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LAMIERA KEEPS GROWING!

On stage from 15 to 18 May 2019, LAMIERA, the international exhibition dedicated to the sheet metal forming machine tool industry and to the technologies related to the sector, is promoted by UCIMU-SISTEMI PER PRODURRE, the Italian machine tools, robots and automation systems manufacturers' association, and organised by CEU-CENTRO ESPOSIZIONI UCIMU.

Ranking third among metal forming machine tool manufacturing countries, second among exporting countries and fourth among consumer countries, Italy boasts LAMIERA as one of the most qualified international trade shows focused on machine tools and technologies for sheet metal forming, cutting and processing, as well as on related automation, robotics and IoT solutions.

Launching its 20th edition, its second one in Milan – after the success of its 2017 edition, which represented its debut in the Milanese venue and the data change to odd years - LAMIERA has grown again in its figures and contents, standing out as an exhibition of reference for the sector and also for Industry 4.0, thanks to its wide display of solutions for the digital changes of factories.

Indeed, in line with the extended transformation involving the whole manufacturing industry worldwide, LAMIERA will present an offering of technologies for integrated factories, proposing **the best international product ranges with regard to stand-alone machines and complex systems**. The exhibition will be completed with a comprehensive overview of **automation systems, robotics, enabling technologies linked with the digital world and consulting, organised in the New Innovation Areas**: Robot Planet, FabbricaFutura and Saldatech, in addition to Fastener Industry, Ecoatech and Blech Italy Service.

The uniqueness of the event and its numerous side initiatives make this trade show an unmissable opportunity for the enterprises of the sector: **for the big Italian and foreign manufacturers of machines, robots and automation; for the SMEs specialising in super-customised solutions; for subcontractors; for the companies specialising in accessories and auxiliary technologies, but also for the players of the digital world**, whose presence is increasing within the sector.

The key players of LAMIERA are **over 500 enterprises (+5% compared with the 2017 edition)**, whose stands are set up in three halls – one more than in the past edition - Halls 13, 15 and 18, on a total exhibition area of **over 50,000 square meter, i.e. 25% more than in the previous edition**.

29% of the enterprises come from abroad.

There are 27 countries represented at the exhibition: besides Italy, Australia, Austria, Belgium, Canada, China, Czech Republic, Denmark, Finland, France, Germany, Holland, Hungary, India, Ireland, Korea, Japan, Monaco, Poland, Portugal, Romania, Spain, Sweden, Switzerland, Taiwan, Turkey, United Kingdom, USA.



It is the only event in Italy dedicated to the sheet metal field and, after its relocation to Milan, LAMIERA strengthened its position in the international scenario, attracting **new exhibitors** and thus expanding its product offering on display and the catalogue of its exhibiting companies.

LAMIERA's exhibitors are **big and small, Italian and foreign manufacturers**, enterprises specializing in the production of complex industrial plants and automated systems, but also companies focused on manufacturing stand-alone machines and technologies for traditional factories.

Besides the world of **laser cutting**, represented in a complete and exhaustive way, there will be a wide offering of **technologies for welding and surface treatment**. A comprehensive, varied range of **presses** will also be on display, as well as **dies and moulds**, machines and **tools**, equipment for metal **structural work** and fastener systems.

Along with the professionals of tube and plate machining, there will be the experts in sheet metal and innovative-materials processing. In addition, a special area will be dedicated to the solutions of Industry 4.0 for the digital factory and to the world of robotics and integrators, whose presence keeps increasing in the factories processing sheet metal.

This mix of diversity allows to meet all technological and economic requirements of users. **Therefore, LAMIERA is the right place for all operators of the sector: for those who wish to invest in big industrial plants, but also for those who need to renew or expand their workshops choosing the most suitable machines for their needs.**



MACCHINE, IMPIANTI, ATTREZZATURE PER LA LAVORAZIONE DI LAMIERE, 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.

