



THE SUPPLY CHAIN EVENT LOOKING TOWARDS NEW PROSPECTS FOR THE INDUSTRY AS A WHOLE

- ✓ 3501 exhibitors from 65 countries
- ✓ 17 Fiera Milano halls
- ✓ The international market is focusing on this synergistic industry-development project: 1000 highly profiled top buyers from 66 countries will be joining numerous international operators at the five The Innovation Alliance events.

THE INNOVATION ALLIANCE OPENS ITS DOORS

Milan, 29th May 2018 – **Over 3500** will exhibit in Fiera Milano from today to the 1 June as part of Europe's largest event dedicated to solutions for the manufacturing industry. **The Innovation Alliance** sees five events, united by a strong sense of supply chain logic, take place simultaneously: **PLAST**, the event of reference for the plastic and rubber industry; **IPACK-IMA**, the leading event for processing and packaging technologies; **MEAT-TECH**, the event specialised in meat processing and packaging; **Print4All**, the new format dedicated to the commercial and industrial printing industry; **INTRALOGISTICA ITALIA**, the event that combines innovative solutions and integrated systems for industrial handling, warehouse management, material storage, and picking operations.

An event that represents a real first, by turning the spotlight on the innovative aspects of an 'ideal supply chain', thereby creating interactions and connections between the various first-class segments, which have seen Italy become the world's second producer in the field of industrial machinery. An offering that will occupy **17 halls**, essentially the entire Fiera Milano exhibition district, becoming the largest event dedicated to industrial machinery in Italy and one of the leading sector events in Europe.

In Italy, the markets being represented are cumulatively **turning over 24 billion euros**, employ **70,000 individuals** (the 2017 preliminary consolidated results are provided by ACIMGA, AMAPLAST, ANIMA, ARGI and UCIMA) and in most cases, have an **export level of approximately 70%**, which translates into a concrete example of the popularity of Italian manufacturing the world over.

Alongside the exhibition activities, **The Innovation Alliance**, thanks to the five events that will be taking place simultaneously, is offering an extensive range of training events on important topics within the individual sectors, which may prove strategic in terms of sustained global competitiveness.

"The Innovation Alliance represents a key event for all the sectors involved, not just in terms of size but the chain logic that sets this project apart. Fiera Milano has supported this idea since the onset, a concept that has since materialised into an international event, which will value all the various exhibitions whilst also being destined to change the rules of play, in favour of greater integration in

a period in which all the industry segments are evolving”, explained **Fabrizio Curci**, CEO of Fiera Milano.

The extensive and cross-cutting offer makes this a truly unique event in Europe. A sure-fire attraction, especially for international players who will benefit from the unique opportunities provided by the individual events, whilst discovering interesting added value thanks to the integrated formula, which will ensure a reflection in the broadest possible sense within a system logic, indispensable in today's world where everything is connected.

A mighty **1000 top profiled buyers from 66 countries** will join the numerous international operators, thanks to the proactive joint efforts of the organisers and the ICE (Italian Trade Agency). The top managers of leading manufacturing companies will be in attendance to evaluate and purchase the technologies on display at the event.

The cross-cutting nature of The Innovation Alliance has also inspired the **opening-day event** (today, at 11:30, Sala Martini, Fiera Milano), which sees the participation of institutional authorities (Fiera Milano management, local authorities and economic and confindustria organisations), but will primarily provide a focus on the open discussion between entrepreneurs from different production sectors on the changes being determined by Industry 4.0 in terms of industrial logic. The title, ‘Driving the Change’, is in fact based on the assumption that the competitiveness and future of the companies depends on their ability to adapt to new production, business and communication paradigms.

BEYOND INDUSTRY 4.0: EXPECTATIONS, PROJECTS AND OPPORTUNITIES

Today, the industrial machinery sector is showing increasing interest in the profound technological evolutions that may arise as a result of the Industry 4.0 paradigm: a far-reaching phenomenon thanks to which an already outstanding sector has been called upon to raise quality levels to best interpret the market's recovery.

Innovation is not just bound to technological progress, which is increasingly characterised by mechatronics and advanced robotics, but also by the presence of professionals trained to seize new opportunities, and the focus on integration dynamics and possible synergies with other segments. Companies aiming to consolidate their excellence and companies wishing to confirm their qualitative leadership on international markets are more oriented towards this ‘smart manufacturing’ approach.

