting important players operating in the sector of software, ITC and sensors and, in general, of connectivity technologies, capable of enabling the transformation 4.0 of factories. The focus of the area is centred on state-of-the-art solutions and technologies, which are becoming increasingly essential for the manufacturing industry.

Thanks to the presence of eminent representatives of the research and innovation world, also linked to the academic sphere, EMO Digital will propose a wide vision of what the **future of the manufacturing industry will be, with regard to issues, such as artificial intelligence, digital twin, smart systems for remote assistance or assistance in person**. As a complement to the exhibition, numerous **in-depth meetings** will be dedicated to the theme and hosted in the Speakers Corner area.

EMO ADDITIVE MANUFACTURING – HALL 7

Additive manufacturing made by “machine tools of the third kind”, is now an integral part of the metalworking world. The representation of this sector is entrusted to the leading players of the field, all of them taking part in EMO MILANO 2021, and to a growing number of “traditional” production system and machine tool manufacturers, who develop additive solutions to complete and integrate their product ranges. A very wide proposal of additive technologies is completed with the area of AITA-ASSOCIAZIONE ITALIAN ASSOCIATION OF ADDITIVE TECHNOLOGIES, in cooperation with CECIMO. Besides a comprehensive display of objects made using additive manufacturing, this area will host in-depth discussions and speeches by the major key players of the sector, belonging to the industrial as well as to the academic /RTD field.

EMO START-UP – HALL 7

Promoted by ICE-Italian Trade Agency, EMO START-UP is an area focused on the new companies actively involved in the development of products and projects related to the metalworking world, thus proposing a comparison field between established industrial models and new business visions. The area will host companies, which, due to their entrepreneurial spirit and propensity to innovation, perfectly integrate into the activities of the exhibiting manufacturers: innovative start-ups, scale-ups, innovation centres, science and technology parks, incubators, accelerators, and enablers.

THE INSTITUTIONAL EVENTS

EMO MILANO 2021 is complemented with a full programme of in-depth cultural, institutional meetings. The first event will be the **Inaugural Ceremony**.

INAUGURAL CEREMONY

MONDAY 4 OCTOBER AT 10.30 AM, SPEAKERS CORNER, PAD 5, B/44 – D/31

The meeting will host the lectio magistralis held by professor **Giorgio Metta**, scientific director of Istituto Italiano di Tecnologia di Genova (Italian Technology Institute of Genoa), operating with the aim of promoting excellence in basic and applied research and encouraging the development of the national economic system.

The presentation of professor Giorgio Metta will be focused on the issues related to automation, robotics and artificial intelligence and on how they may impact the future of the manufacturing industry, as well as other situations of daily life.

Other speakers will follow: Luigi Galdabini, General Commissioner of EMO MILANO 2021; Hans-Martin Schneeberger, President of CECIMO; Enrico Pazzali, President of Fondazione Fiera Milano; Barbara Colombo, President of UCIMU-SISTEMI PER PRODURRE; Luigi Di Maio, Minister of Foreign Affairs and International Cooperation (video contribution); Gilberto Pichetto Fratin, Deputy Minister of the Ministry for Economic Development, in charge of Industrial Policies, Small and Medium-sized Enterprises, Made In Italy and Trade.

PRESS CONFERENCE FOR THE PRESENTATION OF EMO MILANO 2021,

MONDAY 4 OCTOBER, AT 3.00 PM, SPEAKERS CORNER

Organised by UCIMU-SISTEMI PER PRODURRE in cooperation with CECIMO, the press conference for the presentation of the world exhibition and of the data regarding the sector, will host the speeches of: Luigi Galdabini, General Commissioner; Hans-Martin Schneeberger, President of CECIMO; Marcus Burton, president of the CECIMO Economic Committee and Barbara Colombo, president of UCIMU.

