

**IN MILAN, LAMIERA HAS GROWN AGAIN: 26,197 OPERATORS' VISITS (+11%)
OVER 50,000 SQUARE METER (+25%).
THE 2019 EDITION CLOSED WITH RECORD-BREAKING FIGURES**

LAMIERA 2021 WILL BE HELD AT FIERAMILANO RHO FROM 17 TO 20 MARCH 2021

An extremely positive outcome was achieved by the 2019 edition of LAMIERA, the international exhibition of sheet metal forming, cutting and processing machines, automation and technologies related to the sector, which took place at fieramilano Rho from 15 to 18 May.

In fact, **26,197 visitors were registered at the turnstiles over the 4 exhibition days, accounting for an 11% increase** compared with the already positive result of the previous edition (2017). **Therefore, the Milanese location is confirmed as the most appropriate venue to host the only exhibition event dedicated to the sheet metal sector organised in Italy.**

The key players of the trade show – promoted by UCIMU-SISTEMI PER PRODURRE and organised by CEU-CENTRO ESPOSIZIONI UCIMU – were **518 enterprises** (+6% compared with the 2017 edition). Their stands were set up in **3 halls** – one more than in the previous edition - Halls 13, 15 and 18, covering a total exhibit area of **over 50,000 square meter, i.e. 25% more than in the 2017 edition.**

In its 20th edition, the second one in Milan, LAMIERA strengthened its position in the international scenario, attracting new visitors and expanding its product offering on show and the catalogue of its exhibiting companies. Indeed, besides its traditional ranges of products, the exhibition presented a wide overview of **automation systems, robotics, welding and technologies linked with the digital world, organised in the New Innovation Areas, (Robot Planet, FabbricaFutura and Saldatech)**, which were added to the usual Innovation Areas, Fastener Industry, Ecocoattech and Blech Italy Service.

This new formula allowed the trade show to stand out as a leading exhibition even for the technologies related to Industry 4.0, whose display in the stands attracted the interest of the visitors and not only of the Italian ones.

The data analysis highlighted that 71% of the Italian visitors attending LAMIERA came from Northern Italy, 20% from the Centre-North (Central Italy and Emilia Romagna) and 9% from Southern Italy.

Considering the total of visitors, 8.5% were from abroad, representing 73 countries. Among these, 78.5% came from the European area, 14% from Asia, 4.5% from the Americas and the remaining 3% from Africa.

The presence of qualified foreign operators was ensured also by the **100 delegates of the business mission**, organised by UCIMU-SISTEMI PER PRODURRE, in cooperation with the Ministry of Economic Development and ICE-Italian Trade Agency, which saw the **incoming of qualified end users**, all of them selected among the destination sectors of the technologies exhibited at LAMIERA and coming from: Saudi Arabia, Brazil, Canada, China, India, Malaysia, Morocco, Mexico, Poland, Russia, Turkey, United States of America, Uzbekistan and Vietnam.

Particularly positive evaluations were expressed by the invited foreign operators. An end user from Saudi Arabia stated: "The exhibition is well-organised, the stands are sufficiently large as to enable demonstrations and presentations of the exhibited technologies and services. The staff is very attentive and ready to support our visit to the trade show".

According to a Russian operator: “The Italian industry of the sector has a great future: an excellent level of engineering and design, high quality of products, good service and great collaboration and support of people”. For an end user coming from Uzbekistan: “LAMIERA is the best exhibition ever visited for the sheet metal sector”.

There were about **600 visits of students**, whose participation was limited compared with the previous edition and organised according to an accurate planning, conceived to offer the operators of the sector a hub suitable for their business and allow the young to have an opportunity of update concerning the real possibilities offered by the sector. For this purpose, in cooperation with Ecole Fondazione, UCIMU created **Planet of the Young/Pianeta Giovani**, an area dedicated to job-matching and a welcome point for **212 students of technical high schools** from all over Italy, who were accompanied by a tutor on a guided tour among the exhibition stands.

Besides the wide product offering on display, there were numerous side initiatives. Among these, the most important one was the arena of LAMIALAMIERA, developed with the support of the Lombardy Region. As a real arena set up in Hall 18, the “Innovation Hall”, LAMIALAMIERA hosted a comprehensive programme of **40 meetings over all the exhibition days** arranged by the organisers and by the exhibitors. The protagonists were mainly the exhibitors who presented their novelties and innovations. **About one thousand operators attended the scheduled meetings; more than 50% of these operators took part in the events of the exhibiting companies.**

Moreover, LAMIERA honoured Leonardo da Vinci five hundred years after his demise, with the special show “Italians like us, excellence becomes identity”, set up in the exhibition area and awarded the medal of the Presidency of the Italian Republic. In this special exhibition, Leonardo Da Vinci had a very important place, thanks to the presentation of some drawing reproductions of metal forming machine tools and automation systems developed by the Master from Vinci, which proved the close parallelism between his projects and the modern technologies exhibited in the halls.

The interest of the manufacturing world in the exhibition was measured also through the lively activity on the social channels (Facebook, Instagram, Twitter, LinkedIn, YouTube). Over the last 30 days (from 23 April to 23 May), about **700,000 people were reached by the posts regarding LAMIERA 2019**. In addition to these users, other **1,500,000 people viewed the promotional exhibition banner**, provided for in the international retargeting campaign started in January 2019.

Massimo Carboniero, President of UCIMU-SISTEMI PER PRODURRE affirmed: “We are very satisfied with the outcome of this edition of LAMIERA that closed with increased figures with regard to square meter of exhibit area, exhibiting companies and visiting operators. With this performance - concluded **Massimo Carboniero** – Italy further confirmed its competence in this segment, being able to rely on a more and more complete exhibition, as well as on a strong and competitive industry that is in third place in the worldwide production ranking worldwide, in second place in the export ranking and in fourth place in the consumption ranking”.

Alfredo Mariotti, General Manager of UCIMU-SISTEMI PER PRODURRE stressed: “Milan is confirmed as the most suitable location, the only one in Italy capable of hosting such an important event, which we hope will keep growing and improving. For this reason, based on the achieved results, we are already working on the definition of the next edition, which will be held at fieramilano Rho from 17 to 20 March 2021”.

“With this choice - concluded **Alfredo Mariotti** – LAMIERA will take place two months earlier, so that there will be a longer interval before EMO MILANO 2021, the travelling world exhibition that will be back in Italy after six years and will also take place at fieramilano Rho, in the month of October of the same year. The goal is to allow the sector enterprises to organise themselves in the best way and be able to take part in both trade shows, seizing the opportunities offered by the two different exhibition events.”

LAMIERA 2021 will be held at fieramilano Rho from 17 to 20 March 2021. Updated information available on lamiera.net.

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