



**LAMIERA: THE SHAPE OF IDEAS/TECHNOLOGIES AND SOLUTIONS FOR ANY NEED**

**LAMIERA 2019 – THE NEW EDITION**

**THE INNOVATION AREAS**

**THE SPECIAL INITIATIVES**

**WHY PARTICIPATING IN LAMIERA**

**ABOUT VISITORS**

**FIERA MILANO EXHIBITION VENUE**

**METAL FORMING IN 2017**

**Hanover, October 24, 2018**

**Contact:**

**Claudia Mastrogiuseppe, External Relations and Press Office Manager, +390226255.299, +393482618701 [press@ucimu.it](mailto:press@ucimu.it)**

**Massimo Civello, External Relations and Press Office +390226255.266, +393487812176 [press2@ucimu.it](mailto:press2@ucimu.it)**

**Raffaella Antinori, Technical Press Office, +390226 255.244, [technical.press@ucimu](mailto:technical.press@ucimu.it)**

## LAMIERA: THE NEW EDITION

The new edition of LAMIERA, the international exhibition dedicated to the industry of sheet metal forming machine tools and innovative technologies related to the sector which will take place, from 15 to 18 May 2019, at fieramilano Rho, was presented today at the international press in Hanover.

After the success of the past edition, which also marked its debut in Milan and the date change to odd years, in 2019 LAMIERA will present a wider and renewed index of products, capable of meeting the needs of all operators in the sector.

In line with the extended transformation involving the whole world manufacturing industry, LAMIERA will propose a wide offering of technologies for integrated factories, showing the best international product ranges with regard to stand-alone machines and complex systems and completing the exhibition with a comprehensive overview of automation systems, robotics and technologies linked with the digital world and consulting.

Machines, systems and equipment for the machining of sheet metal, tubes, sections, wire and metal structural work, presses, dies, welding, treatments and finishing, technical subcontracting and fasteners are just a few of the “traditional” technologies on show. In addition, there will be a wide and varied offering of robots, automation, enabling technologies and consulting. With such a wide selection of products, LAMIERA is really the place where ideas can take shape, paraphrasing the slogan chosen for the 2019 edition.

Promoted by UCIMU-SISTEMI PER PRODURRE, the Italian machine tools, robots and automation systems manufacturers' association, and organised by CEU-CENTRO ESPOSIZIONI UCIMU, LAMIERA will combine the trade show of the sector with numerous initiatives of in-depth analysis and entertainment, in order to make the most of the presence of those who will be the key players of the 2019 edition.

The only event in Italy dedicated to the sheet metal field, LAMIERA attracts visitors from all main user sectors that may here find a solution for their needs, from the simplest to the more complex ones.

The uniqueness of the event and its numerous side initiatives make the exhibition an unmissable occasion for the enterprises of the sector: for the big Italian and foreign manufacturers of machines, robots and automation; for the SMEs specialising in super-customised solutions; for subcontractors; for companies specialising in accessories and auxiliary technologies, but also for the players of the digital world and of consulting, whose presence is increasing within the sector.

## THE INNOVATION AREAS

Besides the traditional technological offering that has always characterised the exhibition, LAMIERA will present numerous innovation areas dedicated to specific fields and to new focuses on the digital world, robotics and consulting, increasingly present in the manufacturing industry.

**ROBOT PLANET**, the area focused on the field of robotics and automation that is deeply changing the working environment and methods and is contributing to redefining qualitative standards for the products manufactured and the processes adopted in the factories that work and process metals and sheet metal. Industrial robots, integrators, automation, control and vision systems, solutions for machine tending are just a few of the state-of-the-art technologies that will be presented at LAMIERA in the ROBOT PLANET area.

**FABBRICAFUTURA**, software and technologies for connectivity, for data management, analysis and security, for remote assistance and predictive maintenance will be among the focuses of the FABBRICAFUTURA area, which will document the digital transformation of machines and manufacturing systems in the sector.