THE NEW UCIMU MARK,

WEDNESDAY 6 OCTOBER, AT 3.30 PM, SPEAKERS CORNER

The UCIMU mark, historic hallmark identifying the excellence of Italian production in the sector, is renewed and presents itself to the public on the occasion of the world machine tool exhibition. Features, new guidelines and action programmes will be illustrated during the meeting. The speakers will be: Barbara Colombo, president of UCIMU-SISTEMI PER PRODURRE; Massimo Carboniero, coordinator of the UCIMU Mark Committee; Domenico Appendino, Prima Industrie, a company authorised to use the UCIMU mark, Federico Pasqui, ICIM.

CECIMO INTERNATIONAL CONFERENCE ON ADDITIVE MANUFACTURING,

THURSDAY 7 OCTOBER, AT 11.50 AM, SPEAKERS CORNER.

Organised by CECIMO, the conference will be focused on the latest developments of additive manufacturing. The evolution of digital technologies has radically changed the way in which production systems operate.

Factories are becoming more and more interconnected and manufacturers are required to constantly improve performances in terms of speed, quality and flexibility with regard to the

offered machining and processes. Additive manufacturing technologies play a strategic role in this new “manufacturing era”.

In this connection, the conference will examine how the new hybrid solutions may combine additive manufacturing with traditional production methods and achieve excellent results in terms of quality, flexibility and productivity level.

ROBOETHICS. ARE HUMAN BEINGS STILL AT THE CENTRE OF INNOVATION?

THURSDAY 7 OCTOBER, AT 3.00 PM, SPEAKERS CORNER.

Organised by SIRI, the Italian Robotics and Automation Association, and promoted by FONDAZIONE UCIMU and Publitec, the meeting aims at analysing the relationship between human beings and innovation in an era, in which robotics and artificial intelligence are increasingly concerning all situations of daily life. During the conference, there will also be a presentation of updated data regarding the sector in Italy and worldwide.

UCIMU AWARDS

SATURDAY 9 OCTOBER, AT 2.30 PM, SPEAKERS CORNER

Promoted by FONDAZIONE UCIMU, the initiative of the UCIMU AWARDS, launching its 45th edition, represents one of the most long-lived projects promoted by the Association and, undoubtedly, one of the richest in contents and significance. UCIMU-SISTEMI PER PRODURRE has always been on the front line in recognising and making the most of the enormous potential that the young people can express in the creation of innovation. In particular, the UCIMU AWARDS enhance the value of Bachelor’s or Master’s degree theses related to the issues of interest for the machine tool sector and the mechanical manufacturing industry, giving special emphasis to those made at member companies. Speakers: **Barbara Colombo**, president of UCIMU-SISTEMI PER PRODURRE and **Alfredo Mariotti**, general manager of UCIMU-SISTEMI PER PRODURRE.

“MASTER OF MECHANICS” AWARD CEREMONY

SATURDAY 9 OCTOBER, AT 12.00 PM, Speakers Corner

Prize-giving ceremony for the “MASTER OF MECHANICS”/MAESTRO DELLA MECCANICA AWARDS edition 2021. Maestro della Meccanica/Master of Mechanics is the initiative intended to award those who contributed and are still contributing to the evolution of the Italian mechanical industry by way of: discoveries, inventions, product and process solutions, development of machines and rationalisation of company organisation, systems for the safety of employees and environmental protection. Established by FONDAZIONE UCIMU in 2010 and given every year, since its beginnings the Maestro della Meccanica award has always received the Medal from the President of the Italian Republic in recognition of the value and content of the initiative.

The initiative is promoted by UCIMU-SISTEMI PER PRODURRE and organised with the support of Tecnologie Meccaniche.

The speakers will be **Barbara Colombo**, president of UCIMU-SISTEMI PER PRODURRE and **Alfredo Mariotti**, general manager of UCIMU-SISTEMI PER PRODURRE.

SPEAKERS CORNER

A great novelty of the 2021 edition of EMO MILANO is the Speakers Corner, a project by which the event combines its exhibition with thematic, in-depth cultural analyses and discussions, developed through a full programme of side events accompanying the trade show for its whole duration.

A special area set up within one of the exhibition halls, **the Speakers Corner area**, (Hall 5 B44-D31) will host meetings arranged by experts, organisers and exhibitors. In this way, the exhibiting companies will have the opportunity to present their innovations outside their stands.

