



FLEXING ITS METTLE

This year's BI-MU exhibition in Milan, from **12-15 October**, will focus on five key metalworking technology areas.

ISMR SAYS:

"Robotics; digitalisation; additive manufacturing; metrology and logistics form the bedrock of 33.BI-MU exhibition this year."



From **12-15 October 2022**, fieramilano Rho will host 33.BI-MU, a key biennial Italian exhibition dedicated to 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 in Milan. The event enables operators in the sector to observe the entire production process: from analysis and design to production, and from management of quality and sustainability to logistics and distribution.

The BI-MUpiù initiative proposes a full agenda of in-depth cultural and thematic meetings arranged by the show organiser and exhibitors. Besides the technologies

and innovations on show, meetings will be centred on major issues of interest for sector operators. Special attention will be paid to digitalisation and sustainability, in response to the new guidelines dictated by Italy's Transition 4.0.

Five technology focuses

"A willingness to invest in new production technologies and the need to renew industrial machinery (which increasingly requires state-of-the-art systems and machines) are reasons why 33.BI-MU will attract a wide attendance of users from all major end-use sectors," commented the show organiser.

33.BI-MU, held in halls 9-11 and 13-15 at fieramilano Rho, will be held concurrently with Xylexpo (the biennial international trade show of woodworking technologies and components for the furniture industry) which takes place in the opposite halls (22-24). The two exhibitions

are separate, yet complementary, events with a single focus centred on the manufacturing industry. Around 100,000 visitors to Milan are expected in this key exhibition week.

This year's BI-MU event has placed a special focus on five particular metalworking technology issues.

"Besides machines and systems, making up the core of the BI-MU exhibition (which has been held every two years since the Fifties and even during the peak of the public health emergency), 33.BI-MU will include a special focus on five technological issues over five exhibition areas, [illustrating] 'The Perfection of Metalworking' (the motto chosen for this year's show)," added EFIM.

1. An eye on robotics

RobotHeart, sponsored by SIRI (the Italian association of robotics and automation), is a new exhibition area at 33.BI-MU. The area will be dedicated



BI-MUpiù in 2020.

to industrial robotics; automation; connected technologies; components; systems and artificial intelligence. It is also intended to be a hub of ideas, creativity, culture and knowledge. Its supporters will be manufacturers; integrators; universities; exponents of the academic and research world; spin-offs and start-ups among its key players to represent the various aspects of a sector that is crucial for the competitiveness of the industrial system.

"Roboheart already has the participation of all major players in the segment. ABB; ABL Automazione; Comau; Fanuc; Lucas; Mitsubishi; Omron; Robot at Work; Roboteco Italargon; Staubli; Universal Robotos etc. are just a few of the companies that have already registered to exhibit and many others are confirming their presence in the following weeks," SIRI's president, Domenico Appendino, explained.

"A value-added element of this event is its cultural dimension, relying on the presence of primary partners belonging to schools, institutes and universities which also bring new 'energy' to the world of work. IRIM, the Italian Institute of Robotics and Intelligent Machines, will also be at BI-MU where, amongst numerous initiatives, it will also hold its National Conference. With Roboheart, we would like to reduce the dichotomy between education and industry for the benefit of the world of research and the world of industry, which have a lot to offer to each other," he added. SIRI will have its own stand and will be engaged in several in-depth cultural analysis initiatives. It will present trending data for the sector at the show and also highlight the technological topics presented by its associate members



Technology on show at BI-MU.

exhibiting at BI-MU. It will also reflect on the relationship between robots and ethics, a hot topic that is constantly evolving, as well as supporting the conference dedicated to Artificial Intelligence promoted by AIA/AlxIA (the Italian Association for Artificial Intelligence).