Subsequently, both super- and hyper-depreciation advantages are in place to enable Italy's companies to keep up with this revolution. Particular attention is being paid to training and the introduction of a 40% tax credit with a 300-thousand-euro limit to organise refresher courses for employees with a view to Industry 4.0. **The Innovation Alliance** will act as the driving force behind this ongoing recovery.

Thanks to the numerous solutions presented and the various training events on said topic, the event is an opportunity to stop and reflect on the immediacy of this change, to evaluate whether and how to best use Industry 4.0 technologies, especially within previously launched and consolidated business processes.

The circular economy, energy savings, and counterfeiting will be the transversal ‘hot’ topics representing the focus of the training offering intended for highly qualified operators, who will have a key role in designing production lines and choosing the technologies to be used.

THE SECTOR LEADERS IN NUMBERS

The importance of the production companies comprising **The Innovation Alliance** was confirmed by 2017 preliminary year-end data of the Italian Associations. The rubber and plastic processing machinery sector is worth 4.67 billion euros, representing a 10% increase in terms of turnover (source: AMAPLAST) with exports of 70%. The packaging and processing sector, with an overall value amounting to 10.8 billion euros, has seen a +5.9% increase in turnover (source: IPACK-IMA Research Centre derived from UCIMA and ANIMA data) and exports equal to 69%. The industrial printing and converting machinery segment has seen growth of 13% and a turnover equal to 3.2 billion euros (source: ACIMGA and ARGI) and exports of 67%. Even the internal logistics segment has seen growth of 5.4%, with an overall turnover equal to 5.2 billion euros and exports of 36% (source: ANIMA).

Naturally, exports the main destination countries are different yet they all have one thing in common: Germany, Spain and France are the number-one purchasers in all segments except for logistics and the USA represents the top non-European spender.

The Innovation Alliance will be the testing ground to better understand the direction in which Italy's international trade and industrial machinery exports are heading.

THE EVENTS: WHAT MOVES 'THE INNOVATION ALLIANCE'

Two well-established events (**IPACK-IMA** and **PLAST**), two projects developed in recent years (**MEAT-TECH** and **INTRALOGISTICA ITALIA**) and a promising debut (**Print4All**): the five events that make up **The Innovation Alliance** will provide interesting insights into the industrial machinery market.

PLAST: the event of reference for plastic and rubber material industry technologies, organised by Promaplast Srl, the service company controlled entirely by AMAPLAST (Association of Italian Manufacturers of Plastic and Rubber Processing Machinery and Moulds);

IPACK-IMA: the leading processing and packaging technology exhibition, organised by Ipack Ima Srl, subsidiary of UCIMA (Association of Italian Manufacturers of Automatic Packaging and Processing Machines) and Fiera Milano;

MEAT-TECH: the event dedicated to processing and packaging in the meat industry, organised by Ipack Ima Srl;

Print4All: a newcomer dedicated to printing and converting on all media and for all types of communication requirements, organised by Fiera Milano and ACIMGA (Association of Italian Machinery Manufacturers for the Graphics, Converting and Paper Industry) and ARGI (Italian Association of Graphics Industry Suppliers);

INTRALOGISTICA ITALIA: dedicated to the most innovative solutions and integrated systems destined for industrial handling, warehouse management, material storage and picking operations. The event, organised by Deutsche Messe and Ipack Ima Srl, is part of the international CeMAT network.

THE SYNERGIES: ASSOCIATIONS, INSTITUTIONS AND SPECIALISED BUSINESSES

The event combines the expertise of two major European trade fair organisers – **Fiera Milano** and **Deutsche Messe** – and major supply chain associations. In fact, the following three project organisers are represented by Federmacchine - **ACIMGA** (Association of Italian Machinery Manufacturers for the Graphics, Converting and Paper Industry), **AMAPLAST** (Association of Italian Manufacturers of Plastic and Rubber Processing Machinery and Moulds) and **UCIMA** (Association of Italian Manufacturers of Automatic Packaging and Processing Machines) - and **ARGI** (the Italian Association of Graphics Industry Suppliers).

The individual events will also be attended by specialised publishers, category associations, schools and training institutes, research institutes and many other entities with ties to the single events, whose initiatives will no doubt further enrich the supply chain approach of **The Innovation Alliance**.

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