

## **32.BI-MU CONCLUDED. IT WAS ON STAGE AT FIERAMILANO RHO from 14 to 17 October.**

OVER 9,000 VISITS REGISTERED FOR THE FIRST EXHIBITION DEDICATED TO THE SECTOR ORGANISED DURING THE HEALTH EMERGENCY.



**BI-MUonline, digital version of the event that has just ended, on [bimu.it](http://bimu.it), from the beginning of November.**

At a fieramilano Rho, Saturday, 17 October was the last day of 32.BI-MU, the first exhibition dedicated to the sector of machine tools, robot, automation, digital and additive manufacturing, and auxiliary technologies, organised during the health emergency.

Over 9,000 visits were registered over the four exhibition days. This is a satisfactory number, in line with the expectations for an event that took place during the health emergency, but in full respect of all rules to contain the spread of Covid-19.

Promoted by UCIMU-SISTEMI PER PRODURRE, the Italian machine tools, robots and automation systems manufacturers' association, and organised by EFIM-ENTE FIERE ITALIANE MACCHINE, before its start, 32.BI-MU obtained the Compliance Certification released by ICIM, with regard to the conformity with safety protocols to combat and contain the spread of Covid-19.

Barbara Colombo, president of UCIMU-SISTEMI PER PRODURRE stated: "Particular care has been taken over the definition of all organisation details concerning safety, in order to further reassure the attending

operators throughout the four days of the event. We have been proud to inform that 32.BI-MU was the very first trade fair to obtain a Compliance Certification. We think that this encouraged visitors to attend the exhibition and not only Italian operators".

Of the total visitors, 3.5% were foreign visitors representing 27 countries; Germany, Switzerland, France and Austria were the most represented countries.

The attendance of students was limited compared to the expectations, i.e. only about fifty instead of 200 expected students for the visits planned by the schools, which had booked, but could not confirm their presence due to the new Government directives communicated on Sunday before the opening of the event.

"In retrospect - continued President Barbara Colombo - we can certainly affirm that 32.BI-MU has shown the world Italy's strength and willingness to react. We have been awarded many certificates of merit by the international organisations that acknowledged the message of strength and cohesion conveyed by the Italian machine tool, robot and automation manufacturing industry".



With over 350 exhibiting companies, 30% of which from abroad, two exhibition halls and a large and varied technological product offering, 32.BI-MU also proposed a full programme of meetings focused on the main topical issues of interest for the operators of the manufacturing industry. About 50 events were held in the BI-MUπ arena. Attended in presence by an average of 20 people, but with peaks of 90 attending guests, the speeches were followed also through the live streaming service, activated to extend the promotion and communication of the exhibiting enterprises beyond the public visiting the trade show. Over a thousand users followed the conferences remotely.

On the other hand, the BI-MUπAdditive area, organised by AITA-ITALIAN ASSOCIATION OF ADDITIVE TECHNOLOGIES, illustrated the industrial applications of additive manufacturing, proposing some components related to the mechanics, automotive, aerospace and biomedical sectors, developed thanks to machinery that today can be defined as “machine tools of the third kind”.

A great novelty of BI-MU 2020 was BI-MUπDigital, a demonstration area set up in Hall 11 conceived to highlight the potential of a digital factory.

In addition, thanks to BI-MUonline, the event will continue after the end of the exhibition. As a virtual version of the real trade show, BI-MUonline will feature the technological product offering on display, from the exhibitors’ real voice on the website bimu.it. Starting from the beginning of November and until the 2022 edition, the virtual exhibition will propose videos, video clips and interviews directly collected at the stands.

The next edition of BI-MU will take place at fieramilano Rho from 12 to 15 October 2022.

