**Press release, October 2019**

**Smartly programmed trade show**

**Smart factories are a major contributor to the growth of the global economy. These are places that utilize solutions in line with the Industry 4.0 concept. The Smart Factory Zone at ITM INDUSTRY EUROPE will provide examples of such good practices implemented by market leaders.**

Smart Factory is based on cyber-physical systems, their integration with the use of industrial IoT and new methods of organizing production. It enables a high level of product customization and manufacturing processes carried out with minimal employee input. Smart factories are based on full synchronization of machines, equipment, techniques and IT systems, business processes, as well as sources of information used in the production process. All areas of the manufacturing company are connected into intelligent networks, which monitor themselves and regulate the optimal path of production of individual products. A Smart Factory is governed by automation as well as modern data processing and exchange.

**Don't let the competition get ahead**

Transitioning to the Industry 4.0 model and the use of smart solutions in factories is essential to being competitive in a rapidly changing market. This is supported by research conducted both in Poland and globally. According to the latest report “Smart Industry Poland 2019” conducted in June this year by Siemens and the Ministry of Technology and Entrepreneurship, over 31.6% of Polish companies have already implemented innovative technologies based on the concept of Industry 4.0. Another 38.3% plans to implement them within the next 3 years.

Similar conclusions can be drawn from the global report by Siemens Financial Services “Countdown to The Tipping Point for Industry 4.0”. The research shows that in 9-11 years small and medium-size enterprises will experience the so-called *critical point* of adaptation of new technologies, i.e. the moment when more than half of the world's producers will switch to the Industry 4.0 model. In the case of large enterprises, this time is shorter and amounts to 5-7 years. The report also shows that two-thirds of large companies have already piloted the solutions in this area as compared to one in two companies among small and medium-sized ones.

“Entrepreneurs are aware of the competitive advantage that comes with moving to Industry 4.0. Most of them are aware that they may sooner or later fall out of the market without it. Therefore, they do not wonder whether to invest in new technologies, but when and how to do it. The mission of the ITM INDUSTRY EUROPE trade show is to facilitate such decisions, introduce modern solutions and create a unique meeting space for those who already operate in the smart model and those who want to start doing that,” says Anna Lemańska, director of the ITM INDUSTRY EUROPE trade fair.

SMART FACTORY, smart space

The ITM INDUSTRY EUROPE’s Smart Factory is a project that has been specially prepared in cooperation with market leaders. Its aim is to create a unique space. One where you will be able to see production processes in intelligent factories that utilize the latest tools and solutions. All of that will go hand in hand with the concept of the fourth industrial revolution. The Smart Factory held at ITM INDUSTRY EUROPE, the largest industrial trade show in this part of Europe, will offer plenty of examples based on IoT, digitization and robotization.

“The Smart Factory Zone means four intensive days focused on presenting the effectiveness of production management, including the use of intelligent and innovative devices and technologies. A significant event here will be a conference on the Smart Factory concept and its implementation on the Polish market. We are working intensively on the detailed program for this event. There will be a lot of attractions, not only the talks the experts will give, but also demonstrations the exhibitors - partners of this zone - will prepare. They will present their own experiences, solutions and share their know-how,” announces Anna Lemańska.

**Opportunity for exhibitors**

The exhibition space of ITM INDUSTRY EUROPE will be divided into the following thematic exhibitions: MACH-TOOL, METALFORUM, SURFEX, WELDING and SCIENCE FOR THE ECONOMY. Thanks to this split, companies from various sectors of industry have a chance to showcase their products. Despite the large exhibition space, there is not enough space for everyone.

“Every year we observe an increased interest in the ITM trade fair. This is a real feast for the industry. Every showroom is filling up quickly and we take into account the fact that there will be even more interest in the event in late autumn, when the special promotion for exhibitors ends. Towards the end of October, tickets for visitors will also be available. Those who plan to come to the June event, should take care of logistics today. Every year during ITM INDUSTRY EUROPE, hotel rooms in Poznań are quickly becoming difficult to find,” says Anna Lemańska.

ITM Industry Europe will be held from 2 to 5 June 2020 at the Poznań International Fair. At the same time, you will also be able to visit the exhibitions of the Modernlog Trade Fair of Logistics, Transport and Storage, 3D Solutions - 3D Printing and Scanning Fair, Subcontracting and the Focast Foundry Forum.

Find out more at: [www.itm-europe.pl](http://www.itm-europe.pl)