

**THE FIRST EDITION OF LAMIERA IN MILAN WAS A GREAT SUCCESS:
23,579 REGISTERED VISITS**

**IN MAY 2019 THE APPOINTMENT WITH THE NEXT EDITION OF THE EXHIBITION DEDICATED TO
SHEET METAL FORMING MACHINE TOOLS,
ROBOTS AND TECHNOLOGIES OF INDUSTRY 4.0**

Great success for LAMIERA, the international biennial exhibition focused on the metal forming machine tool industry and on all innovative technologies related to the sector. The trade show **took place at fieramilano Rho from 17 to 20 May 2017**.

For its debut in Milan, **the event had all its exhibition area sold-out**, registering a **presence of exhibiting companies, an exhibition surface area and a number of visitors above expectations**.

In particular, **the exhibition area of the two pavilions set up for the trade show (halls 13 and 15) was increased by 21% compared with the 2016 edition**. The total surface area was 40,000 square meter.

As far as exhibitors are concerned, over 480 exhibiting companies participated in LAMIERA, i.e. 25% more than in the previous edition. Among the attending companies **27% were from abroad**. In the spotlight there were: sheet metal forming machines, bar-, tube-, section-working machines, presses, blanking and punching machines, laser, robots, automation, Industry 4.0, moulds and dies, heat treatments, surface treatment and finishing, wires and metal carpentry. Besides the traditional product offering, there were specific themed areas: **Fastener Industry** displayed screws, bolts, fastening and clamping systems, hosting over 30 companies; **Ecocoatech**, developed in cooperation with ANVER, Italian Association of Industrial Coaters, presented the product ranges of over 20 enterprises of the sector, and **Blech Italy Service** was centred on subcontracting and services.

The exhibiting companies have been really interested in the event, as evidenced by the numerous applications to take part in this trade show. Some applications were received even few days before the beginning of LAMIERA and the organisers could not accept them, as the halls reserved for the exhibition were already sold-out.

For this reason, for 2019, LAMIERA will have an additional pavilion besides the two halls that were completely booked for the edition that has just ended.

The registered number of visiting operators attests to the growth of this exhibition, which considerably benefitted from its location and date change. **The total visits were 23,579, i.e. 15% more than in the previous edition**.

Visitors from abroad made up a percentage of 9%, thus **almost twice as many as those attending the 2016 edition**. Numerous operators came from Switzerland, Germany, Spain, France, Poland, Serbia, Croatia, Slovenia, Russia, Japan, India and Great Britain.

In addition, there were **110 buyers** belonging to **13 delegations of foreign operators** coming from **Algeria, Brazil, Canada, China, Germany, India, Iran, Morocco, Mexico, Poland, Russia, Serbia and Turkey**, invited within the initiative promoted by UCIMU-SISTEMI PER PRODURRE, in cooperation with the Ministry of Economic Development and ICE-Italian Trade Agency, which materialised in more than **1,600 meetings** at the exhibitors' stands.

It is also interesting to observe the geographical distribution of Italian visitors: in comparison with the 2016 edition, when there was a stable number of visits by operators coming from Central Italy and from the region Veneto, in this edition the number of operators from the regions Lombardy and Piedmont, as well from Southern Italy, was higher due to a better infrastructural connection of the fieramilano Exhibition Centre with airports and motorways.

Promoted by UCIMU-SISTEMI PER PRODURRE, the Italian machine tools, robots and automation systems manufacturers' association, and organised by CEU-CENTRO ESPOSIZIONI UCIMU, **the trade show - a reference point for Industry 4.0 - showed the best international product offering of the sector.**

The topic of Industry 4.0 was actually the focus discussed during the inaugural conference of LAMIERA 4.0, with the speeches of **Massimo Carboniero**, President of UCIMU-SISTEMI PER PRODURRE, **Vincenzo Boccia**, President of Confindustria (Italian Federation of Industrial Employers), **Stefano Firpo**, General Manager for Industrial Policy, Competitiveness and the SMEs, Ministry of Economic Development; **Marco Taisch**, Professor of 'Operations Management' and 'Advanced and Sustainable Manufacturing', Politecnico di Milano. The meeting was attended by around 150 guests. **The nine conferences of the Lambda Academy programme recorded a total of about 400 participants.**

About **one thousand students visited the trade show.** Their participation was organised according to an accurate scheduling intended to offer the operators of the sector an appropriate business platform and to propose an update occasion for young people concerning the real opportunities available in the field. For this purpose, in cooperation with Randstad and Ecole, Fondazione UCIMU created **Pianeta Giovani Lavoro** (Work Planet of the Young), the area dedicated to the matching between demand and supply of work and also a welcome point for **300 students of 10 high school technical institutes** that were accompanied by a tutor on guided tours among the exhibition stands. This initiative is part of a wider project of "Alternanza Scuola-Lavoro" (Work-related Learning) defined by UCIMU-SISTEMI PER PRODURRE in agreement with the Ministry of Education, University and Research.

Finally, great interest was generated by the special initiative LAMIERALIVING, a display area presenting more than 40 design objects, icons of the Made in Italy worldwide, which had won the prestigious "ADI Compasso d'oro" international Award and were totally or partially made using metal forming machines and technologies.

The key players of the area, developed by UCIMU-SISTEMI PER PRODURRE in cooperation with the Lombard delegation of ADI, Italian Association for Industrial Design, were the objects made by: Alessi, Ares Line, Artemide, Caimi Brevetti, Campagnolo, Castagna Milano, Desalto, Forky, Grivel, Ifi, Illycaffè, Lorenz, Luceplan, Magis, Moroso, Opinion Ciatti, Piaggio & C., Rimadesio, Technogym, Tecno, Thermomat Saniline, Tubes Radiatori, Viceversa, Yooda Paramotors Atelier.

"The figures of the exhibition - pointed out **Massimo Carboniero**, President of UCIMU-SISTEMI PER PRODURRE - confirm the validity of the organisers' decision to change the location and the year when the trade show is held, in order to expand its international character and strengthen its Italian base".

"The results we had - added **Massimo Carboniero** - are an excellent basis for the next edition of LAMIERA, which will take place from 15 to 18 May 2019 at fieramilano Rho. Our next target is to further increase the international character of the event thanks to a specific promotion programme addressed to foreign operators. The fact that LAMIERA will again be held every two years will help to ensure a higher presence of innovations and novelties on show: a good part of them, related to the technologies of Industry 4.0, should be in the process of being fully consolidated in 2019".

All details are available at lamiera.net

Cinisello Balsamo, 26 May 2017

Contacts:

Claudia Mastrogiuseppe, External Relations and Press Office Manager, +39 0226 255.299, mobile +39 3482618701, press@ucimu.it
Massimo Civello, Press Office, +39 0226255.266, mobile +39 3487812176, press2@ucimu.it
Raffaella Antinori, Technical Press Office, +39 0226 255.244, technical.press@ucimu.it