

PRESS RELEASE

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Macchine utensili a asportazione e deformazione,
robot, automazione, digital manufacturing,
tecnologie ausiliarie, tecnologie abilitanti.



Metal cutting and metal forming machines,
robots, automation, digital manufacturing,
auxiliary technologies, enabling technologies.

fieramilano
9-13/10/2018

**31. BI-MU/GREAT SUCCESS IN THE COLLECTION OF APPLICATIONS
4 MONTHS BEFORE THE EVENT
OVER 850 COMPANIES HAVE ALREADY REGISTERED AS EXHIBITORS (+19%).
27% OF THEM ARE NEW EXHIBITORS.
AMONG THE NOVELTIES: BI-MU più, THE ARENA FOR CULTURAL AND TECHNICAL IN-DEPTH DISCUSSIONS
WITH MORE THAN 40 MEETINGS ALREADY SCHEDULED**

From 9th to 13th October 2018, fieramilano Rho will host the 31st edition of BI-MU, the most important Italian exhibition dedicated to the industry manufacturing metal forming and metal cutting machine tools, robots, automation systems and to digital manufacturing, auxiliary and enabling technologies. It is the only trade show of the sector having a real international character, **the first one opening to the world of connectivity for the industry**, presenting a special focus on the Internet of Things, big data, cyber security, cloud computing, augmented reality, system integrators, additive manufacturing, vision e systems controls.

Four months before the event, **over 850 enterprises have already registered as exhibitors, i.e. 19% more** compared with the same period for the last edition of BI-MU (June 2016). Of these 850 companies, **343 are from abroad, coming from 24 different countries.** These are very positive figures for an exhibition getting ready to welcome over **70,000 visitors from Italy and overseas.**

Even the **total booked exhibit area has been increasing: to date, it is 12% more** than in June 2016. A quite remarkable growth following the trend of the Italian market that has reached the top of the consumption value.

The most significant figure concerns the applications of **new exhibitors representing 27% of the total.** These figures prove that a challenge was won by the organisers: they have expanded the exhibition's technological index of products, "opening" to the world of digital manufacturing and of enabling technologies, as well as to that of consulting, thus understanding and meeting the interest of the new players of the manufacturing industry and not only, who have really given a positive feedback.

The new interpretation of the trade show greatly appealed to enterprises belonging to sectors traditionally exhibiting at the fair, as well as to new sectors, such as that of IOT, shown in the FABBRICAFUTURA area and that of consulting, present in the BOX CONSULTING area. Sponsored by SIRI (Italian Robotics and Automation Association), we will also find ROBOT-PLANET, an innovation area focused on industrial and collaborative robots, integrators and automation systems. Among the novelties, there will also be BI-MU STARTUPPER, dedicated to young innovators and to new enterprises involved in the development of products and projects related to the world of metal manufacturing and processing systems. BI-MU STARTUPPER will enable BI-MU to turn into a comparison field between established industrial models and new business visions.

In addition to these areas, there will be the following ones: ADDITIVE TECHNOLOGIES CLUB, developed by AITA-ITALIAN ASSOCIATION OF ADDITIVE TECHNOLOGIES; FLUID POWER area that will show the best systems and components for mechanical and fluid-dynamic power transmission; FOCUS MECHATRONICS,

bimu.it

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organised in cooperation with AldAM (Italian Association of Automation and Mechatronics) and IMVG (Italian Machine Vision Group); THE WORLD OF SURFACE'S FINISHING, sponsored by ANVER, Italian Association of Industrial Coaters, dedicated to the most qualified offering of machines and systems for surface finish and treatment.

For the first time in its long tradition of B2B trade show, BI-MU will combine the exhibition with a cultural, thematic dimension, developed not only through the "classic" conference programme, but also thanks to a rich agenda of side events that will **enliven BI-MUpiù**.

As a real arena set up in Hall 13 of the Exhibition, throughout the trade show, BI-MUpiù will propose: meetings, one-to-one discussions, performances and insights offered by the organisers and by the exhibitors. Besides the cultural insight events (one every day) arranged by Exhibition Organisers in the BI-MUpiù area that will welcome up to 100 people, exhibitors will have the opportunity to present their best product offering in 20 minutes' time.

BI-MUpiù will be able to attract the interest of the operators visiting the fair by a proposal of: special initiatives; in-depth discussions on specific topics related to the world of the manufacturing industry; "ad hoc" meetings to encourage know-how sharing; presence of authoritative exponents belonging to the industry, together with the events, in which the exhibitors will be the key players, thus having a special stage at their disposal to present their novelties. **The calendar of events, which to date includes over 40 appointments, will be available starting from September.**

As of July 2018, it will be possible to pre-register online, which, besides permanent, free admission to the exhibition, offers a lot of discounts and special rates at partner hotels, restaurants and shops, all of them specified on www.golden-card.it.

Furthermore, this year, thanks to the agreement with MilanoCard Group, Golden Card holders can buy **special MilanoCards**, created ad hoc to offer unlimited access to public transport, including the Rho-Fiera connections (twice a day), as well as discounts and special conditions for restaurants, services and admission tickets to museums and monuments. Two MilanoCard versions are available for Golden Card holders. Prices and details will soon be available on www.golden-card.it.

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