Over 80 meetings have already been scheduled in the agenda organised according to specific themes mirroring the exhibited products: machine tools, robotics, additive technologies, metrology and quality control, ITC and digital technologies, tooling, components and enabling technologies, consulting and start-ups.

The participation in the events is free and gratis. In addition, to reach an even larger public than that who will be attending the trade show, all the meetings will be live-streamed thanks to the live service available on the website emo-milano.com

The initiative is promoted by FONDAZIONE UCIMU and sponsored by Tecnologie Meccaniche.



PAD/HALL 5 area/booth B/44-D/31



MACCHINE UTENSILI
MACHINE TOOLS

ROBOTICA
ROBOTICS

TECNOLOGIE ADDITIVE
ADDITIVE MANUFACTURING

METROLOGIA E QUALITÀ
METROLOGY AND QUALITY

TECNOLOGIE ICT E DIGITALI
ICT AND DIGITAL TECHNOLOGIES

UTENSILERIA
TOOLING

COMPONENTISTICA E
TECNOLOGIE ARI TANTI
ENABELING TECHNOLOGIES

CONSULTING E START-UP
CONSULTING AND START-UP

SPEAKERS CORNER AGENDA

ORE Hours	4 LUNEDÌ Monday	5 MARTEDÌ Tuesday	6 MERCOLÈ Wednesday	7 GIOVEDÌ Thursday	8 VENERDÌ Friday	9 SABATO Saturday
10.30		SIEMENS Industriale Multi Axes Additive Manufacturing	TAIWAN TRADE CENTER "Beyond Smart" Taiwan Excellence Smart Manufacturing Webinar	RENISHAW La metrologia applicata al controllo di processo, insegna sempre per esperienza	REDEX KIPAP macchine a tre file e estensioni	BFT BURZONI L'entrate è importante ma l'applicazione è fondamentale
10.50		MARPOSS Dati più veloci alla misura	VOLLMEYER Laser machining & milliner precision meets innovation	3D Printo fieramilano 12 - 15 ottobre 2022	SCHAEFFLER Smart Solution for machine tool industry	ARCOOR-ALIBA Ritroviamo la CNC
11.10		ALLEANZIA CNC, lat, edge computing, analytics & AR	SINTER SUD Gene di purpose grade—high performance grade	CECIMO International Conference on Additive Manufacturing	COMO NEXT Digital life new	AZ Soluzioni di officina, materiali di oltre 1000 tipi di piccole e grandi dimensioni
11.30	CERIMONIA INAUGURALE	TEAM VIEWER Fabbrica digitale, valore della chiave della manutenzione predittiva	GERARDI Trasformo il metallo, l'evoluzione della manifattura applicati	Xylexpo	XPLO Come aumentare i ricavi con una strategia post-vendita digitale	
11.50		RETURNER/ORCHESTRA SMARTFogA.0.100: una nuova armatale per industriali 4.0	ALGRA VMS 1.0	CECIMO International Conference on Additive Manufacturing	IME La convergenza tra design e manufacturing	MAESTRO MECCANICHE
12.10		BARS Soluzioni di realtà aumentata a supporto dei processi di assemblaggio, manutenzione e service repair	REGOFIX Alta qualità con prodotti RegoFix	CECIMO International Conference on Additive Manufacturing	WEL	
12.30		AUTODESK Digital Transformation	SAU Metal machining world	CECIMO International Conference on Additive Manufacturing	OROBIX How to use AI for strategic decisions	
12.50		COMAT Believes in superior fit, often	NUJ UTENSILI EUROPA Fornitura ad alti standard di superfici curve	CECIMO International Conference on Additive Manufacturing	VICI Oggi noi serve produrre di più, serve produrre meglio	
13.10		MINDSPHERE WORLD Perché il tuo smartphone è Android o iOS?	VIN COMPONENTS Redfin: 300-300 3D printing on extremely hard metal	CECIMO International Conference on Additive Manufacturing	INVENTIO Piccole automatizzazioni e soluzioni IoT in processi manuali	