**LA FORMA DELLE IDEE
THE SHAPE OF IDEAS**



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THE INNOVATION AREAS

To enrich the event, promoted by UCIMU-SISTEMI PER PRODURRE and organised by CEU-CENTRO ESPOSIZIONI UCIMU, besides the display of the best international product ranges in the sector, there are several new thematic areas, centred upon products and solutions related to metal forming technologies.

Hall 18 ROBOT PLANET Industrial robots, integrators, automation, control and vision systems, solutions for machine tending are just a few of the state-of-the-art technologies that will be exhibited at LAMIERA in the ROBOT PLANET area, promoted by SIRI, Italian Robotics and Automation Association.



Hall 15 FABBRICAFUTURA Software and technologies for connectivity, for data management, analysis and security, for remote assistance and predictive maintenance will be among the focuses of the FABBRICAFUTURA area.

Hall 18 SALDATECH A thematic area dedicated to the welding field that will offer an overview of the wide and diversified world of welding, which is among the leading technologies for sheet metal joining.



Hall 18 FASTENER INDUSTRY The Fastener Industry exhibition area is focused on screws, bolts, fastening and clamping systems, a sector in which Italy stands out in Europe, ranking second among manufacturing countries and third among consumer countries.



Hall 18 ECOCOATECH Dedicated to the world of industrial painting and coating and their treatments and created in cooperation with Anver, Italian Association of Industrial Coaters, ECOCOATECH will show all the most innovative inter-operational processes for sheet metal painting and coating.



HALL 13 / 15 BLECH ITALY SERVICE Technical subcontracting and services for the industry of the sector are in the spotlight of Blech Italy Service, by which LAMIERA will propose a parallel and alternative visit to the "Make" tour for manufacturers: the "Buy" tour for the suppliers of contract manufacturing and services, for those who wish to buy services and semi-finished products.



LAMIALAMIERA. HALL 18

Besides the wide product offering on show, there will be numerous side initiatives, among which the most important is the arena of LAMIALAMIERA.

For the first time in its long-standing tradition of B2B exhibition, LAMIERA combines its trade show with in-depth, cultural and thematic discussions and analyses, thanks to a real programme of side events that will give voice to exhibitors, offering them a special stage where to present their innovations.

As a real arena set up in Hall 18, the “Innovation Hall”, **LAMIALAMIERA** will offer meetings, one-to-one discussions, performances and insights arranged by the exhibitors and the organizers. Many meetings make up the programme of LAMIALAMIERA, in which participation is free and open to all operators attending the event.

Sponsored by Fondazione Ucimu and with the participation of Accademia Lambda (Lambda

LAMIALAMIERA

Academy), the arena of LAMIALAMIERA will propose a full programme of micro-events, each of them lasting 20 minutes. These events have been created to attract the attention of visitors and offer them initial in-depth information on the technologies on show and on the issues of greatest interest to the operators of the sector. Media partner of LAMIALAMIERA is DBInformation.

All day long, on the stage of LAMIALAMIERA, there will be a continual succession of presentations, carried out by the exhibitors. The exhibiting companies will have the possibility to illustrate their innovations and key technologies displayed at the trade show. Meetings with experts, scholars, representatives of the institutions, arranged by the organisers, will complete the programme of events, available on the website **lamiera.net**. Over 40 meetings are scheduled in the programme. The initiative is carried out with the support of the Lombardy Region.

Even the Inaugural Ceremony, scheduled on Wednesday, 15 May from 10.30 am, will take place on the arena stage of LAMIALAMIERA. Besides **Massimo Carboniero**, president of UCIMU-SISTEMI PER PRODURRE, the ceremony will be attended by: **Fabrizio Curci**, managing director of Fiera Milano, **Marco Fortis**, economist and vice-president of Fondazione Edison, **Dario Galli**, vice-minister of the Ministry of Economic Development, and **Alfredo Mariotti**, general manager of UCIMU-SISTEMI PER PRODURRE. The inaugural conference will host the round table centred upon “Technologies 4.0 and beyond for the competitiveness of the manufacturing industry: a debate between manufacturers and users of sheet metal working machines”. Among the speakers: **Marco Maestroni**, managing director Operations Systems Brembo, and **Giulio Pedrollo**, vice-president of Confindustria (Italian Industrial Federation) with mandate for industrial policy. The moderator will be **Mauro Coppini**, director of FormulaPassion.

