



upcoming event

www.bim.u.it/robotheart/

Year 8 • N.3  
March 2024

# RobotHeart is back for a second edition

After its debut in 2022, the exhibition project dedicated to the world of industrial robotics will be hosted again at BI-MU (FieraMilano, 9-12 October 2024).

by Lorenzo Villa



Following the success of its debut, RobotHeart is back for a second edition. The exhibition project focused on the world of industrial robotics will be hosted again at BI-MU, the biennial exhibition dedicated to the manufacturing industry of metal cutting and metal forming machine tools, robot, automation systems, digital and additive manufacturing, on show at Rho FieraMilano, from 9 to 12 October 2024.

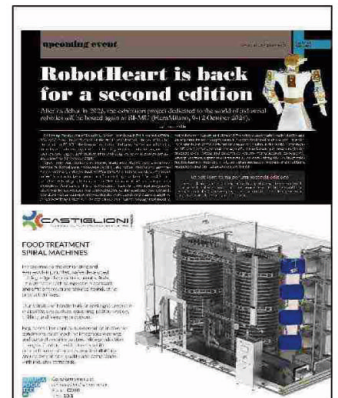
Apart from past edition's exhibitors, many new players have also shown interest in RobotHeart. Sponsored by SRI, the Italian robotics and automation association, and organized by Blue Line from Italian manufacturers, the event indeed is not just a key appointment for matching supply and demand for automation technologies, but it is rather a "laboratory of ideas", as the organizers describe it. As a matter of fact, in addition to manufacturers and integrators, there will be universities and representatives of the academic and research world, as well as start-ups, discussing the main trends and future outlook of an ever-evolving industry. "The event has a dual nature: a recognized meeting

point between supply and demand for robotic automation technologies and an opportunity for in-depth cultural insights dedicated to this sector, in which Italy stands out as the sixth largest consumer market in the world," comments Alfredo Marzini, general manager of [Cassa Italiana per produttori](#) (Italian machine tools, robot and automation systems manufacturers' association), among the main organizations present at the event, alongside the International Federation of Robotics (IFR), the Italian Institute of Robotics and Intelligent Machines (IRI), and the Italian Association for AI.

## RobotHeart torna per una seconda edizione

Dopo il debutto di successo nel 2022, il progetto espositivo dedicato al mondo della robotica sarà ospitato nuovamente da BI-MU (FieraMilano Rho, 9-12 ottobre). Un'occasione programmatica di incontro a cura delle principali organizzazioni del settore, tra cui [SRI](#).

Ritaglio stampa ad uso esclusivo del destinatario, non riproducibile.



059099