

# piùAdditive, a new fair on additive technologies will take place in Milan

The new project will be hosted as part of the 33.BI-MU event in October

Andrea Gambini February 20, 2022

2 minutes read



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piùAdditive is a new exhibition project dedicated to the additive technologies' supply chain, hosted within 33.BI-MU and created with AITA, the Italian association of additive technologies, in order to create knowledge and business opportunities for companies.

33.BI-MU, one of the world's largest machine tools industry events, will take place from 12 to 15 October 2022 at the modern and multifunctional exhibition center of Fiera Milano Rho. The fair already represents the reference event for the manufacturing industry of subtractive, formative and additive machine tools, robots, digital manufacturing and automation enabling technologies and subcontracting. Visitors will find an event full of proposals for all production needs. Alongside the machines and systems, the heart of the exhibition, which has been held every two years since the 1950s and which has not stopped even in the midst of the health emergency, 33.BI-MU will propose a special focus on 5 technological themes for 5 exhibition areas.

Among these, piùAdditive stands out: additive manufacturing, made with "machine tools of the third kind", is now an integral part of the world of metalworking. For this reason, BI-MU has hosted for several editions a wide overview of the solutions available on the market, expression of the production of the main players in the sector, and of an ever-increasing number of machine tool manufacturers who develop additive technologies to complete and integrate their traditional offer.



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Machines, materials, software, products, solutions for testing, and post-processing will be the protagonists of the area sponsored by AITA which will complete the exhibition with demonstration areas, meetings, and reunions for comparison and in-depth analysis between experts, academics, and industry professionals. Manufacturers, service and research centers, universities, and start-ups will represent the components of a sector that is rapidly establishing itself on an industrial level, thanks to its versatility, efficiency, and sustainability.

Through the exhibition of technology, the thematic analysis, and the proposal of an ideal tour itinerary that follows the value chain of a manufacturing company, BI-MU allows operators in the sector to observe the entire production process: from the analysis and design to production, from management control to quality and sustainability, up to logistics and distribution. The event will offer a full calendar of thematic cultural in-depth meetings organized by the organizers and exhibitors, thus offering the public present one more reason to visit 33.BI-MU. Alongside the presentations of new products exhibited at the fair, there will be meetings focused on the topics of greatest interest among the operators in the sector. Among these, digitization and sustainability will have particular relevance, in response to the new lines dictated by the transition 4.0 and the approach envisaged by the ESG criteria, increasingly relevant for those who work in the world of industry.

33.BI-MU will take place in full concomitance with Xylexpo, the biennial world fair of woodworking technologies and components for the furniture industry, thus creating a new large exhibition project dedicated to manufacturing technologies. The two fairs are proposed as distinct but complementary events, for a single large exhibition dedicated to the manufacturing industry. The 100,000 visitors expected in Milan for the "week dedicated to instrumental mechanics" will find a superlative offer for exhibition, content, thematic insights, and services.


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