ITALIANS LIKE US, EXCELLENCE BECOMES IDENTITY: A GLIMPSE AT LEONARDO DA VINCI

Five hundred years after Leonardo da Vinci's demise, LAMIERA will host a special focus on LEONARDO DA VINCI. Besides the special section on the website lamiera.net and the special evening ad hoc to visit the Cenacolo Vinciano (The Last Supper), - reserved only for the foreign operators invited to the exhibition within the ICE-UCIMU mission - a special show will be set up with the title "Italians like us, excellence becomes identity", in which Leonardo da Vinci has a very important place.



Awarded the medal of the Presidency of the Italian Republic, the travelling exhibition stops off at LAMIERA and presents a special insight on the Genius from Vinci. Some reproductions of his drawings will be shown, regarding metal forming machine tools and automation systems developed by Leonardo, which highlight the parallelism between his projects and the modern technologies exhibited in the halls. All this is a testimony to the fact that Leonardo da Vinci can be considered, in all respects, the Precursor of modern machine tool manufacturers.

Pianeta Giovani/Planet of the Young – ECOLE HALL 18

Promoted by Fondazione UCIMU and created in cooperation with Probest and Ecole, **Planet of the Young** is a place of knowledge, conceived for the students visiting the exhibition, who wish to be informed about characteristics and peculiarities concerning the sector. Indeed, the area will be a welcome point for around **300 students of 7 high schools and technical institutes**. The students will be accompanied on a guided tour among the stands by teachers and by a tutor of the organisation. This initiative is part of a wider project of "Alternanza Scuola-Lavoro" (Work-Related Learning), defined by UCIMU-SISTEMI PER PRODURRE in agreement with the Ministry of Education, University and Research.



**FONDAZIONE
UCIMU** 



The networking between exhibitors and visitors is fostered through the initiative promoted by the Association in cooperation with the Ministry of Economic Development and ICE-Italian Trade Agency. Within the initiative, about **a hundred end users** have been invited to visit the exhibition. They were selected among the end users belonging to the destination sectors of the exhibited technologies and representing **14 countries**: Saudi Arabia, Brazil, Canada, China, India, Malaysia, Morocco, Mexico, Poland, Russia, Turkey, United States of America, Uzbekistan and Vietnam.

The invited end users will be able to see the Italian product offering with their own eyes and verify its capability of meeting specific requirements according to their investment plans, by directly visiting the stands of the Italian enterprises that take part in this initiative. The targeted visits will be preceded by plenary presentations concerning the Italian industry of the sector.

In addition to the over 100 operators invited by ICE-UCIMU to visit LAMIERA, there will be other 40 operators, end users of steel and of iron and steel products that will take part in the exhibition Made in Steel dedicated to the steel production chain and held at fieramilano Rho.

The two events will take place in neighbouring halls and will have two days in concomitance (15 and 16 May).

Therefore, thanks to the agreement made by CEU-CENTRO ESPOSIZIONI UCIMU with the organisers of Made in Steel, the exhibitors of LAMIERA will benefit from the presence of the 40 end users (and of the visitors of Made in Steel), potentially interested also in the machines and technologies for metal processing and forming. In the same way, the exhibitors of LAMIERA, if interested, will be able to visit Made in Steel free of charge by showing their personal pass (Made in Steel is actually an exhibition with admission fee).

