

**LAMIERA: EVENT TO TAKE PLACE EARLIER, FROM 17 TO 20 MARCH 2021.  
SPECIAL FEE "LAMIERA-EMO MILANO 2021 TICKET", AMONG THE NOVELTIES FOR THE NEXT EDITION.**

From **17 to 20 March 2021**, at an earlier date compared with the previous editions, **LAMIERA 2021** will be on the scene at **fieramilano Rho LAMIERA 2021**. The event represents one of the most qualified international exhibitions dedicated to machine tools and cutting technologies, sheet metal forming and processing, as well as to automation, robotics and connectivity solutions for the industry that also allow energy and production streamlining of machinery, thus ensuring benefits even in terms of economic, environmental and social sustainability.

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 had already showed an increase of all main indicators. **By moving to Milan, the trade show proved its great potential** in 2017 and achieved even more satisfactory results 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 sheet metal processing and cutting, tubes, sections, wires, metal structural work, presses, dies and moulds, welding, surface treatments and finishing, robots, automation, parts, components, accessories, tooling, materials, fasteners, technical and industrial subcontracting, control and quality systems, metrology, software, micromachining, additive technologies and solutions for digital factories 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; **BOXCONSULTING**, a space for consultants and trainers; **Saldatech**, focused on the welding sector; **Fastener Industry**, dedicated to screws, bolts, fastening and clamping systems; **Eccoatech**, 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 display, LAMIALAMIERA will propose conferences hosting discussions on specific topics with opinion leaders and experts, as well as presentations of innovative technologies by the exhibitors.

**LAMIERA 2021 will feature two big novelties. The first one** regards **the change of date**, which will be moved up by two months compared with the usual period, in order to distance LAMIERA from EMO MILANO 2021, the travelling world exhibition dedicated to the metalworking sector, which, again after six years, will be held in Milan in October 2021.

“In this way – stated **Alfredo Mariotti**, General Manager of UCIMU-SISTEMI PER PRODURRE – Exhibitors will have appropriate time to take part both in LAMIERA and in EMO MILANO, two different but complementary events, thus taking advantage of a double opportunity for visibility ensured by the exhibitions”.

In order to further incentivise the enterprises to participate in both events, 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 the first day of LAMIERA, (details are available on the website lamiera.net).

**The second novelty concerns the organisation of the event, in conjunction with other three exhibitions of greatest importance for their respective sectors, all of them taking place at fieramilano during the same week: Made in Steel**, dedicated to the iron and steel industry, **MADE Expo** for the sector of building construction and planning, and **Transpotec Logitec**, specialized in transportation and logistics.

In other words, LAMIERA will be able to benefit from the presence of the operators participating in Made in Steel, MADE Expo and Transpotec-Logitec, focused on sectors, - such as those of materials, metal structural work, infrastructures, building construction and planning, transportation and logistics - which are among the leading fields using technologies for sheet metal processing.

“LAMIERA’s inclusion in a wider context of events dedicated to the manufacturing industry – stressed **Alfredo Mariotti** – will give interesting advantages both to our exhibitors and our visitors. The first ones will indeed benefit from the presence of the operators visiting the concomitant trade shows, who will be added to those that usually visit our event. On the other hand, our visitors will have the possibility to complete their visit to LAMIERA combining it with a visit to the other exhibitions. In essence, we would like to offer all our operators the maximum outcome from their participation in LAMIERA 2021. We are sure – concluded **Mariotti** – that this synergy among the trade shows will add great value to the visit of all operators attending the hub of fieramilano Rho, which allows to multiply business and update opportunities thanks to its facilities”.

All information and details for participating in the exhibition are available on the website lamiera.net.

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**Contact:**

**Claudia Mastrogiuseppe**, External Relations and Press Office Manager, +390226255.299, +393482618701 [press@ucimu.it](mailto:press@ucimu.it)

**Massimo Civello**, External Relations and Press Office +390226255.266, +393487812176 [press2@ucimu.it](mailto:press2@ucimu.it)

**Filippo Laonigro**, Technical Press Office, +390226255.225, [technicalpress@ucimu.it](mailto:technicalpress@ucimu.it)