**BOXCONSULTING**, is the space dedicated to consultants, integrators and professional trainers, where services will be proposed with regard to know-how, skills, certification, professional education and training. To simplify the dialogue between machine manufacturers and developers of digital technologies and, at the same time, to ensure the training of the staff employed in the factories: this is the essential focal point to activate the transformation of the SMEs into smart factories. It is also the real challenge for those who deal with business consulting and staff education and training, as well as with the BOX CONSULTING area.

**FASTENER INDUSTRY** is centred on screws, bolts, fastening and clamping systems, a sector in which Italy stands out, ranking second among manufacturers and third among consumers. Machinery, automotive, aerospace, transportation, furnishings and interior design, electric household appliances and construction are the main customer sectors of fasteners in Italy. These sectors are all represented among exhibitors and visitors of LAMIERA: therefore, this trade show is an event of interest to the operators of this industry.

**ECOCOATECH**, dedicated to the world of industrial painting and coating and their treatments and created in cooperation with Anver, Italian Association of Industrial Coaters, will present all the most innovative inter-operational processes for sheet metal painting and coating.

**BLECH ITALY SERVICE**, technical subcontracting and services for the industry of the sector are in the limelight of Blech Italy Service. In line with the evolution of the manufacturing industry that chooses more and more hybrid production models, combining manufacturing within the factory and outsourcing of some production processes, LAMIERA will propose, within Blech Italy Service, a parallel and alternative visit tour to the "Make" for manufacturers: the "Buy" regarding the suppliers of subcontracting and services, for those who wish to purchase semi-finished products and outsourced work.

## THE SPECIAL INITIATIVES

LAMIERA visitors - representing all main user sectors - will also enjoy interesting entertainment and in-depth cultural initiatives. In addition to the traditional conference programme of ACCADEMIA LAMBDA, LAMIERA presents the new initiative LAMIALAMIERA, a 20-minute-microspeech meetings programme arranged by the organizers and the exhibitors above all.

### ACCADEMIA LAMBDA

As in a real academy, throughout the event, LAMIERA will propose a programme of information and insight meetings and conferences concerning the topics of interest to the operators of the manufacturing industry, involving experts and scholars.

### LAMIALAMIERA

For the first time in its long-standing tradition, LAMIERA will combine the trade show - and the thematic analysis entrusted to Accademia Lambda - with a programme of meetings and initiatives carried out by the exhibitors, who will have a stage at their disposal to present their novelties to the public visiting the fair.

In the LAMIALAMIERA area, set up within one of the exhibition halls, the exhibitors will be able to illustrate their best product offering and novelties by booking – completely free of charge – a 20-minute time slot. In this way, they will have a further communication opportunity “outside their stand”, in a special space created as an entertainment area that will welcome the visitors present in the halls.

## WHY PARTICIPATING IN LAMIERA

The only event in Italy dedicated to the sheet metal field, LAMIERA attracts visitors from all main user sectors that may here find a solution for their needs, from the simplest to more complex ones.

The uniqueness of the event and its numerous side initiatives make the exhibition an unmissable event for the enterprises of the sector: for the big Italian and foreign manufacturers of machines, robots and automation; for the SMEs specialising in super-customised solutions; for subcontractors; for companies specialising in accessories and auxiliary technologies, but also for the players of the digital world and of consulting, whose presence is increasing within the sector.

In 2017, the **exhibiting companies were 480, i.e. 25% more compared with the previous edition**, with an occupied exhibit area of **40,000 square metres**. The exhibition registered **23,579 visits, i.e. 15% more** than those recorded a year before. **75% of exhibitors gave a positive evaluation** with regard to the number and quality of operators visiting the trade show.