The incoming of foreign operators is part of a **comprehensive package of initiatives**, organised thanks to the cooperation between **UCIMU-SISTEMI PER PRODURRE, the Ministry of Economic Development and ICE-Italian Trade Agency** and **conceived to increase the visibility of the event worldwide**, thus promoting the image of all enterprises attending LAMIERA 2019.

Taking part in LAMIERA is much more than acquiring an exhibit area to set up as a stand. Thanks to their more than ten years' experience and their usual attention to innovations, proposed in terms of communication and promotion, the organisers of LAMIERA, with the support of expert partners, have arranged a wide range of services that are available for use before, during and after the exhibition period, intended for the exhibitors interested in making the most of their presence at the event.

Among the **consulting services** offered at the trade show within **BOX CONSULTING**, we would like to mention:

Hyper-Depreciation Help Desk

For assistance on the technical aspects, (regarding the Annexes A and B of the CIRCULAR N.4/E dated 30.03.2017) related to the application of the "Hyper-Depreciation" measure and, in general, on the issues concerning **INDUSTRY 4.0**, it is possible to make an appointment at the exhibition, (approximate meeting length about 20 minutes, subject to availability of slots) at the stand of UCIMU SISTEMI PER PRODURRE (HALL 18), in the following hours:

- Wednesday, 15 May 2019: from 2:00 to 5:30 pm;
- Thursday, 16 May 2019: from 10:00 am to 12:30 pm and from 2:00 to 5:30 pm;
- Friday, 17 May 2019: from 10:00 am to 12:30 pm and from 2:00 to 5:30 pm;
- Saturday, 18 May 2019: from 10:00 am to 12:30 pm and from 2:00 to 4:30 pm.

For information and appointments: Technical Direction, Enrico Annacondia +39 02 26255.279, tech.dept@ucimu.it, (please, specify the names of the people that will take part in the meeting).

Sace and Simest-Gruppo CDP Area Marketing & Innovation

Available all day long at Building O.16 of the exhibition centre at Fieramilano Rho.

For information: +39 366 6205952

Studio de Dominicis & Mayer

For assistance on issues regarding patents, as well as brands and design, it is possible to meet the experts of Studio De Dominicis & Mayer every day of the exhibition – except on Saturday – from 4.00 to 6.00 pm at "palazzina O.16" (building 0.16) of the Exhibition Centre at fieramilano Rho (info@dedos-patent.com; + 39 02 864300).

Easyfrontier

For specialist consulting with regard to customs issues (customs classification, origin of goods, labelling, export control, dual use and facilitation procedures), it is possible to arrange an appointment with the experts of Easyfrontier at "palazzina O.16" (building 0.16) of the Exhibition Centre at fieramilano Rho (massaro@easyfrontier.it, + 39 389 3436217)

QSA Certification

For information regarding technical regulations and importer's liabilities that are currently in force in the Russian market and in the EurAsEc Customs Union, it is possible to make an appointment at the exhibition with the experts of QSA Certification, at "palazzina O.16" (building 0.16) of the Exhibition Centre at fieramilano Rho (cert@qsatech.com, + 39 010 2471005)

Studio Impex

For assistance concerning the new procedures for exporting dual and non-dual goods, it is possible to arrange an appointment at the trade show with the experts of Studio Impex, at "palazzina O.16"

(building 0.16) of the Exhibition Centre at fieramilano Rho (d.vallero@studioimpex.com, + 39 06 7000853, + 39 333 8246990).

For further information about consulting services:
Technical Direction, Rosita Fumagalli, +39 02 26255.281, tech.dept@ucimu.it

COMMUNICATION SERVICES

In addition, the exhibiting companies can choose among several **promotion initiatives to increase their visibility and improve their image proposed to the public visiting the halls**. Particular attention has been given to the **digital world** that has a large presence and a strong impact on LAMIERA, for which new innovative services have been developed, arranged and made available also for the exhibitors: the **App**, the **Smart Catalog**, the innovative web catalogue, the **social networks**, the **free registrations** for the exhibition and for the conferences of LAMIALAMIERA directly from the website.

