

RobotHeart in the Spotlight of 34.bi-mU Again this Year

By **MM Desk** - March 1, 2024

0



RobotHeart, following its successful debut, the robotics-focused exhibition project that premiered at **BI-MU** in 2022, is once again taking centre stage at the international machine tool biennial held at Fieramilano Rho from 9 to 12 October 2024. This event, now a cornerstone of the international machine tool biennial, has quickly established itself as Italy's definitive event dedicated to industrial robots and related technologies.

BI-MU is an international exhibition dedicated to machine tools, **robotics**, automation, and digital manufacturing. Held in Milan, Italy, BI-MU showcases the latest advancements in the manufacturing industry, offering a platform for exhibitors to present their products and innovations. The exhibition attracts industry professionals, researchers, and enthusiasts, providing networking opportunities and insights into the future of manufacturing.



Alfredo Mariotti

Alfredo Mariotti, the general manager of UCIMU-SISTEMI PER PRODURRE, noted that exhibitors expressed great satisfaction with RobotHeart at BI-MU 2022, highlighting the project's success. This positive feedback spurred efforts to organize the second edition, which has garnered praise from exhibitors. The event has been enhanced with new content to solidify its position as a key meeting point for robotic automation technologies.

The key exhibitors from the previous edition of RobotHeart have unanimously confirmed their participation, while new entrants are joining, and both Italian and international system integrators are expressing interest. This widespread participation underscores the industry's appreciation for an event

dedicated to robotics, automation, related technologies, components, systems, and artificial intelligence, filling a long-felt need in the sector.

The 34.BI-MU exhibition will feature universities, academic and research representatives, spin-offs, and start-ups. This diverse lineup showcases the various aspects of a field that's now essential for industrial competitiveness—a successful fusion of robotic technology, artificial intelligence, and creativity. The Italian Robotics and Automation Association, and organized by EFIM-ENTE FIERE ITALIANE MACCHINE, RobotHeart isn't just an exhibition for connecting automation technology supply and demand.

It's also a hub of innovative ideas, a center for knowledge and cultural exchange, and a key resource for industry professionals seeking updates in this sector. In addition to the technology exhibition, there will be a wide range of cultural events, including speeches by exhibiting companies and in-depth thematic events in the BI-MUpiù arena, particularly on Robotics Day, Friday, October 11.

The program will feature meetings hosted by key organizations in the sector, such as the International Federation of Robotics (IFR), the Italian Institute of Robotics and Intelligent Machines (I-RIM), the Italian Association for Artificial Intelligence (AIIA), and the Italian machine tools, robots, and automation systems manufacturers' association (UCIMU-SISTEMI PER PRODURRE). The presence of these stakeholders underscores the increasing importance of RobotHeart at BI-MU.

Marina Bill, president of IFR, selected BI-MU as the venue for the International Federation's Annual Assembly in 2024 following her visit in 2022. RobotHeart attracts a wide range of industries, spanning from mechanical engineering to automotive, electronics, food & beverage, pharmaceuticals, logistics, packaging, biomedical engineering, and cosmetics. The event, which saw about 50,000 attendees in its 2022 edition, is highly appealing to exhibitors due to the quality of its visitors.

RobotHeart aims to serve a wide array of manufacturing industries, from mechanical engineering and machine tools to electronics, automotive, food & beverage, pharmaceuticals, logistics, packaging, biomedical engineering, and cosmetics. With around 50,000 attendees in 2022, BI-MU offers exhibitors an attractive platform, not only due to the event's size but also the quality of its participants.