13.30		RAFI GROUP KIS.ME: Key: It's simple - manage everything	+CIM4.0	CECIMO International Conference on Additive Manufacturing	MPU New features, prestazioni e precisione e più. Costi pratici ridotti in macchine lavoro 9h installate.	
13.50	SIEMENS SIMULINK ONE - the first digital native CNC	MELCHIONI Digital and Intelligent Automation	Usciremo da questa crisi, la ripresa è vicina e nel processo di digitalizzazione ci è di innovazione	ACIBEZ Modular Automation made easy	HWIN Una total solution per i tuoi progetti	
14.10	FANUC How to increase efficiency on manufacturing?	ROSA ERMANDO Presentazione nuova linea robotica a portale	RENISHAW Stampo 3D di pezzi in metallo come ottenere il massimo del beneficio	PRO-MICRON Uscisse esemplari for fully integrated 100% workplace Quality control with spike	APPLYCA Automazione industriale soluzioni laser	
14.30	DVS TECHNOLOGY GROUP "Future mobility maker" - enabling the future	BUFFALO MACHINERY Digitalized Intelligent Automation	NIREC Advanced AI based in manufacturing performance systems to enhance part	SYSTEM 3R The new WorkPartner 1+	BIAX Automated deburring with others	PREMII UCIMU
14.50	CONFERENZA STAMPA EMO MILANO 2.0.2.1	FILL State-of-art machining solutions for automotive light weight parts	SCHNEEBERGER-A. MANNESMANN Management forecast	HAIRBUCH Clamping device	KERN MICROTECHNIK Kern Micro HD	
15.10		CFT RIZZARDI Challenges technologies	PROTEC Innovative PVD/PACVD coating systems	SIRI Associazione Italiana di Robotica e Automazione	INNOVALLIA METROLOGY MOIRA, on-machine probing software, 5 axis metrology.	
15.30		EASTRISE INNOVATION Essential innovation with LIL Machine di Luca	PRESENTAZIONE MARCHIO UCIMU	SIRI Associazione Italiana di Robotica e Automazione	THK Linear Technology for Machine Tools	
15.50		COSEMA TRADING La filiazione dei laboratorgeant		SIRI Associazione Italiana di Robotica e Automazione	MONZESI Una nuova frontiera nella rettifica. Morca IZN	
16.10	JUKI Hybrid inspection & metrology system	J. SCHNEEBERGER MASCHINEN AG Identificare ed affilare con intelligenza		SIRI Associazione Italiana di Robotica e Automazione	ALBERTI LUMBERTO Spindle optimization solutions with alternative lubrication system	
16.30	MIYAWI The Miyawii Precision Milling Center at the Edge for smart equipment maintenance	GPA INNOVA La sfida di un nuovo mercato per il CNC, la risposta dell'industria italiana a secco	WENZEL Gear measurement with WMI/Gear	SIRI Associazione Italiana di Robotica e Automazione	NAKAMURA-TOME Introduction of Breakthrough products and features	
16.50	CEBECOM 12 jam coverage with HPMS	ONIL Soluzioni di bloccaggio per mercato stampanti	GIN How to use standard quality better - IoT ready with 4D Link	SIRI Associazione Italiana di Robotica e Automazione	MATE Designed for maintain by maintain. The 52/58 Precision Workholding System	FIT TECNOLOGIE INNOVATIVE FONDAZIONE UCIMU

EMO MILANO 2021 AND THE YOUNG PEOPLE – HALL 4

With the UCIMU Academy, even in this edition of the world exhibition, the appointment dedicated to the young people is renewed: they are invited to visit EMO MILANO 2021 through a programme of guided tours, which will take place from Tuesday 5 October to Friday 8 October.



The initiative, promoted by Fondazione UCIMU, PROBEST SERVICE and ECOLE, is addressed to the classes of students of technical high schools, technological high schools, professional education institutes, professional training centres and ITS (High Technical Institutes).

