**Special zones and industry competition at ITM INDUSTRY EUROPE 2025**

**The foundry industry plays a key role in Polish industry, providing high-quality metal components for many sectors. In this edition of the ITM INDUSTRY EUROPE trade fair, visitors can count on a new edition of the FOCAST Foundry Exhibition, as well as a dose of specialist knowledge for professionals in this field. However, this is not the only special zone of the fair. The exhibition of collaborative robots and demobuses is equally promising. There will also be industry competitions, contests and races.**

ITM INDUSTRY EUROPE is a strategic meeting place where leaders of the machinery industry exchange experiences and present innovative technologies. The event combines not only an impressive exhibition, but also numerous conferences, debates and shows. Special thematic zones and spaces featuring industry-related entertainment are of great value for trade fair visitors.

**FOCAST Foundry Exhibition**

- *In this edition we are working particularly intensively on the special zones of the fair. One of them will be the Focast Foundry Exhibition in a new version. It will be a space filled with exhibitors from the foundry industry, as well as presentations of current topics and new products for this industry. The high quality of FOCAST is certainly influenced by close cooperation with the Polish Foundrymen's Technical Association. The foundry industry in Poland is currently facing many challenges that may have a significant impact on its future. One of the key problems is the growing competition from foreign foundries offering lower production costs. As a result, Polish enterprises must invest in modern technologies to maintain their market position and increase operational efficiency. The ecological factor is also important. –* says Anna Lemańska-Kramer, director of the ITM INDUSTRY EUROPE trade fair.

The development of the machinery industry creates new opportunities for casting producers. The growing demand for high-quality metal components may contribute to the expansion of Polish foundries into domestic and foreign markets. - *The ITM INDUSTRY EUROPE trade fair is an excellent place for 'new deals' in this business and the presentation of the impressive possibilities of the foundry industry* – adds Anna Lemańska-Kramer.

On the first day of the fair, i.e. 3 June, a panel discussion with the participation of experts is planned, entitled: **'Foundry of the future: Visions of the development of the Polish industry in the context of global megatrends'** is planned.

**Collaborative robots and demobuses – we already know the first partners of the zones**

The Collaborative Robot Zone, organised for the first time during ITM INDUSTRY EUROPE 2024 in cooperation with Schmalz, attracted great interest from visitors. This year this space will be even more spectacular. There will be lots of cobots from leading brands that increase work efficiency and safety, creating a more integrated and efficient production environment. Companies such as SCHMALZ, KUKA, UNIVERSAL ROBOTS, DOBOT / GM AUTOMATYKA, SAP-WELD / OTC, TFM ROBOTICS have already confirmed their participation in this zone.

A novelty of this edition of the ITM INDUSTRY EUROPE trade fair is the Demobus Zone - a unique method of promotion for companies operating in the industrial automation, surface treatment and tool technology sectors. In special vehicles in St. Mark's Square – the focal point of the Poznań International Fair – exhibitors will be able to present their latest technologies and products, and establish direct contact with the event participants. –  *Many companies really liked this new form of interaction with participants. Therefore, we can already reveal that the following companies will present their offers in the demobus zone: among others BALLUFF, MURRELEKTRONIK, STRUERS, PFERD* – informs Anna Lemańska-Kramer.

**Competitions, contests and races**

During the next edition there will also be less formal contact with participants. Exhibitors are already planning special competitions, shows and even… races!

MITUTOYO will provide such an entertainment space by organising the Metrology Competition Zone, designed for all those who would like to try their hand at carrying out measurements using the professional MeasurLink software. Participants will be asked to perform specific measurement tasks allowing to assess their skills in data analysis, result interpretation and use of modern metrological tools. Each day, the best participants will receive prizes, and at the end of the fair, the main winner will be selected and will receive a special prize. Mitutoyo also announces the Racing Zone, where visitors will be treated to an exciting challenge – a specially prepared race track with model cars. You will be able to test your driving skills in controlled conditions. There will also be prizes for the best competitors.

Once again, the excitement of competition and a dose of entertainment will await the participants of ITM INDUSTRY EUROPE in the Pneumat.GAME zone. Last year's edition of the Maintenance Services Tournament enjoyed enormous interest. Participants could test themselves in three competitions. This year Pneumat is preparing even more interesting tasks for daredevils.

Anyone who decides to solve the pneumatic challenges will have a chance to win attractive prizes worth over PLN 50,000. This will require knowledge, skills and the ability to act under time pressure.

*- Can you quickly assemble installation elements? Is building a pneumatic system a piece of cake for you? Do you service your diaphragm pump in the blink of an eye? Be sure to sign up for our competition and compete for prizes!* – convince the organisers of the Pneumat.GAME zone.

**ITM INDUSTRY EUROPE will be held on 3–6 June 2025. At the same time, visitors will have an opportunity to see the exhibition of the Modernlog Trade Fair of Logistics and Storage, and the Subcontracting Industrial Cooperation Fair.**

**Find more information about the fair:** [www.itm-europe.pl](https://itm-europe.pl/pl/?utm_source=informacjaprasowa_12.2024&utm_medium=komunikat_kongres)