

Macchine, impianti, attrezzature per la lavorazione di lamiera, tubi, profilati, fili e carpenteria metallica. Stampi. Saldatura. Trattamenti e finitura. Subfornitura. Robot, automazione e tecnologie abilitanti.

Machines and equipment for the machining of sheet metal, pipes, sections, wire and metal structural work. Dies. Welding. Treatments and finishing. Subcontracting. Robots, automation and enabling technologies.

**OVER 19,000 VISITS REGISTERED AT LAMIERA
KNOWLEDGEABLE OPERATORS, HIGHLY MOTIVATED TO INVEST,
THIS IS THE PICTURE OF THE AUDIENCE THAT VISITED THE EXHIBITION**

THE NEXT EDITION OF LAMIERA IS SCHEDULED FROM 10 TO 13 MAY 2023

The outcome was positive for the 2022 edition of LAMIERA, the international trade show of sheet metal forming machines tools and related technologies, which took place at fieramilano Rho from 18 to 21 May.

Promoted by UCIMU-SISTEMI PER PRODURRE, the Italian machine tools, robots and automation systems manufacturers' association, and organised by CEU-CENTRO ESPOSIZIONI UCIMU, **LAMIERA returned to the scene after three years**, postponed for twelve-months due to the pandemic.

Indeed, **over 19,000 entries were registered at the turnstiles during the four exhibition days**. Apart from the number of visitors, which was higher than expected, it was the quality of visits that distinguished the audience of operators attending LAMIERA 2022.

Most exhibitors, interviewed at their stands, actually reported the presence of knowledgeable visitors and received visits mainly intended for purchases.

On the total visitors, 12% were from abroad, representing about 60 countries. The most numerous delegations came from Austria, China, Croatia, France, Germany, Holland, Poland, Slovenia, Spain, Switzerland, Turkey and the United States.

Thanks to this result, despite the situation of uncertainty, **LAMIERA reasserted itself as the trade fair of reference for the sheet-metal processing sector**.

The key players of the exhibition, promoted by UCIMU-SISTEMI PER PRODURRE and organised by CEU-CENTRO ESPOSIZIONI UCIMU, were **365 enterprises**, whose stands were set up within **2 halls** - 13 and 15 - covering a total exhibition surface area of **over 40,000 square meters**.

The presence of qualified foreign operators was ensured also by the **30 delegates of the business mission**, involving the **incoming of prominent end users** and journalists from Brazil, France, India, Poland, Romania, Turkey and the United States. The mission was organised by UCIMU-SISTEMI PER PRODURRE, in cooperation with the Ministry of Foreign Affairs and of International Cooperation and ICE-Italian Trade Agency, which also contributed to creating the area dedicated to start-up companies.

Over 100 journalists were accredited at the trade show, whereas 724 students registered to visit LAMIERA 2022, also stopping at the UCIMU Academy area specially reserved for them. To make the most of the young people's participation in the event and ensure that exhibitors could duly carry out their business activities, the organisers decided to focus on guided tours led by tutors of the Association. In addition, there were also free visits, guided by teachers of the visiting schools.

Over 30 meetings were hosted at LAMIALAMIERA, a real arena set up within Hall 13. The meetings were attended by about **700 operators**, in addition to more than **400 remotely connected users**, who followed the speeches streamed on the website lamiera.net.

Barbara Colombo, president of UCIMU-SISTEMI PER PRODURRE commented: “The exhibition that has just closed really enjoyed the favour of exhibitors, who declared themselves satisfied with the collected contacts and in some cases, even closed important deals directly at the trade show. With these results – added the president of UCIMU - LAMIERA 2022 has actually prepared the ground for the 2023 edition, which we expect will have even higher figures”.

The interest in the event shown by the manufacturing world was also proven by the lively activity on the digital channels (Facebook, Instagram, Twitter, LinkedIn and YouTube). Today, the social community of LAMIERA includes **5,753 registered followers**.

Among all the profiles of the exhibition - Facebook, Twitter, Instagram, LinkedIn and YouTube – LinkedIn had the highest activity. In the period 23 April 2022 - 22 May 2022, there were 2,585 page views (+418%), about 1,000 single users for **45,000 views of the posts published on the official profile of the exhibition**. In addition, there were about one thousand downloads of the LAMIERA 2022 Web App.

The next edition of LAMIERA is scheduled to take place again at fieramilano Rho from 10 to 13 May 2023.

Updated information on lamiera.net

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