The students, all of them below 15 years of age, will be accompanied by a teacher and by a tutor of the UCIMU Academy, who, after a brief scenario presentation, will lead them to visit the stands of the exhibiting companies that have applied to participate in the project. In this way, the young students will be able to see close-up all the technologies and innovations characterising the production of the sector.

In parallel with this initiative, from Tuesday 5 to Friday 8 October, there will be a free visit of the high school classes accompanied by teachers, who have registered on the exhibition website before the beginning of the event.

UCIMU MARK – HALL 3

EMO MILANO 2021 will be the occasion to present the **new UCIMU Mark**, the hallmark identifying the enterprises that are able to attest to their technical, technological and commercial efficiency and organisation by undergoing rigorous, extensive and regularly repeated tests in compliance with ISO 9001 standards.



Compared to its long-standing traditional approach, the **UCIMU Mark is renewed, emphasizing the ESG approach (Environment, Social, Governance)**, which is becoming increasingly crucial for those who operate in the industrial world.

Owing to this, the enterprises authorised to use the UCIMU Mark intend to operate while devoting the utmost attention to environmental, social and economic sustainability.

A preview of the contents included in the **Manifesto of the new UCIMU Mark** will be illustrated to the companies authorised to use the Mark, as well as to guests and press operators, during the meeting dedicated to the **New UCIMU Mark, in the Speakers Corner area, on Wednesday 6 October, at 3.30 pm**. Details and information will be available at the stand of the UCIMU Mark.

COMMUNICATION AND PROMOTION

INITIATIVES IN COOPERATION WITH ICE-ITALIAN TRADE AGENCY

Online press conferences, promotion in the main international professional and trade magazines and journals of reference for the sector; events dedicated to in-depth analyses and discussions on topics that may be of interest for trade operators; invitations to foreign delegations that will be able to participate in EMO MILANO 2021 in person, despite the numerous restrictions still concerning travelling from some countries of the world. These are only a few of the activities carried out by the organisers of EMO MILANO 2021, also thanks to the support of MAECI and of ICE-Italian Trade Agency, which, for this edition of the world exhibition, has supported the participation of the start-ups, too.

On the whole, about **30 operators will be involved** in these initiatives, devised to encourage a direct contact between manufacturers and qualified users coming from some of the traditional or emerging countries that are particularly interested in investing in production systems: Bosnia Herzegovina, Croatia, France, Germany, Poland, Slovenia, Turkey and USA.

In addition to the official delegations of users invited to visit the exhibition within the initiative organised by UCIMU-SISTEMI PER PRODURRE, in cooperation with ICE-Italian Trade Agency and MAECI, there will be other independent delegations.

COMMUNICATION AND PROMOTION ACTIVITIES FOR EXHIBITORS

The EMOteam, supported by communication professionals who are involved in the different projects time by time, developed a specific promotion plan using all most important tools, traditional and new media, for a complete and well-structured communication programme.

From print media to radios, from TV channels to the new media, the press office of EMO MILANO 2021 maintains constant relations with the main international mass media of general and specialist information, while sending them press releases, notes, in-depth studies, special material according to specific needs. The aim of the activity is to communicate features and contents of the world trade show, while anticipating indications and feelings about what will be onstage at fieramilano during the six exhibition days, also through the numerous interviews with the exhibitors uploaded to the website and broadcast via social media over the months before the Event.

After all, the website **emo-milano.com** is the first access point to the contents dedicated to the exhibition, but it is also a platform for the promotion of exhibiting companies. Besides the interviews, they have also been able to upload promotional banners, videos, technological news.

Among the activated initiatives, (all of them well detailed on the website), worthy of note is the traditional daily newspaper EMO DAY BY DAY, accompanied by the TG newscast, which everyday reports facts and news regarding EMO MILANO 2021 and its exhibitors. It is developed by DB Information, in cooperation with the operational structures of UCIMU-SISTEMI PER PRODURRE.

