

NEW DATE FOR LAMIERA 2021: APPOINTMENT FROM 26 TO 29 MAY 2021 FIERAMILANO RHO WILL HOST THE EXHIBITION DEDICATED TO SHEET METAL FORMING AND CUTTING TECHNOLOGIES

Cinisello Balsamo, 15 July 2020. The international calendar of exhibitions is subject to continuous changes and so is **LAMIERA**, which should have taken place some months before the usual period. Now, we are **compelled to rearrange for its date, which is definitely scheduled from 26 to 29 May 2021.**

For the biennial trade show dedicated to machine tools and technologies for sheet metal forming and processing it is a “return to the origins”, as the exhibition has always been held in May.

“The choice of bringing forward the event - stated **Massimo Carboniero**, President of UCIMU-SISTEMI PER PRODURRE - as we have widely communicated, arose from the need to offer the maximum opportunities of visibility to the exhibiting companies, especially to the Italian ones, which have the possibility to take part in two events of great importance in 2021: LAMIERA and EMO MILANO 2021, the world metalworking exhibition, alternately hosted in Hanover and Milan”.

“Unfortunately, the schizophrenia driving the choices of some exhibition organisers makes it really difficult for the enterprises to manage their participation in the trade shows, as they risk seeing an overlapping of the dates of the events in which they usually take part. Therefore, in order to meet the requirements of the exhibiting companies in the best way - stressed **Alfredo Mariotti**, General Manager of UCIMU - we decided to move LAMIERA to the end of May, feeling sure that the marketing and promotion activities of the enterprises will be facilitated, as they remain strictly connected with the attendance at the sector’s trade shows, even in difficult periods such as the present one”.

“After all, the data processed by the Economic Studies Department & Business Culture of UCIMU, based on the survey of Oxford Economics - concluded **Massimo Carboniero** - highlight that after the slowdown of the current year, in 2021, investments in new production technologies should rise again. The demand for new machine tools in Italy is thus expected to grow by 31.5% versus 2020, exceeding 3.5 billion euro. Even Europe should be more dynamic, increasing consumption by 19.5% to nearly 18 billion euro. Asia, with China in front, should have new impetus, registering a 35.3% demand growth and attaining 34 billion euro, and so should America, expected to invest 11 billion euro in new production systems, i.e. 31% more than in 2020”.

Therefore, the appointment with LAMIERA and the best international product ranges concerning sheet metal forming, cutting and processing machines and technologies, as well as connectivity, robotics and automation solutions for the industry will be **at fieramilano Rho from 26 to 29 May 2021.**

Promoted by **UCIMU-SISTEMI PER PRODURRE**, the Italian machine tools, robots and automation systems manufacturers' association, and organised by **CEU-CENTRO ESPOSIZIONI UCIMU**, LAMIERA 2021 aims at repeating the success and the great results of the past years, extending the positive streak started in 2016.

After the last edition held in Bologna (2016), LAMIERA already showed an increase of all main indicators. **By moving to Milan, the trade show proved its great potential** and achieved even more satisfactory results in 2017 and then in 2019.

In particular, with 518 exhibitors, i.e. 6% more than in 2017, and an exhibition area grown by 25% to 50,000 sq. m., the 2019 edition of LAMIERA registered a significant rise (+11%) even in the number of visitors, amounting to 26,197.

New location and new services, in addition to an increased proposal of contents and technological products on show are the factors that enabled LAMIERA to strengthen its position in the international scenario over the last years.

Machines, plants and equipment for processing and cutting sheet metal, tubes, sections, wires, metal structural work, presses, dies and moulds, welding, surface treatments and finishing, robots, automation, parts, components, accessories, tooling, fastener materials, technical and industrial subcontracting, control and quality systems, metrology, software, micromachining, additive technologies and solutions for the digital factory and energy and production streamlining represent the heart of the exhibition.

The 2021 edition of the event will be organised according to the now well-established model: around the offering of metal forming machines and technologies displayed, there will be dedicated Innovation Areas. **Robot Planet**, centred upon industrial robots, integrators and machine-tending systems; **Fabbricafutura**, dedicated to software and technologies for connectivity and data management; **Box Consulting**, a space for consultants and trainers; **Saldatech**, focused on the welding sector; **Fastener Industry**, dedicated to screws, bolts, fastening and clamping systems; **EcoCoatech**, regarding the processes for sheet-metal painting and coating and **Blech Italy**, reserved for subcontracting and services for the industry.

To complete the product offering on show, LAMIALAMIERA will propose conferences with discussions on specific topics with opinion leaders and experts, as well as presentations of innovative technologies by the exhibitors.

To fully take advantage of the recovery expected from the beginning of 2021, likely to become stronger during the year, thus, the enterprises of the metal forming world have a double opportunity: the participation in **LAMIERA** in May and in **EMO MILANO 2021** in October, both of them hosted at fieramilano Rho.

In order to incentivise the companies of the sector to take part also in EMO MILANO 2021, which is back in Italy again after six years and after the success of the 2015 edition, there will be a special fee called "**LAMIERA-EMO MILANO 2021 Ticket**": a formula offering a **discount** on the participation in LAMIERA for those who will have already sent an application to exhibit at EMO MILANO 2021 **within 17 March 2021**, (details are available on the website lamiera.net).

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