

A HYBRID EXPERIENCE



ITM INDUSTRY EUROPE will take place from 31 August - 3 September 2021 as a hybrid physical/virtual event.

ISMR SAYS: "The online platform will be an additional element to add value to the ITM INDUSTRY EUROPE offer."

ITM INDUSTRY EUROPE

The forthcoming edition of ITM INDUSTRY EUROPE will be different from previous ones. The COVID-19 pandemic over the past year has changed the face of trade shows as well as the format of this event in Poland for the industrial sector.

"This year's ITM INDUSTRY EUROPE exhibition will feature an interesting programme of events and a new format which combines the traditional trade fair with the concept of virtual meetings. In recent months, the global epidemic has had a strong impact. Face-to-face meetings have been largely replaced by online communication. ITM INDUSTRY EUROPE has adapted its format and activities to align with these changes," the show organiser told ISMR.

"There are many new products in the pipeline for this event, which is boldly entering

the digital age. At the same time, we expect to offer a range of solutions which have awaited by exhibitors and visitors for months," it added. "This year, we offer exhibitors and participants a hybrid model. We will meet in Poznań (Poland), at the physical exhibition, as well as virtually at the online event."

ITM INDUSTRY EUROPE will take place from **31 August - 3 September 2021**. MODERNLOG Logistics, Warehousing and Transport Fair, 3D SOLUTIONS – 3D Printing and Scanning Fair, SUBCONTRACTING Industrial Cooperation Fair and FOCAS Foundry Forum will be held simultaneously.

A year of virtual activities

"As we were unable to organise the physical trade fair, and knowing the expectations of our exhibitors and visitors, we focused on online events that matched current industry needs. We have already brought the industry together now several times online as part of the ITMtalks series and created INDUSTRYonline – a platform for virtual events for the industry," explained Anna

The ITM INDUSTRY EUROPE trade fair has traditionally combined industry, business and science

Lemańska-Kramer, director of ITM INDUSTRY EUROPE.

"ITMtalks have already been broadcast live four times from the MTP Group studio. Industry, business and science leaders were invited to participate, and the hottest topics in the industry were discussed. In the space of almost a year, we managed to gather a community of several hundred people who are impatiently waiting for the next episodes in the series," she continued.

This entrepreneurial attitude spurred the exhibition organiser to go further and stream online machine tool demonstrations and discussions around the Fourth Industrial Revolution and the practical implications of Industry 4.0.

"Our online activities were very well received. They also inspired us and the exhibitors to take up another challenge i.e. live online demonstrations of machines and robots. This is how the idea of the ITM_showroom project, 'Automation and digitisation for everyone', evolved. Together with our exhibitors and partners (DMG Mori, Kuka, Polaris Engineering and Sandvik Cormorant), we organised an online meeting to popularise the idea of industry 4.0 among medium and small manufacturing companies in Poland. It was not another classic webinar, but an event offering expert knowledge and practical tips based on the example of working machines. The success of these projects gave us additional impetus to organise the exhibition," said Anna Lemańska-Kramer.

ITM Poland in focus

The ITM INDUSTRY EUROPE trade





A welding demonstration at ITM Industry Europe in Poland.

fair has traditionally combined industry, business and science. It is attended by nearly 1000 exhibitors who present innovative machines and solutions for such industries as metalworking; metallurgy; welding; surface treatment; varnishing; automotive; transport and railways.

Overseas companies traditionally account for nearly 50% of the exhibitors at the ITM INDUSTRY EUROPE trade fair. Exhibitors are from countries which include Austria; Belgium; China; Czech Republic; Denmark; France; Netherlands; India; Germany; Switzerland; Sweden; Taiwan; Turkey; Ukraine; Hungary; UK and Italy.

The physical trade fair includes five thematic showrooms: Mach-Tool (machines and tools); Surfex (surface treatment); Metalforum (metallurgy, foundry, metal industry); Welding and also Research for Industry (scientific achievements of research institutes). Along with the ITM INDUSTRY EUROPE trade fair, there are also the Logistics, Transport and Storage exhibition, the Industrial Subcontracting exhibition and Subcontracting ITM meetings.

"What matters at the ITM INDUSTRY EUROPE trade fair are innovations that support the development of companies, technologies that are the future of the industry and machines that are an implementation example of the latest solutions in the industry," said the show organiser.

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A hybrid model

"The latest expert analysis is very promising. The Polish industry has shown more than once that it is strong, but the latest reports have surprised even economists. According to data from the Central Statistical Office, production in March this year was almost 19 per cent higher than the year before. This is an all-time record. Although it should be remembered that the reference point is the month when the crisis caused by the epidemic began, the result is still optimistic. Economists expect more 'surges' in the coming months. According to preliminary data, compared to March last year, an increase in sold production (in constant prices) was recorded in 27 (out of 34) industrial sectors," commented the show organiser.



"We are in constant contact with our exhibitors and we are all missing face-to-face meetings and the opportunity to present our solutions live. I hope that companies from the industrial sector will have this chance during the next edition of ITM INDUSTRY EUROPE," it added.

Grupa MTP has implemented a new tool dedicated to both exhibitors and visitors. It is a special platform for online meetings that will allow exhibitors to reach potential customers with their offers, regardless of exhibitor location. In turn, buyers interested in these offers will be able to meet in a virtual space to talk directly with manufacturers about products, technology and services.

"We are convinced that no solution can replace the atmosphere of direct meetings during the exhibition.

However, the online platform will be an additional element to enrich the ITM INDUSTRY EUROPE offer. We tested this tool at other events and can confidently recommend it. Online meetings unlock the opportunity to meet contractors

from all over the world and make new sales in markets," added Anna Lemańska-Kramer.

"The platform will not only allow exhibitors to create a varied showpiece but will also enable precise searches for potential business partners and facilitate contact. It is a very intuitive and easy-to-use tool, synchronised with Outlook and Google calendars. Each user will be able to follow the conference events taking place during the fair on an ongoing basis. We will handle the LIVE broadcast and subsequent access to all video materials. The event programme will be very rich this year," she concluded. ■



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A cutting demonstration at ITM Europe in Poland.