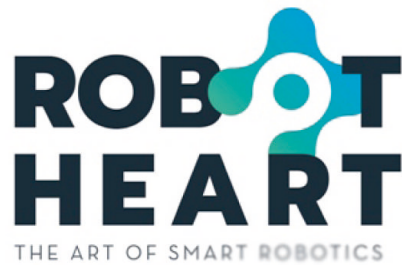
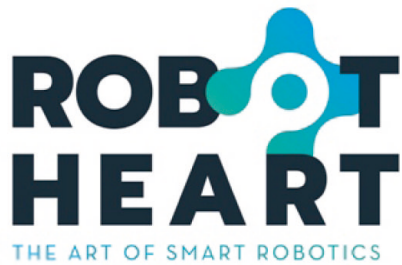


RobotHeart IN THE SPOTLIGHT OF 34.bi-mU AGAIN THIS YEAR

THE RENEWED PARTICIPATION OF EXHIBITORS CONFIRMS THE VALUE OF THE EVENT



On the back of the success of its first edition, RobotHeart, the exhibition project focused on the world of robotics and hosted at 34.bi-mU for the first time in 2022, is again in the spotlight of the International Machine Tool Biennial, held at Ferrariero Rho from 9 to 12 October 2024, actually positioning itself as the reference event in Italy dedicated to the field of industrial robots.

The leading exhibitors of the past edition of RobotHeart have confirmed an idea that they will participate: new players, who were not present in the year of the debut, have joined and numerous Italian and non-Italian system integrators have showed interest. All this proves how much the project has been appreciated by the sector, which had long felt the need for an event focused on robotics, automation, related technologies, components, systems and artificial intelligence.

To complement the proposal of RobotHeart at 34.bi-mU, in addition to manufacturers and integrators, there will be universities and representatives of the academic and research world, spin-offs and start-ups, depicting the multiple facets of a field that is now crucial for the competitiveness of the industrial system, a winning synergy between robotic technology, artificial intelligence and creativity.

Sponsored by SFR, the Italian Robotics and Automation Association, and organized by SPIN-ENTE FIERE ITALIANE MACCHINE, RobotHeart is not "only" an exhibition area for matching supply and demand for automation technologies, but it is also a laboratory of ideas, a place of know-how and culture production, a point of reference and updating for those who are working in the sector.

For this reason, the technology exhibition will once again be accompanied by a comprehensive cultural proposal, which, in addition to the battery of speeches by the exhibiting companies, will include several in-depth thematic events held within the 34.bi-mU area, mostly on the Robotics Day, Friday 11 October: a rich program of meetings will be offered by the main organizations representing the sector, such as SFR, International Federation of Robotics, SFR, I-FIM (Italian Institute of Robotics and Intelligent Machines), ANA (Italian Association for Artificial Intelligence), and UCIMU-SISTEMI PER PROCEDURE (Italian machine tools, robots and automation systems manufacturers' association).

The presence of all these stakeholders representing the world of robotics highlights the growing importance of RobotHeart of 34.bi-mU, which Marco SFR, president of SFR, after his visit in 2022, has chosen as the venue for the Annual Assembly (2024) of the International Federation.

RobotHeart targets all manufacturing industries: from mechanical engineering to machine tools, from electronics to automotive, from food & beverage to pharmaceuticals, from logistics to packaging, from biomedical engineering to cosmetics, well represented among the visitors of 34.bi-mU, which totaled about 50,000 admissions in the 2022 edition, a very attractive outcome for exhibitors, also (and especially) in consideration of the quality of the attention.

Alfredo Martelli, general manager of UCIMU-SISTEMI PER PROCEDURE stated: "The satisfaction expressed by the exhibitors of RobotHeart at 34.bi-mU, at the end of the event in 2022, was a testimony to the validity of the project and the success of the initiative. That was the starting point for working on the organization of the second edition, which has already received full appreciation from the exhibiting companies and which we enriched with new content, so as to consolidate the dual nature of the event: 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".

Constantly updated information is available at [bimu.it](https://www.bimu.it)