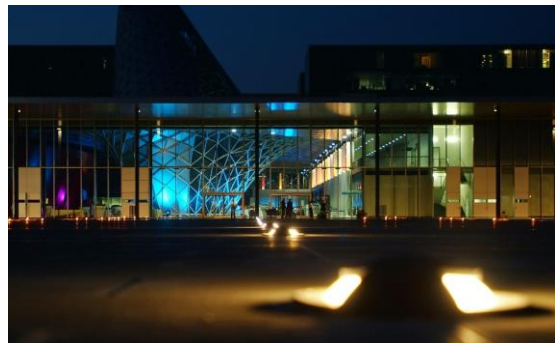
EMO TEAM

EMO was held for the first time in Italy in 1979, then in 1987, in 1995, in 2003, in 2009 and in 2015. The 2021 edition will be followed by that of 2027, already scheduled by CECIMO.

A competent and experienced team is working on the trade show. Besides the six previous editions of the "World Exhibition" in Italy, the same team is also in charge of the organisation of BI-MU, the most important even-year trade show, created more than a decade ago. Competence and dynamism are the special characteristics that allow the EMOteam to offer support to exhibitors, visitors, journalists and to all participants in EMO MILANO 2021, while proposing an event up to expectations.

FIERAMILANO, EASY-TO-REACH FACILITIES AND SERVICES

Record dimensions, total usability of spaces, highly-advanced technological equipment: these are the distinctive features of the Milan Exhibition Centre, located in a strategic position, close to Malpensa, Linate and Bergamo airports. Indeed, during international trade shows, these airports activate special flights from the main European and non-European capital cities.



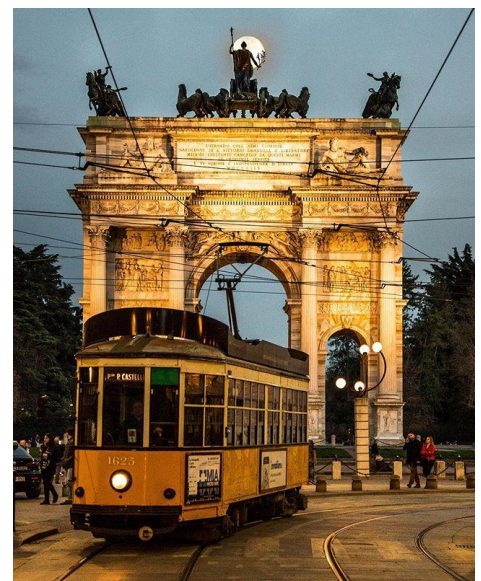
The high-speed railway service, with a direct stop within the fairground, ensure fast travelling through the main Italian railroads. The M1 Underground Line, whose terminal (Rho-Fiera) is based at the Gate "Porta Est", enables a fast connection with the city centre of Milan.

The motorway and ring-road system surrounding the Exhibition Centre allows a smooth and direct travel for those who prefer to drive their cars. At the operators' disposal are over 20,000 parking places in the different car parks of the fieramilano Rho Exhibition Centre.

MILAN, A METROPOLIS AND A CITY OF ART AND CULTURE

Probably, no other city in the world has been able to redesign its skyline and redefine its profile in such a short time, appearing to the eyes of its inhabitants and tourists as a new, constantly evolving centre.

From 2015 onwards, Milan has steadily developed, not only in height and not even the public health emergency has interrupted this process. Indeed, in 2020, the city has experienced a large number of interventions and not just regarding urban planning. Monuments, tourist attractions and meeting places have been the subject of remarkable restoration and modernisation works.



Milan is beautiful and unique and will be even more attractive on the occasion of EMO MILANO 2021. Visitors just have to discover the remarkable spots of the city that the great Ernest Hemingway defined in a letter to his mother as "the most modern and liveliest city in Europe".

EMO MILANO 2021 AND ITALIAN CULTURE

The Italian edition of EMO has always had a very special charm, as the operators, scheduling their stay at the fair, know very well: a wide and varied product offering on show covering the whole range of the sector, efficient services, a professional and careful staff, as it is in the hosting country's style. But there is more to it than that ...the EMOteam also works to enrich the experience of exhibitors and visitors, so that their participation in EMO MILANO 2021 can be remembered even for all those aspects, in which Italy is recognized as unique and extraordinary, starting from culture and “good living”, thus art and music as well.