GOLDEN CARD

At the visitors' and exhibitors' disposal there are a lot of facilities. Among these, special mention should be made of the **permanent free-admission Golden Card that can be obtained by an online pre-registration** at lamiera.net. **Golden Card is much more than a free-admission card**, as it entitles the holder to facilitations and special rates offered by partner restaurants, hotels, shops, even after the event. Golden Card can be used throughout the exhibition, but **it should be kept even after, in order to benefit from the special rates and facilitations listed on the Golden Card website: www.golden-card.it**.

Moreover, from this year, thanks to the agreement with Gruppo MilanoCard, Golden Card holders can buy **special MilanoCards**, created **ad hoc** to offer unlimited access to public transport, including the Rho-Fiera connections (twice a day), as well as discounts and special conditions for restaurants, services and admission tickets for museums and monuments. There are two MilanoCard versions for Golden Card holders: prices and details will soon be available on www.golden-card.it.

OTHER FACILITIES

In Hall 18, PRIMAMORE Point will offer a free tasting of the finest coffee blends.



BLUE PHILOSOPHY" FOR THE ENTERPRISES WITH UCIMU MARK

The way of planning and developing the whole range of products largely depends on machine tools. Their manufacturers have to make available eco-friendly production systems, enabling their end users to rationally exploit resources, while reducing the use of energy, raw materials and means.

Therefore, the companies authorized to use the UCIMU mark, as a distinctive sign testifying the most qualified Italian production, have long undertaken to manufacture machine tools capable of ensuring environmental sustainability in their production cycle.



This commitment translates to a real philosophy, the "Blue Philosophy", attested by the UCIMU mark. Indeed, starting from 1st January 2011, the concern for environmental issues has become a criterion for the assignment of the UCIMU mark, in addition to commercial reliability, financial soundness, highest attention to safety and functional tests and "customer care".

The UCIMU mark is legally registered and assigned to the associate member companies of UCIMU-SISTEMI PER PRODURRE that are capable of showing - by rigorous and comprehensive tests (regularly repeated) - company characteristics that no other certification model takes into consideration at the same time.

The enterprises authorized to use the "UCIMU Blue Philosophy" mark are easily recognizable, since they display an identification banner at their stands.

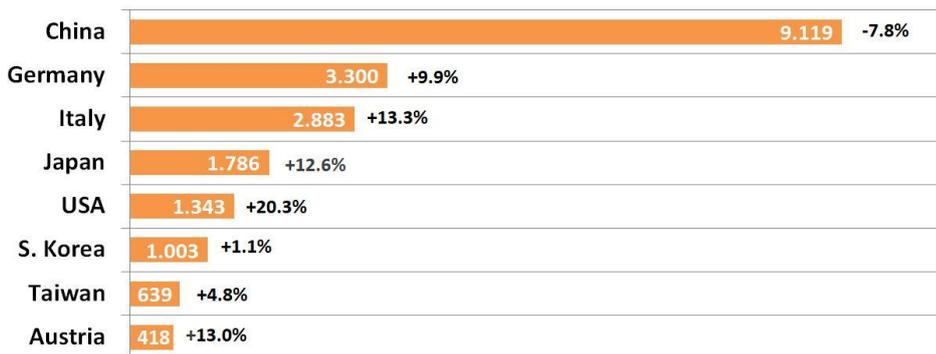
The UCIMU stand (Hall 18) is specially dedicated to these companies: here they will be able to receive information about the Association, its members and the criteria for the assignment of the UCIMU mark. The UCIMU Blue Philosophy stand will also host the **Hyper-Depreciation Help Desk** Info-point, informing on the technical aspects related to the application of the "Hyper-Depreciation" measure and, in general, on the issues regarding **INDUSTRY 4.0 (see page 7)**.

LAMIERA is a point of reference for a leading sector that represents more than half of the overall machine tool output in Italy.

