

33.BI-MU: APPOINTMENT AT FIERAMILANO RHO FROM 12 TO 15 OCTOBER 2022
NOVELTIES OF THIS EDITION: FOCUS ON 5 TECHNOLOGICAL ISSUES FOR 5 EXHIBITION AREAS AND CONCURRENCE WITH XYLEXPO

From 12 to 15 October 2022, the exhibition complex of fieramilano Rho will host 33.BI-MU, the major and most important Italian exhibition dedicated to the industry of metal cutting, metal forming and additive machine tools, robots, digital manufacturing and automation systems, enabling technologies and subcontracting.

Promoted by UCIMU-SISTEMI PER PRODURRE, the Italian machine tools, robots and automation systems manufacturers' association, and organised by EFIM-ENTE FIERE ITALIANE MACCHINE, 33.BI-MU will take place exactly one year after EMO MILANO, the world trade show of the sector, which was held in October 2021, achieving resounding success with the public of reference.

Following on from this outcome, which has actually launched the new post-pandemic era, and owing to the extremely favourable economic moment, **33-BI-MU is preparing to meet the consensus of the enterprises of the sector. At their disposal, these companies have a very dynamic and receptive Italian market, also thanks to the Government incentives that will remain in force at least for the whole year 2022.**

Willingness to invest in new production technologies, need for a renewal of industrial plants, which increasingly require state-of-the-art systems and machines: these are the reasons that will enable 33.BI-MU to attract a wide attendance of users from all major end-use sectors.

Visitors will experience an event full of proposals for all production requirements. Besides machines and systems, making up the core of the exhibition, 33.BI-MU will propose a **special focus on 5 technological issues for 5 exhibition areas to represent the complete ecosystem of the sector: RobotHeart**, sponsored by SIRI (Italian Robotics and Automation Association) and dedicated to the world of robotics; **BI-MU Digital**, focused on the world of ICT and connectivity technologies; **BI-MU ADDITIVE**, sponsored by AITA-ITALIAN ASSOCIATION OF ADDITIVE TECHNOLOGIES and dedicated to additive technologies; **METROLOGY & TESTING** centred on systems and machines for testing, measuring and quality control and finally, **BI-MU LOGISTICS**, focused on the logistics for the mechanical industry.

In addition to the exhibited product offering, there will be **BI-MUpiù**, an established initiative of the biennial machine tool exhibition, which **will propose a full agenda of in-depth cultural and thematic meetings arranged by the organisers and by the exhibitors**. Besides the presentations of the novelties on show, there will be meetings centred on the big issues of interest for the operators of the sector. Among the hot topics, special attention will be devoted to digitalisation and sustainability, in response to the new guidelines dictated by Transition 4.0 and by the approach based on ESG criteria, which are increasingly important for those who operate in the industrial world.

A great novelty of this edition is also the **full concurrence of 33.BI-MU, held in the halls 9-11 and 13-15, with Xylexpo**, the biennial international trade show of woodworking technologies and components for the furniture industry, taking place in the opposite halls (22-24; 14-18), **thus creating a single exhibition complex with a complete and mutual possibility of entry for both events**.

The two exhibitions, undisputed leaders in their respective sectors of reference, intend to be two separate, yet absolutely complementary events making up a single big appointment centred on the manufacturing industry. The **100,000 visitors expected** in Milan on the occasion of the **"week dedicated to the mechanical machinery industry"** will find an excellent proposal in terms of content, services, product display and in-depth thematic analysis. Many of these will concern both exhibitions, thus allowing the involved operators to optimise their business travel time. Updated information on the website bimu.it.

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