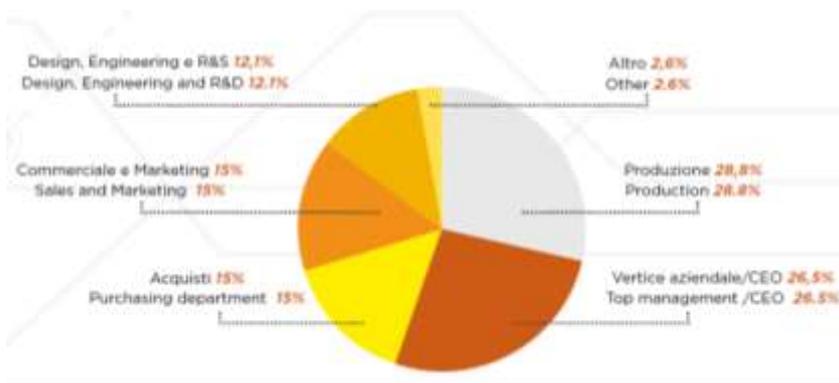
## ABOUT VISITORS

### Industrial sectors of visitors:

Industrial machinery and metal carpentry 36%  
Automotive 11.5%  
Furnishings and electric household appliances 10%  
F&B and packaging 8.8%  
Electronics, telecoms and IT 8.5%  
Chemicals, pharmaceuticals and medical products 6.8%  
Materials 6%  
Energy 4.9%  
Aeronautics and aerospace 3.9%  
Design and luxury 3.6%

Source: Data collected through visitors' pre-registration system at LAMIERA 2017

### Visitors' profile



LAMIERA, the event for those who are planning investments in technology: 83% of visitors is involved in purchasing decisions.

Top management /CEO 26.5%

Production 28.8%

Design, Engineering and R&D 12.1%

Purchasing department 15%

Sales and Marketing 15%

Other 2.6%

Source: Data collected through visitors' pre-registration system at LAMIERA 2017

### Sectors of interest to visitors:

Sheet metal cutting machines 71.1%  
Sheet metal forming machines 44.6%  
Presses 41%  
Automation, control, robotics 38.7%  
Welding 38.1%  
Sheet metal bar, section and tube working machines 36.2%  
Parts, components and accessories 25.5%  
Treatments and finishing 24.5%  
Dies 19.7%  
Tools 19.7%  
Subcontracting 18.1%  
Software 16.1%  
Joining techniques and fasteners 14.6%  
Metrology and quality 12.9%  
Industrial services 12.3%  
Micromanufacturing 7%  
Other 0.9%

Source: Data collected through visitors' pre-registration system at LAMIERA 2017

## FIERA MILANO EXHIBITION VENUE

Record size, total usability of spaces, highly-advanced technological service and excellent liveability: fieramilano fairground significantly contributed to redefine worldwide exhibition standards, standing out also for its compact structure, concentrated on a single, completely sheltered avenue, which facilitates the movement from one hall to the other.

Perfectly fitting with the urban pattern, the fairground can be reached by the underground M1 Line, whose terminal (Rho-Fiera) is located at the gate "Porta Est". A fast and extensive network of urban transport services connects the exhibition complex with Milan city centre, with the railway stations, with the neighbouring airports, such as Linate, Malpensa and Orio al Serio.

The fieramilano exhibition centre can be easily reached by the Milan ring roads. Car parks have a capacity of over 20,000 parking places. Mid-range travellers will also rely on the high-speed railway service coming from the main Italian routes, i.e. East, West and Centre-South of Italy.



