*Press release, 19 September 2024*

**Trade fairs with a recipe for success**

**The comprehensive offer of the ITM INDUSTRY EUROPE trade fair attracts exhibitors and visitors several months before the event. The next edition, scheduled for 3–6 June 2025, focuses not only on the exhibition of hundreds of companies from various industries and modern solutions of the digital era, but above all on professional advice. It is at the fair that, using the knowledge of experts and practitioners, employees of manufacturing companies will receive ready-made solutions to current problems.**

**Solutions for the 'here and now'**

As shown by analyses of statistical data from the ITM INDUSTRY EUROPE trade fair that ended in June, as many as 65% of the 14,726 people who visited the event came from the manufacturing sector.

*Every year after the fair, we carry out a comprehensive analysis of the ITM INDUSTRY EUROPE visitor profile. This allows us to prepare our offer even more precisely in the next edition. We know that a significant group of our guests represent manufacturing companies and conversations with them allowed us to diagnose what type of knowledge they were looking for at the fair. That is why I can already announce that the message of the next edition of the ITM INDUSTRY EUROPE trade fair will be to find solutions to specific problems faced by production workers 'here and now.' We will invite experts who will provide support and knowledge by presenting actual case studies from their own companies. Of course, the ITM INDUSTRY EUROPE trade fair also includes halls filled with innovative and practical products and technologies. Here we clearly see the trend of personalising the offer to individual orders. This is also what visitors to the fair can count on.* – says Anna Lemańska-Kramer, director of the ITM INDUSTRY EUROPE fair.

During the last edition of the ITM INDUSTRY EUROPE trade fair, 38% of trade fair guests represented large enterprises, 32% of visitors were associated with medium-sized companies and 22% with small ones. Therefore, the comprehensive offer of the fair will meet the expectations of all these groups.

*We are pleased to receive applications from exhibitors in advance as it allows us to plan the fair map well in advance. In 2024, the exhibition was created by over 700 exhibitors. The next edition looks even more promising. Among the many pieces of information that reach us from the market, there are also optimistic forecasts important for companies in this sector, including lower production costs. Poland's PMI rose to a five-month high in August, reflecting slower drop in production, new orders and employment. Our exhibitors will certainly feel it*. *For many weeks we have been visiting companies cooperating with us, and since autumn we have also been attending selected conferences of our partners, where we additionally collect information about the current expectations of the industry.* – adds Anna Lemańska-Kramer.

**Special Zones**

In 2022, there were nearly 18,000 robots operating in the industrial processing sector, which means 54 robots per 10,000 employees in this sector. This gave Poland sixth place in the EU in terms of the number of robots installed in the industrial processing sector. The development of robotisation will be of significant importance for the Polish economy. As many as 76 percent of the surveyed enterprises believe that it will become increasingly important for maintaining the competitiveness of Polish companies. These are the conclusions from the report 'Robotisation in Poland in 2023,' prepared by the Polish Economic Institute (PIE). This trend has been visible at the ITM INDUSTRY EUROPE trade fair for several years.

It is not without reason that the Collaborative Robot Zone, organised together with Schmalz, enjoyed great success during the last edition of the event, where cobots from key brands were presented. These are devices that increase efficiency and safety in the workplace, creating a more integrated and efficient production environment. It is no wonder that more and more companies operating in the industry are using this type of solutions. In 2025, the fair plans to expand this zone and invite additional partners to it.

The upcoming edition will also include the Safety Zone created together with Troax, as well as offers of ready-made solutions ensuring an optimal and reliable working environment. *The impact test demonstrations that enriched the programme of this edition, turned out to be a hit. It was possible to see live how appropriate protection of working devices affects safety. For entrepreneurs, this issue is one of the absolute priorities.* – emphasises Anna Lemańska-Kramer.

Fair participants will once again have the opportunity to play classic slot machines in a pneumatic version during the next edition of the Pneumat Game Zone. In the past edition, the Maintenance Services Tournament was also organised in this space every day. These popular attractions will return next year. *Technology fairs are a great opportunity to establish new contacts, exchange experience and knowledge. In our zone, visitors could take part in several attractions, including playing iconic games such as table football, pinball or a pneumatic maze. These machines were created in cooperation between our experts and students of Cracow University of Technology and with the support of the Item company, which supplied the profiles and fasteners for the construction of the structure. By participating in industry events, we can follow the latest trends and innovations in the industry.* – say the Pneumat crew.

**Factory of the Future and Science Zone**

The theme of going through the labyrinth of future technologies accompanied the exhibition created in cooperation with DBR77. It was there that participants could take part in panel discussions and presentations prepared by almost 70 speakers. There were also competitions, VR shows and an AMR zone. *We built the Factory of the Future together, based on cooperation, collaboration, and modern technologies,* informed the members of the DBR77 team involved in creating this unique space.

The Factory of the Future zones will also enrich the exhibition at the ITM INDUSTRY EUROPE 2025 trade fair. DBR77 has already announced that it will be even more spectacular than in previous years.

The strength of the ITM INDUSTRY EUROPE trade fair is also the cooperation with universities and research centres.  *Without the support of science, we cannot imagine the development of industry towards 4.0 and, looking further, industry 5.0. Employees of technical universities and research centres, as well as business representatives emphasise the importance of such bilateral contacts. The ITM trade fair provides an opportunity to start this cooperation.* – says Anna Lemańska-Kramer.

The ITM exhibition will traditionally feature the Science for Economy offer, enriched with new scientific units.

At the same time, fair participants will have the opportunity to visit stands of companies from the following industries: metal cutting, tooling, industrial metrology, plastic processing, lasers, welding, foundry and metallurgy. There will also be robots, industrial manipulators, pneumatics, hydraulics, drives, surface treatment technologies and additive technologies.

**ITM INDUSTRY EUROPE will be held on 3–6 June 2025 on the fairgrounds of MTP Poznań Expo. The Modernlog and Subcontracting trade fairs will be held simultaneously.**

**Find more information about the fair:** [www.itm-europe.pl](https://itm-europe.pl/pl/?utm_source=informacjaprasowa_kongres_09.05&utm_medium=komunikat_kongres)