*Press release, 30 October 2024*

**Innovations, technologies and machines at the ITM trade fair**

**New initiatives and the continuation of proven projects set the direction for ITM INDUSTRY EUROPE 2025. The upcoming edition will focus on interactive presentations and practical training, offering spaces for machines, technologies and solutions tailored to the specifics of various industries. Participants will have the opportunity to learn about innovations in the field of automation, digitalisation and sustainable development, which makes the event an ideal place to discover the future of industries that are key to the Polish economy.**

For the ITM INDUSTRY EUROPE team, the months preceding the fair are a time of intensive trips to industry events, talks with exhibitors of previous editions as well as with companies that are planning to include presence at the ITM INDUSTRY EUROPE fair in 2025 in their marketing strategy. Also important are inspiring meetings with partners whose activities and commitment influence the transformation of Polish industry.

- *Close contact with the industry is the basis of success. For years, the final formula of each edition of the fair has been the result of a shared vision and close cooperation with exhibitors and partners. During these few months before ITM INDUSTRY EUROPE new initiatives crystallise. It is also the same this year. We have many ambitious plans for both the exhibition and the visitor profile. In the next edition, we are opening up even more to certain industries, such as industrial automation or the arms industry* – says Anna Lemańska-Kramer.

**Demobuses – a new initiative of the ITM INDUSTRY EUROPE trade fair**

Since the end of the previous edition, industrial leaders have been gradually joining the ITM INDUSTRY EUROPE 2025 trade fair, meaning that plans for a large part of the halls are ready several months before the trade fair. Additionally, taking advantage of the fair's date and the June weather, the exhibition will also be arranged outside the halls, in the open air. This is how the idea of exhibiting demobuses in the surroundings of the catering zone was born. This is an interesting form of promotion for companies from the industrial automation, surface treatment or tooling sectors. Within this demonstration space, located in St. Mark’s Square, in the 'heart' of the MTP Poznań Expo fairgrounds, exhibitors will have the opportunity to present their latest technical solutions and products in close contact with fair visitors.

Demobuses are an unusual form of contact with potential customers and business partners, allowing for an interactive presentation of machines, tools and modern automation systems in conditions similar to the real work environment. This is an excellent opportunity for companies to stand out and attract the attention of visitors to the ITM INDUSTRY EUROPE trade fair.

**Surface treatment on the rise**

As part of the upcoming edition of the ITM INDUSTRY EUROPE trade fair, a significant expansion of the exhibition of the surface treatment sector, which plays an important role in modern industry, is planned.

This is one of the key processes in this sector, having a significant impact on the durability, aesthetics and functionality of products. Thanks to surface treatment technologies, such as applying protective coatings, powder coating, or chemical and electrochemical processes, it is possible to increase the resistance of materials, which extends their service life and improves the quality of final products.

In sectors such as aviation, construction, automotive and heavy industry, surface treatment plays a key role in ensuring the safety and durability of structures.

- *Innovative approaches to surface treatment also help companies move towards sustainable production by minimising resource consumption and harmful emissions. During the next edition of the ITM INDUSTRY EUROPE trade fair at the Surface Treatment Exhibition, visitors will have the opportunity to familiarise themselves with a wide range of modern solutions and products that improve these processes. Exhibitors will include producers of anti-corrosion coatings, cleaning chemicals, as well as both powder and liquid paints and varnishes. We hope that this zone will attract the attention of entrepreneurs who are looking for advanced technologies that allow for long-term protection and aesthetic finishing of their products, which translates into their durability and functionality in various industries.* – says Anna Lemańska -Kramer.

**A project worth continuing**

The 2025 edition of ITM INDUSTRY EUROPE continues the unique initiative: Trade Fair Ambassador. Its aim is to distinguish and honour companies that have been contributing to the success of the ITM INDUSTRY EUROPE trade fair for many years. The title of Ambassador is awarded to undisputed industry leaders who actively promote the idea of the fair through their activities, increasing its recognition and attracting the attention of new partners and customers. Ambassadors play a special role in shaping the positive image of ITM INDUSTRY EUROPE, while inspiring other companies to get involved in this prestigious project.

In 2024, the Ambassador title was awarded to GF Machining Solutions and Eagle.

In their talks, the ambassadors emphasised the important role of the ITM INDUSTRY EUROPE trade fair in their marketing strategy. Representatives of these companies agreed that the industrial fair in Poznań is an opportunity to meet and exchange experiences, but also to present new products.

The Ambassador project was well-received by both exhibitors and visitors in 2024. - *In the upcoming edition, we plan to expand the group of Ambassadors and invite more companies to a shared mission – building a strong ITM INDUSTRY EUROPE brand. –* announces Anna Lemańska-Kramer, director of the ITM INDUSTRY EUROPE trade fair.

The scope of the ITM INDUSTRY EUROPE exhibition covers industries such as metal cutting, tools, industrial metrology, metal forming, laser technologies, welding, foundry and metallurgy, industrial robots and manipulators, industrial automation, pneumatics, hydraulics, drives, surface treatment technologies, additive technologies, industrial work safety and software.

**ITM INDUSTRY EUROPE will be held on 3–6 June 2025 on the fairgrounds of MTP Poznań Expo. The exhibition of the Modernlog and Subcontracting fairs will be available simultaneously.**

**Find more information about the fair:** [www.itm-europe.pl](https://itm-europe.pl/pl/?utm_source=informacjaprasowa_10.2024&utm_medium=komunikat_kongres)