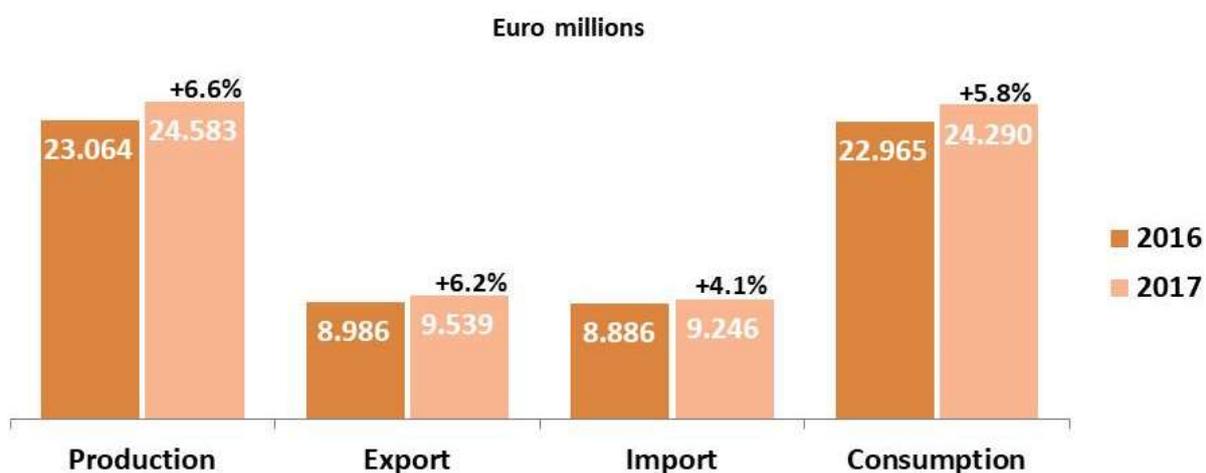
## METAL FORMING IN 2017

In 2017, the world production of machine tools for sheet metal forming and machining reached 24.6 billion euro, i.e. 6.6% more compared with the value reported in the previous year. In this context, Italy confirmed its specialisation, strengthening its third position in the international ranking thanks to its production increase (+ 9.1%), totalling over 2.5 billion euro.

World consumption also showed a very positive trend, up by 5.8%, to over 24 billion euro. Coming in fourth in the consumption international ranking, Italy is experiencing a very favourable market situation, as evidenced by the trend of domestic demand, grown to 1.4 billion euro, i.e. 10.3% more compared with the value obtained in 2016, which was already a very positive year.

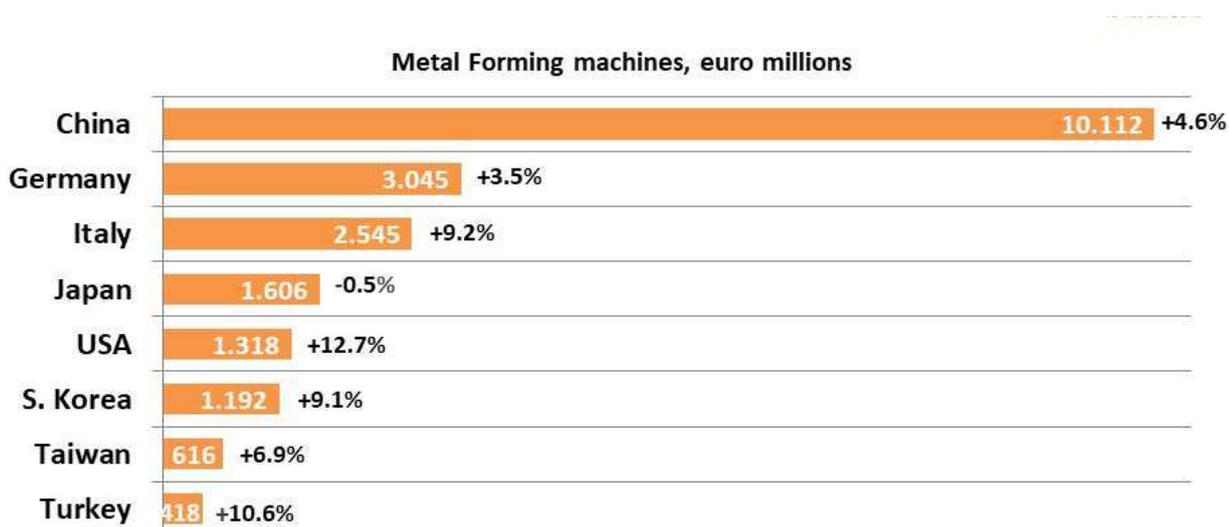
Thanks to these performances, LAMIERA is a more and more important occasion for all Italian and foreign operators, as well as the first event for the market of the area in 2019.