EMOTION 2021: Divertissement on the music of the five continents

“EMOTION 2021, Divertissement on the music of the five continents” is the music album created to celebrate EMO MILANO.

Through its 10 music pieces, the album proposes an ideal journey around the world across the five continents that have always been widely represented among the exhibitors and visitors of EMO. The journey starts in Italy, then goes on to Oceania and, through Japan, reaches the Americas, then Africa and comes back to Europe, passing through France and Germany, the last stopovers before the final return to Italy.

The compilation – fruit of an accurate research work carried out by Professor Mario Mariotti – offers a series of well-known and immediately recognisable music tracks, re-interpreted by the Italian musicians Mario Mariotti, Ermanno Librasi and Roberto Olzer in jazz style, with trumpet, keyboards and some “forays” of electronic music and clarinets.

Promoted by FONDAZIONE UCIMU and developed by EFIM-ENTE FIERE ITALIANE MACCHINE, EMOTION intends to demonstrate, through the universal language par excellence - music – the great value of EMO, i.e. its international character and its capacity of gathering people.



TECHNOLOGY AT EMO MILANO 2021: THE REPRESENTED SECTORS

HALL 1/3

Turning machines (lathes)
Drills and drilling machines
Boring machines
Milling machines
Machining centres
Grinding machines
Honing, lapping and polishing machines
Deburring machines
Electroerosive and electrochemical-process machines
Tooling systems, equipment and components
Piece clamping systems
Parts, components and accessories
Electric and electronic equipment for machine tools
Services for production and enterprises

HALL 2/4

Turning machines (lathes)
Drills and drilling machines
Machining centres
Transfer machines and unit heads
Tool grinding machines
Gear cutting and finishing machines
Tools
Tooling systems, equipment and components
Tool setting and tool balancing
Piece clamping systems
Parts, components and accessories
Services for production and enterprises

HALL 5/7

Turning machines (lathes)
Machining centres
Sawing and cutting-off machines
Deburring machines
Sheet metal cutting and sheet metal forming machines
Presses
Bar, section and tube working machines
Forging and extrusion machines
Marking and engraving machines
Additive manufacturing machines and systems
Welding and oxygen cutting machines and equipment
Machines and systems for heat treatment
Machines and systems for use in surface treatment
Electric and electronic equipment for machine tools
Control and drive systems
Lubrication and cooling
Safety and environment, disposal systems
Software
IT solutions for interconnection, IoT and industry 4.0
Automation, workpiece and tool handling
Industrial robots
Measuring and control devices and machines
Services for production and enterprises

IDENTITY CARD OF THE EXHIBITION

General Information

Exhibition Name

EMO MILANO 2021, THE MAGIC WORLD OF METALWORKING

Promoters

CECIMO, EUROPEAN ASSOCIATION OF MACHINE TOOL INDUSTRIES

FONDAZIONE UCIMU (UCIMU FOUNDATION)

Viale Fulvio Testi 128 - 20092 Cinisello Balsamo (MILAN), Italy

Organiser

EFIM-ENTE FIERE ITALIANE MACCHINE

Location

fieramilano Rho

Entrance from the Gates "Porta Est Tim", "Porta Ovest", "Porta Sud Tim"

Exhibition Period: From Monday 4 to Saturday 9 October 2021

Opening Time: From 9:30 am to 6:00 pm

Admittance

The online mandatory pre-sale of daily entry cards at € 25.00 (one entry a day) and of permanent entry cards at € 50.00 (valid for the whole exhibition period) is on the website www.emo-milano.com. The "Golden Cards" offer special prices for the stay of EMO operators in Milan. The list of Golden-Card partners (shops, hotels, restaurants, etc.) is available on the website www.golden-card.it

Catalogue

It is available at the exhibition. The digital EMO MILANO 2021 SMART CATALOG can be consulted directly from the website emo-milano.com. Some days before the trade show, it will also be available in the App version. The application can be downloaded free of charge for use on all mobile devices, thus facilitating the operators' visits to the event.

For further information

www.emo-milano.com