Based on the data processed by the Studies Department of UCIMU-SISTEMI PER PRODURRE, in 2018, the Italian industry manufactured metal forming machine tools for an amount of 2,883 million euro, registering a 13.3% increase versus 2017. Owing to this outcome, Italy confirmed its **third place in the ranking of manufacturing countries**, after China and Germany.

Comparing the output changes (versus the previous year) of the first eight countries, the Italian industry showed the second best performance, after the United States (+ 20.3%). Consequently, Italy further reduced the distance from Germany, whose increase in the sector production accounted for +9.9%.

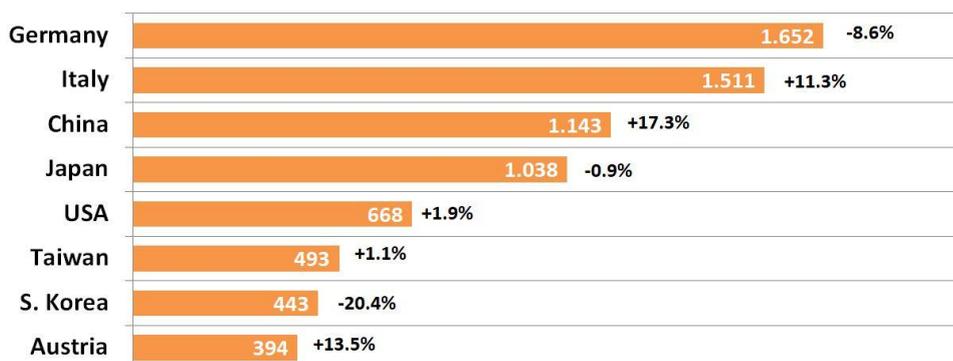
MAJOR MANUFACTURING COUNTRIES OF SHEET METAL FORMING MACHINES



Values in millions of euros. Source: Gardner, National Associations.

With an 11.3% upturn and an absolute value of 1,511 million euro, the Italian industry **confirmed its second place in the international ranking of exporting countries**, after Germany and before China. Among the first 8 exporting countries, Italy showed the third best performance, after China and Austria, grown by 17.3% and by 13.5% respectively.

MAJOR EXPORTING COUNTRIES OF SHEET METAL FORMING MACHINES



Values in millions of euros. Source: Gardner, National Associations.

Italy improved its performance in the **consumption** ranking, confirming its **fourth** place and rising by 16.8 versus 2017.

MAJOR CONSUMER COUNTRIES OF SHEET METAL FORMING MACHINES



According to the ISTAT data processing conducted by the Studies Department of UCIMU-SISTEMI PER PRODURRE, in 2018, the **Italian imports of sheet metal forming machine tools** amounted to 260 million euro, i.e. 24.1% more than in 2017.

With regard to Italian exports, the main markets of destination for the sector were Germany, (+15.5%) versus 2017, followed by the United States of America (+15.2%), Poland (+33.1%), China (+31.9%), France (+25.8%), Spain (+27.9%), Romania (+181.1%), Turkey (+8.1%), Russia (+6.1%), United Kingdom (+49.5%). All the first ten countries of destination for Made by Italians products highlighted increased figures compared with 2017.

ITALIAN EXPORTS OF METAL FORMING MACHINE TOOLS / MAIN MARKETS OF DESTINATION

	2018	Change over 2017	Share
1 Germany	158	+15.5%	10.4%
2 United States of America	158	+15.2%	10.4%
3 Poland	116	+33.1%	7.7%
4 China	93	+31.9%	6.2%
5 France	83	+25.8%	5.5%
6 Spain	62	+27.9%	4.1%
7 Romania	51	+181.1%	3.4%
8 Turkey	47	+8.1%	3.1%
9 Russia	41	+6.1%	2.7%
10 United Kingdom	41	+49.5%	2.7%

Data in millions of euros

Source: ISTAT data processing by Studies Department of UCIMU-SISTEMI PER PRODURRE.