## THE METAL FORMING INDUSTRY IN 2017



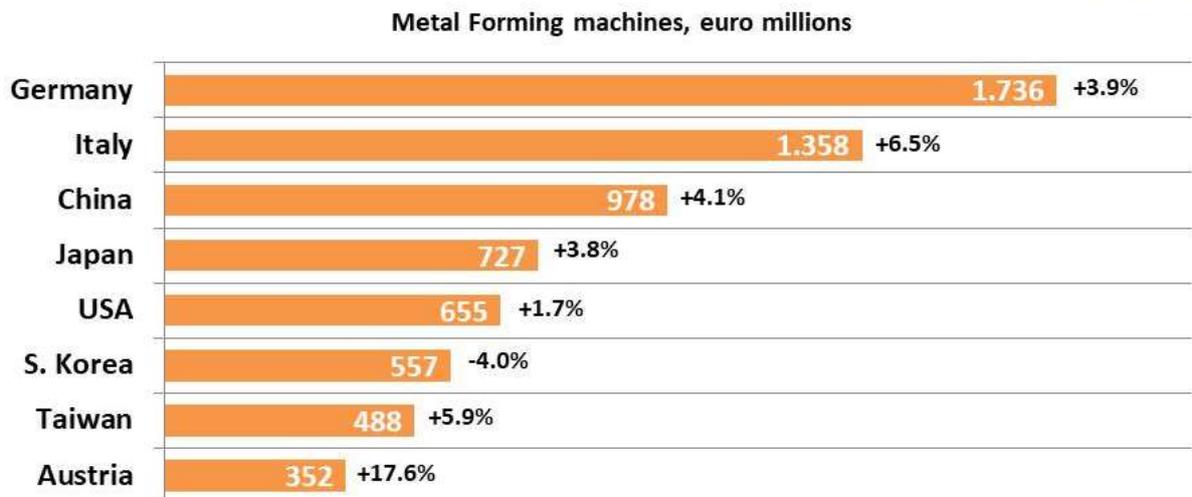
Source: elaboration on data from Gardner, National Associations, ISTAT, ITC

## MAJOR MANUFACTURING COUNTRIES IN 2017



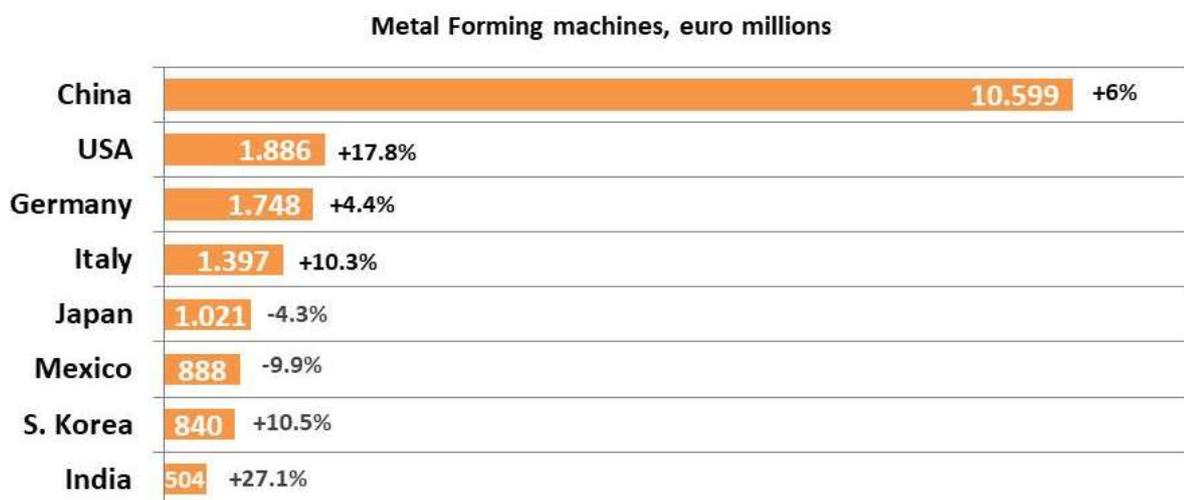
Source: elaboration on data from Gardner, National Associations, ISTAT, ITC

## MAJOR EXPORTING COUNTRIES IN 2017



Source: elaboration on data from Gardner, National Associations, ISTAT, ITC

## MAJOR CONSUMING COUNTRIES IN 2017



Source: elaboration on data from Gardner, National Associations, ISTAT, ITC