2. Bi-MU Digital

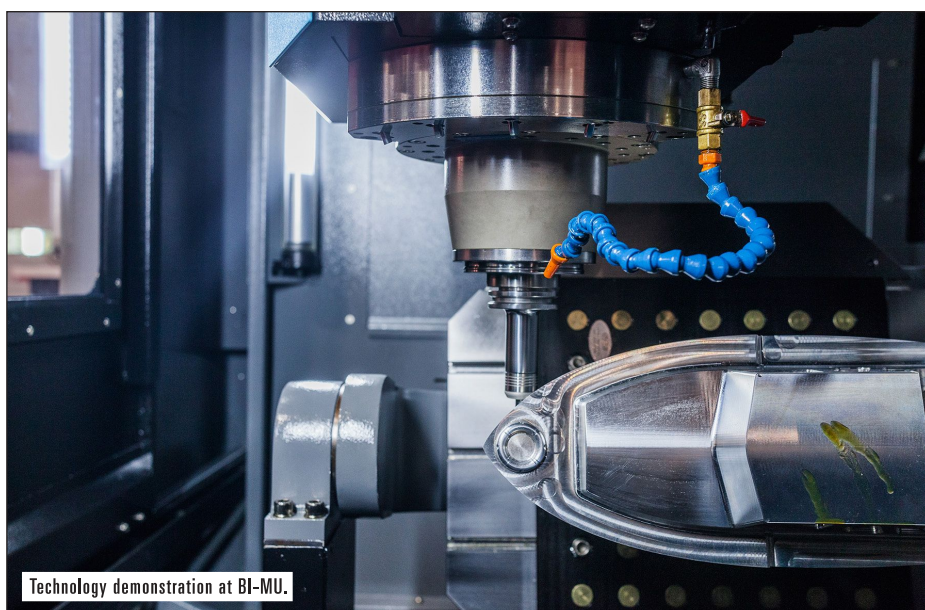
BI-MU Digital will offer a broad vision of the future of manufacturing on topics such as artificial intelligence; digital twin;

intelligent remote assistance systems or in-presence technology. Its supporters will be key players in the world of software; ITC; sensors and, in general, technologies for connectivity; data management and security that are capable of enabling the 4.0 transformation of the factory. Italian government incentives for Industry-4.0 machine tool and connectivity purchases will remain in force at least for the whole of 2022.

"From the second half of 2021 until now, the tax incentives in force have represented a strong driver for purchasing innovative 4.0 solutions in the machine tool field and, because of this, we expect [strong results] over the next few months. October will therefore be a favourable time period for the trade show and we are very optimistic about our participation," commented Massimo Gittani, area manager of software developer, CIMsystem.

3. piùAdditive

Additive manufacturing is now an integral part of the metalworking world. Therefore, at its last few shows, BI-MU has showcased a wide overview of solutions available in the market from leading players in the sector and a growing number of machine tool manufacturers who develop additive solutions to complete and integrate their traditional product ranges. Machines, materials, software, products and solutions for final testing and post-processing will be in the spotlight at the area sponsored by AITA (the Italian association of additive technologies). There will be demonstration areas, information initiatives, in-depth meetings and discussion among experts, scholars and operators in this sector.



Technology demonstration at BI-MU.

EVENT PREVIEW

The new exhibition area is dedicated to the production chain of additive technologies. ADACI (the Italian association of purchasing and supply management) also supports its activities.

4. Metrology and testing

Metrology and testing concerns technologies, products, services and solutions developed to guarantee production quality, relying on continuous development of product and process innovation as one of the crucial factors to win the competitiveness challenge. Measurement instruments; testing machines; artificial vision; equipment for non-destructive testing and quality control; as well as certification services will be some of the highlights in the Metrology & Testing area.

5. BI-MU Logistics

BI-MU Logistics is a special area focused on the solutions capable of better supporting the procurement and storage of materials; the management of stock and the systematic/standardised cataloguing of products within mechanical factories.

BI-MU in 2020

The 32.BI-MU concluded on 17 October 2020, held over the pandemic and registering over 9,000 visits during the four exhibition days. Before it could go ahead, the show organiser had to obtain the Compliance Certification released by ICIM as regards conformity with safety protocols to combat and contain the spread of COVID-19.

BI-MUonline, the digital version of the event, extended the event after the closure of the physical exhibition. As a virtual version of the



real trade show, BI-MUonline features the technological product offerings on display on the bimu.it website. The virtual exhibition features videos, video clips and interviews directly collected at the stands.

With over 350 exhibiting companies, 30% of whom came from abroad, two exhibition halls and a large and varied technological product offering, the 32.BI-MU also offered a full programme of meetings focused on the main topical issues of interest for the operators in the manufacturing industry. About 50 events were held in the BI-MUipiù arena. The speeches were also followed remotely through the live streaming service, activated to promote and extend the reach of exhibitor



presentations beyond just visitors to the trade show. Over one thousand users followed the conferences remotely.

One of the event's attractions was BI-MUipiùDigital, a demonstration area set up in Hall 11 to highlight the potential of the digital factory. Overseas visitors attended 32.BI-MU from 27 countries. Germany, Switzerland, France and Austria were the most represented countries.

Getting there

The fieramilano Exhibition Centre is a compact structure concentrated along a single, completely sheltered walkway, which facilitates visitor movement from one hall to another.

The Exhibition Centre can be reached by the Underground M1 Line, whose terminal (Rho-Fiera) is at the "Porta Est" entrance. A fast and extensive network of urban transport services connects the exhibition complex with the city centre of Milan, with railway stations and neighbouring airports (such as Linate and Malpensa) as well as other airports in neighbouring Lombardy provinces. ■

