



## **THE INNOVATION ALLIANCE: THE UNIQUE PROJECT TO BE BACK IN FIERA MILANO IN 2021**

*From 4 to 7 May, Plast, Ipack-Ima, Meat-Tech, Print4All and Intralogistica Italia will take place simultaneously, generating once more the biggest European event dedicated to instrumental mechanics*

Milan, 25 February 2019 - After the important results recorded in its debut in 2018 - 150,110 attendees from the various sectors of the manufacturing industry, 27% foreigners - **The Innovation Alliance** announces the dates of the next edition, at Fiera Milano **from Tuesday 4 May to Friday 7 May 2021**, thus confirming a supply chain logic and the simultaneous holding of five events focused on instrumental mechanics (PLAST, IPACK-IMA, MEAT-TECH, Print4All and INTRALOGISTICA ITALIA).

The figures aimed for the next edition are significant: 5 exhibitions on 17 pavilions, practically the entire exhibition area of the Fiera Milano district, to propose an ideal industrial chain. A formula designed for a professional visitor, who will be able to evaluate at the same time technologies that can be applied in different contexts, thus developing cross fertilization of skills and taking advantage of virtuous contaminations.

"The Innovation Alliance formula has proved to be a winning approach, which could be an inspiration for other events. Combining five leading industrial events increases the international attractiveness and promotes competitiveness in the global market." – says Fabrizio Curci, CEO of Fiera Milano - "Moreover, Fiera Milano, with its exhibition spaces and services, together with Milan, today perceived as a dynamic European metropolis, make the event unique".

An offer that will bring together the best of machines for the manufacturing industry, different applications ranging from the engineering of rubber and plastic to food processing technologies, from food and non-food packaging to custom graphic printing, right down to product handling and warehousing. These machines manage different phases of the industrial production process, sharing a high level of innovation and large investments in research and development, especially considering of the great changes that are involving each segment.

Smart manufacturing, advanced automation, robotics, artificial intelligence, industry 4.0 are literally transforming the industrial world, requesting innovative systems and processes, and also a specific training to enhance and strengthen the professional skills.

In this context of great change, interaction between similar sectors that often interact with business logic, becomes an added value. This is the shared strategic goal that brought all the partners involved – **Fiera Milano**, **Deutsche Messe** and **ACIMGA** (Italian Manufacturers Association of Machinery for the Graphic, Converting and Paper Industry), **AMAPLAST** (Italian Plastics and Rubber Processing Machinery and Moulds Manufacturers' Association), **UCIMA** (Italian Packaging Machinery Manufacturers Association) and **ARGI** (Italian Association of Graphic Design Suppliers) associations - to renew the collaboration and re-propose an event with a great international appeal, to enhance the design and production capacity of the made in Italy industrial offer worldwide appreciated (the average export is about 80%) but also the best of the international production for the manufacturing industry.

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*The Innovation Alliance brings together the offer of five events dedicated to instrumental mechanics:*

- **PLAST**, the reference event for the plastics and rubber industry organized by Promaplast Srl, a service company 100% controlled by AMAPLAST
- **IPACK-IMA**, the leading trade fair for food and nonfood processing and packaging technologies, organized by Ipack Ima Srl, a company owned by UCIMA and Fiera Milano
- **MEAT-TECH**, a trade show specialized in processing and packaging for the meat industry, organized by Ipack Ima Srl
- **Print4All**, format dedicated to the commercial and industrial printing industry, organized by Fiera Milano and owned by ACIMGA and ARG1
- **INTRALOGISTICA ITALIA**, the only Italian event dedicated to solutions and integrated systems for industrial handling, warehouse management, materials storage and picking.

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