

2020/06/15

32.BI-MU: FIRST EVENT FOR THE SECTOR AFTER THE FORCED STOP



fieramilano

14-17/10/2020

Meeting confirmed for the 32th edition of BI-MU at fieramilano Rho from 14 to 17 October. During the lockdown period due to the health emergency, the work for the exhibition organisation has never stopped and now, four months before the event, the staff's activity is getting into full swing, focusing on stand allocations, new initiatives and arrangements of all services ad hoc for the operators that will take part in the trade show.

Promoted by UCIMU-SISTEMI PER PRODURRE, the Italian machine tools, robots and automation systems manufacturers' association, and organised by EFIM-ENTE FIERE ITALIANE MACCHINE, 32.BI-MU is the most important Italian exhibition dedicated to the industry of metal forming and metal cutting machine tools, additive manufacturing, robots, digital manufacturing and automation, enabling technologies and subcontracting.

The only trade show in Italy with real international appeal, **this year's edition of BI-MU plays an even more important role, because it represents the very first exhibition event for the sector in 2020.** Actually, the health emergency forced a cancellation

or postponement of all exhibitions dedicated to the sector all over the world, which should have taken place in the months before BI-MU, thus leaving all operators without opportunities for meeting.

Moreover, considering the time positioning just before the year's end, **32.BI-MU will reasonably coincide with the moment when the enterprises will start again their new investments after the forced freeze in consumption. Investments will also be boosted by the incentive measures of the Transition Plan 4.0 ensured by the Budget Law 2020.**

“After all - stated **Alfredo Mariotti**, General Manager of UCIMU-SISTEMI PER PRODURRE – the recovery of machine tool consumption in Italy and in Europe expected already from the beginning of 2021, actually confirms how the end of 2020 may be the appropriate period for the enterprises to resume a full management of their activities, while planning new investments in production technologies”.

A strategic time positioning together with the fact that the exhibition takes place every two years, making it an even more unmissable event for the companies that wish to present themselves in the market: these are among the main reasons that already led **over 500 enterprises to confirm their participation in the trade show.**

In consideration of the **official reopening of the exhibition activities in Italy set for 14 July 2020**, organisers and fieramilano are working, in order to implement all necessary actions to comply with the regulations in terms of safety and public healthcare as provided for by the Government authorities.

“Very soon - added **Alfredo Mariotti** – we will be able to convey **clear rules and directions** to our operators **regarding organisation and behaviour directives**, which will allow exhibitors and visitors to take part in the event in full safety, while ensuring a pleasant stay with maximum comfort in completely sanitised exhibition areas”.

In anticipation of a live experience of the product offering on show, expression of a **renewed technological index of products**, BI-MU is proposing interesting insights on the website bimu.it. In the page “The Exhibitors’ Opinion”, it is possible to read many interviews with enterprises that chose to take part in 32.BI-MU, explaining the reasons of their choice. The section dedicated to BI-MU events features the **programme “Waiting for 32.BI-MU: the Webinars of BI-MUpiù”**. As a cycle of online meetings, with free participation and organised by the staff of UCIMU starting from the month of June, the

webinars of BI-MUpiù actually anticipate some of the topics that will be then analysed and discussed in the BI-MUpiù arena during the exhibition days.

Details on the programme of events and approaching webinars and information regarding participation in the exhibition are available on bimu.it.

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