

**ONGOING COLLECTION OF APPLICATIONS TO EXHIBIT AT LAMIERA 2021
ON THE SCENE AT FIERAMILANO RHO FROM 26 TO 29 MAY 2021
ALL THE MAJOR PLAYERS OF THE SECTOR ALREADY CONFIRMED AS EXHIBITORS**

The collection of exhibitors' applications is going on for **LAMIERA 2021**, the international exhibition dedicated to the industry of sheet metal forming machine tools and innovative technologies related to the sector, which will be on the scene at **fieramilano Rho from 26 to 29 May 2021**.

More than six months before the trade show, **all the major players of the sector already confirmed their participation in the exhibition** that will be the first event for the sheet metal forming world after about one year and a half.

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 of the past editions.

Initially scheduled earlier than the usual period, then LAMIERA has been relocated again in May, as a result of the continuous revolutionising of the international exhibition calendar, due to the repeated changes made by several organisers to the dates of their trade shows, also overlapping other already scheduled events. **Actually, the new date of LAMIERA, set just before the beginning of the summer, gives a full guarantee today that the exhibition will really take place and, at the same time, offers an even more favourable outlook on the recovery of machinery consumption.**

Based on the data of Oxford Economics, the year 2021 will mark a **consumption recovery worldwide, also regarding Italy, where the demand for machine tools is expected to grow by 38.2% to over 3 billion euro.**

After all, in May, the operators attending the trade show will be able to consider new investments and renewed business projects in a more concrete way, in comparison to what they could have done at the beginning of the year, also due to the distance from winter, which will be probably the most complicated period for the health emergency.

"Vaccines, forecasts of demand growth and strengthening of incentive measures for investments in new production technologies included in the Budget Law 2021 are all elements that make up a considerably encouraging context for LAMIERA" - pointed out **Barbara Colombo**, president of UCIMU-SISTEMI PER PRODURRE".

To the further benefit of those who will exhibit at LAMIERA 2021, also for this edition, there is a **concomitance with Made in Steel**. An exhibition dedicated to the iron and steel sector and also addressed to operators interested in the technologies for sheet metal working and forming, Made in Steel will be held from 26 to 28 May, besides the halls occupied by LAMIERA.

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 core 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; **Saldatech**, focused on the welding sector; **Fabbricafutura**, dedicated to software and technologies for connectivity and data management; **Box Consulting**, a space for consultants and trainers; **Fastener Industry**, reserved for screws, bolts, fastening and clamping systems; **EcoCoatech**, destined for sheet-metal painting and coating processes and **Blech Italy**, focused on subcontracting and services for the industry.

Moreover, following on from the success of the past edition, LAMIERA will combine its exhibition with opportunities of in-depth cultural thematic analysis, developed through the initiative called **LAMIALAMIERA**: a programme of conferences on specific issues and side events with discussions among opinion leaders and experts, as well as presentations of innovative technologies by the exhibitors.

In addition to the above initiative, LAMIERA will launch "**LamieraDigital**", the **special project** dedicated to the applications 4.0 and their integration on sheet metal machine tools, which are becoming increasingly remarkable also for this sector.

Alfredo Mariotti, general manager of UCIMU-SISTEMI PER PRODURRE, stated: "Some leading markets, such as for example China that is well ahead in the way out of the health emergency, have been already registering a strong recovery of investments in production technologies. Also for this reason, the enterprises should seize all the opportunities of visibility offered by the trade fairs scheduled for next year. The players of the sector have two main appointments in 2021: besides LAMIERA, which has a more national character, there will be EMO MILANO 2021, the world metalworking exhibition that is back at fieramilano, from 4 to 9 October 2021, after six years and the unparalleled success of the 2015 edition".

"In order to incentivise the participation in both events - concluded **Alfredo Mariotti** - we are proposing "**LAMIERA-EMO MILANO 2021 Ticket**", which offers a discount on the fee to exhibit in LAMIERA for those who will send their applications to take part in EMO MILANO 2021 within 17 March 2021".

All details are available on lamiera.net

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