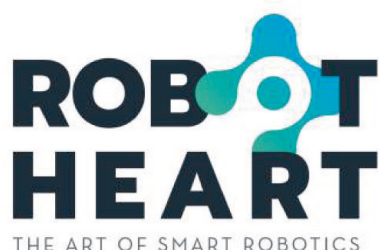


# RobotHeart in the Spotlight of 34.Bi-Mu Again as This Year The Renewed Exhibitors' Participation Confirms the Value of the Event

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On the back of the success of its first edition, **RobotHeart**, the exhibition project focused on the world of robotics and hosted at **BI-MU** for the first time in 2022, is again in the spotlight of the **international machine tool biennial**, held at **fieramilano Rho**, **October 9 -12, 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 en bloc 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 worlds, 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 SIRI, the Italian Robotics and Automation Association, and organised by EFIM-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 this 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 **BI-MU's** arena, 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 IFR, (International Federation of Robotics), **SIRI**, **I-IRM** (Italian Institute of Robotics and Intelligent Machines), AIA, (Italian Association for Artificial Intelligence), and **UCIMU-SISTEMI PER PRODURRE** (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 BI-MU, which **Marina Bill**, president of IFR, after her 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 BI-MU, which totalled about 50.000 admissions in the 2022 edition, a very attractive outcome for exhibitors, also (and especially) in consideration of the quality of the attendees.

**Alfredo Mariotti**, general manager of UCIMU-SISTEMI PER PRODURRE stated: "The satisfaction expressed by the exhibitors of RobotHeart at 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**  
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