*Press release, 19 December 2023*

**Optimistic data in the industry are a good forecast for the fair**

**Hot topics in the industrial sector, shows in specially designated zones, the largest exhibition of working machines and robots in this part of Europe, as well as a return to proven points of the fair programme – these are just some of the attractions of the next edition of the ITM INDUSTRY EUROPE fair. Increasingly optimistic data for the industrial sector and expert analyses have a significant impact on the great interest of exhibitors in participating in the June event.**

*‘Polish industry is gaining momentum,’ ‘Surprising data show growing optimism,’ ‘New data from Polish industry. Optimism at the highest level since February 2022,’ ‘Industrial production is back on the growth path’ –* these and similar titles appeared in the December press after reading the latest PMI data (Purchasing Managers Index).

*-The PMI index jumped unexpectedly to levels last seen in April 2022. The sector has reached a turning point –* said experts from S&P Global, which publishes PMI data. This indicator, which measures the opinions of purchasing managers in two hundred Polish industrial companies, increased to 48.7 points in November compared to 44.5 points recorded a month earlier, S&P Global reported. The number of new orders recorded the largest increase in the history of the survey. It is not without reason that the mood regarding future production has improved significantly.

*- We are very happy with this revival, conversations with our exhibitors also fill us with optimism and give us a lot of energy to work on the next edition. We have ambitious plans, we must meet the market needs. That is why we are strongly developing this part of the exhibition, the potential of which – in our opinion – has not yet been sufficiently exploited. Hence, among others our advanced conversations with automation leaders. We will also take care of an extensive offer of metal processing machines – announces Anna Lemańska-Kramer, director of the ITM INDUSTRY EUROPE fair.*

Today, industrial automation solutions are an integral part of virtually all production processes and largely determine the development of the global industry. The need to develop automation in Polish companies results from the desire to increase competitiveness, improve working conditions, sustainable development and adaptation to the dynamically changing business environment. Research and innovation in this area are crucial to achieving economic success and maintaining high quality production. Hence the plans of the organisers of the ITM INDUSTRY EUROPE fair to expand the offer of this sector in the exhibition zone.

**Live Testing**

A novelty in the next edition will also be special test zones for specific automation solutions for Industry 4.0. This is where you will be able to check live products and technologies supporting production processes in factories.

Thanks to this, fair participants will learn new skills and will also take advantage of the opportunity to test solutions that can significantly improve the efficiency of their enterprises.

*- Our idea is to enable the initial ‘tailoring’ of a product to a specific recipient. The fair is a good place to connect producers of such solutions with their potential customers, who will be able to test them in our spaces and see whether such innovations will be appropriate support for their companies – adds Anna Lemańska-Kramer.*

The fair will also feature extensive exhibitions in the field of robotics, foundry, welding, surface treatment and software for the industrial sector.

**Speakers Corner again at the fair**

The proven formula of meetings with experts at the stand of the editorial office of MM Magazyn Przemysłowy monthly returns to the ITM INDUSTRY EUROPE fair. This is where the MM Speakers Corner will take place every day from 1 p.m. to 4 p.m. On a specially prepared stage, representatives of the editorial office of MM Magazyn Przemysłowy monthly will talk to managers of the largest industrial companies in Poland about the condition of individual industrial sectors in our country, the latest trends in industrial production, automation and cooperation between enterprises. – *After a break caused by Covid, we are returning to the ITM fair with our cyclical MM Speakers Corner event – says Paweł Kruk, editor-in-chief of MM Magazyn Przemysłowy monthly. - We have changed the formula of our talks about industry and made it even more attractive. Every fair day, fair visitors will be able to listen to many interesting conversations on the most current topics regarding the Polish industry. With our interlocutors, we will analyse the current situation in the Polish and global industry, as well as discuss the greatest challenges faced by Polish companies.* – emphasises Paweł Kruk.

Heated debates, discussion panels and presentations of new solutions for the industry will also take place in conference spaces located at the fair.

The next edition of the ITM INDUSTRY EUROPE fair will take place on 4-7 June 2024. Visitors to MTP Poznan Expo fairgrounds will have an opportunity to visit the exhibition of the Modernlog Trade Fair of Logistics, Transport and Storage and the Subcontracting Industrial Cooperation Fair.

**Find more information about the program and the fair:** [www.itm-europe.pl](https://itm-europe.pl/pl/?utm_source=informacjaprasowa_kongres_09.05&utm_medium=komunikat_kongres)