

## PRESS RELEASE

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MACCHINE UTENSILI A ASPORTAZIONE, DEFORMAZIONE E ADDITIVE,  
ROBOT, DIGITAL MANUFACTURING E AUTOMAZIONE,  
TECNOLOGIE ABILITANTI, SUBFORNITURA

METAL CUTTING, METAL FORMING AND ADDITIVE MACHINES,  
ROBOTS, DIGITAL MANUFACTURING AND AUTOMATION,  
ENABLING TECHNOLOGIES, SUBCONTRACTING



### 32.BI-MU To Anticipate And Meet The Recovery Of Investments 4.0 At Fieramilano Rho From 14 To 17 October 2020

**A little more than two months are left to 32.BI-MU**, the Italian event of reference for the world of machine tools, robotics and automation, on the scene **from 14 to 17 October 2020 in the exhibition centre of fieramilano Rho**.

Promoted by UCIMU-SISTEMI PER PRODURRE, the Italian machine tools, robots and automation systems manufacturers' association, and organised by EFIM-ENTE FIERE ITALIANE MACCHINE, **despite the particular context conditions, this year's edition shows a good degree of participation by exhibitors, a wide technological index of products and a positive expectation of attendance.**

"This year – stated **Alfredo Mariotti**, General Manager of UCIMU - the exhibition will cover a smaller area than usual, but it will be interesting anyway, as we have organised several side initiatives complementing the trade show, which have been conceived to offer an experience up to the expectations of the event attendees".

At 32.BI-MU, the operators of the manufacturing industry will find an event rich in contents and capable of representing the main trends with regard to production technology and automation systems, additive manufacturing, robots, automation, Industry 4.0, auxiliary technologies, enabling technologies, IoT, vision systems, software, solutions for industrial material handling and warehousing management.

Besides the machines on show, the offering of the related sectors will be displayed in specific Innovation Areas – in accordance with tradition. Standing out among these areas, FABBRICAFUTURA will be dedicated to developers of software and technologies for connectivity and data management and safety; ROBOT PLANET will be centred upon industrial and collaborative robots, integrators and automation systems; BI-MU ADDITIVE will be a space where developers, manufacturers and customers of "machine tools of the third kind" can meet and exchange views; BI-MU Logistics will focus on logistics and material handling and SUB4TECH on technical sub-contracting and services for the industry.

Following on from the success of the past edition, again in 2020, BI-MU will combine its trade show with an in-depth cultural and thematic analysis, developed through a programme of conferences on specific issues and side events that will host discussions with opinion leaders and presentations of related technologies also by exhibitors. This and much more will be the heart of **BI-MU più**, the conference arena set up within one of the exhibition halls.

"For this edition – stressed **Alfredo Mariotti** – we worked with particular care on the organisation of meetings focused on topics that are particularly significant for the operators of the manufacturing industry, involving leading experts. The calendar of events, which will contribute to further attracting visitors to 32. BI-MU, will be ready shortly, as we still have "work in progress" meetings to be confirmed".

A great novelty of the 2020 edition will be **BI-MU più Digital**, a demonstration space promoted by Fondazione UCIMU to show the potential of a digital factory, by connecting several machines displayed at different stands, of which it will be possible to observe operation and processing remotely. In addition, a special area dedicated to the Digital Factory will host ten among the most important players in the IoT world.

[bimu.it](http://bimu.it)

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Always standing for competence and innovation - added **Alfredo Mariotti** - **32.BI-MU has an even higher value than in the normal editions: it is a symbol exhibition**, by which we want to prove the cohesiveness of the sector's enterprises - while respecting the real distancing and the rules imposed by the regulations for health safety. We are very proud of the work performed and of the feedback of those who decided to take part in the event, thus showing their strong desire for normality and relaunch, which everyone wish to find again".

"Confirming BI-MU for us, the organisers, and participating in the event, for the numerous exhibitors, is the best way to affirm that Italy is strong and so is its industry of the sector. The country was hard hit by the pandemic, but, although we are aware of the restrictions and regulations that impose to meet up according to new procedures and with particular care, we understood that it was necessary to give a strong positive sign to the world".

Also for this reason, BI-MU will feature several new services in order to further enhance the value of the presence of those that will participate in 32.BI-MU. These services have been conceived to multiply the promotional effect derived from the participation in the exhibition. Among these, the innovative project **BI-MUonline**, which we will disclose just before the opening of the trade show and will involve, completely free of charge, all exhibitors wishing to take part in it".

**It will be the first event for the sector** after the forced stop of the last months, which imposed the cancellation or postponement of all exhibitions dedicated to the sector all over the world. After months of frozen investments in production systems, 32.BI-MU will be the right place to relaunch business, establish new contacts, view the novelties of the sector and start again to evaluate new investments, also in consideration of the economic recovery, already expected at the beginning of 2021".

**Massimo Carboniero**, President of UCIMU-SISTEMI PER PRODURRE, stated: "We, the manufacturers of machine tools and technologies 4.0, already experienced a first rebound over the first months after the lockdown. It mainly concerned the orders collected on the Italian market, which appears more receptive and dynamic than others of our traditional markets of destination in European and non-European areas".

"These conditions, along with a time positioning almost at the end of the year, could suggest that 32.BI-MU will coincide with the moment when the enterprises will again seriously resume their investments in production technologies 4.0 after the forced freeze in consumption, also boosted by the incentive measures of the Transition Plan 4.0 implemented by the Budget Law 2020".

### Updated information on bimu.it

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