



## INDUSTRY AT FIERA MILANO: THE INNOVATION ALLIANCE ENDS ON A HIGH WITH 150,000 VISITORS

*The supply chain formula convinces the market*

Milan, 7 June 2018 – 150,110 attendees, including 105,770 buyers from different segments within the manufacturing industry: these the final numbers of The Innovation Alliance, the event that from 29 May to 1 June at Fiera Milano, saw PLAST, IPACK-IMA, MEAT-TECH, Print4All and INTRALOGISTICA ITALIA take place simultaneously.

The format, designed and implemented by a collaboration between Fiera Milano, the organisers and category associations, sent a strong message to both the Italian and international production industries: combining events in a supply chain logic not only works, but acts as a multiplier of opportunities, thereby promoting the competitiveness of companies in an increasingly global market.

International visitors accounted for an impressive 27% of event attendees, with the majority hailing from Europe, a top buyer of the technologies on display (one out of every two foreign visitors), as well as from Asia, with visitor numbers from several countries giving those from some of Europe's leading markets (Germany and France) a run for their money. There was also a significant number of visitors hailing from Eastern Europe, which if we also consider the Russian Federation, accounted for 25% of foreign attendees.

Alongside the international visitors, 1,000 top buyers from 66 countries also attended the event, selected in collaboration with Agenzia ICE (Italian Trade Agency): professional operators with decision-making power, with many of them seizing the opportunity to purchase the technologies directly at the trade show.

The Innovation Alliance offered a multi-faceted insight into the global industrial machinery market, enabling Made in Italy excellence to be showcased within this sector: on average, Italian companies export 70% of the machines they manufacture, with the latter being purchased by vast well-established markets such as the USA, Germany and Spain, as well as developing African nations. Moreover, the event revealed how the main sector trends are steadily evolving and how the sectors themselves are increasingly conversing with the other production chain players.

Amidst connected technologies inspired by the Industry 4.0 paradigm, robots and cutting-edge automation, augmented reality and digital production line management systems, the trade show also turned the spotlight on sustainability, the safety of the process and products and the importance of training. In fact, alongside the innovative systems, a necessity for well-prepared professional figures has emerged, considering how digitalisation has led to the creation of new highly skilled professions.

*The Innovation Alliance saw the following events take place simultaneously for the very first time: **PLAST**, the event of reference for the plastics and rubber industry; **IPACK-IMA**, the leading event for processing and packaging technologies; **MEAT-TECH**, the event specialised in meat processing and packaging; **Print4All**, the new format dedicated to the commercial and industrial printing industry; **INTRALOGISTICA ITALIA**, the event that combines innovative solutions and integrated systems for industrial handling, warehouse management, material storage, and picking operations.*

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