

## » The Innovation Alliance

# From an idea to its implementation

*2656 exhibitors from 54 countries and 126 585 m<sup>2</sup> have been confirmed three months before the event. Expectations are growing for The Innovation Alliance, the new trade fair, which will take place from 29 May to 1 June 2018 at Fiera Milano. The event will include, for the first time, five events linked by a common thread.*

The five formats included in the Innovation Alliance are: Plast, the international fair for the plastic and rubber industry; IPack IMA, the leading event for processing and packaging technologies; Meat-Tech, the event specialised in meat processing and packaging; Print4All, the new format dedicated to the commercial and industrial printing industry and Intralogistica Italia, the event that combines innovative solutions and integrated systems for industrial handling, warehouse management, material storage, and picking operations.

The Innovation Alliance focuses on an innovative cross-cutting supply chain, increasingly oriented towards new integration perspectives, even thanks to the growing popularity of Industry 4.0. At the same time, it showcases leading industrial segments, which make Italy the world's second manufacturer of industrial machinery.

### Insight into highly innovative markets

The Innovation Alliance will occupy 17 pavilions, essentially the entire area of the Fiera Milano exhibition district, representing the largest event ever dedicated to industrial machinery in Italy and one of the leading sector events in Europe. An insight into highly innovative markets, which together, in Italy, record a turnover of 23,7 billion euros and over 70 000 employees (the 2017 preliminary consolidated results are provided by Acimga, Amaplast, Anima, Argi, Ucima) and in most cases, they have an export level close to 70%, thus offering an example of the great appreciation Italy's industrial products have around the world. The specialised offering provided by the five events will be the focus of this exhibition project. However, there will also be opportunities for a cross-cutting reflection

on new materials and technologies and Research & Development to enable companies to continue to be competitive in today's market.

«Trade fairs aim at anticipating the market's development – declares Lorenzo Caprio, President of Fiera Milano – that's why we shared this project, which the organisers of all the involved events strongly believed in. This international appointment will provide interesting content and opportunities. The promotion of the single events and associations involved, the work carried out by Fiera Milano and ICE (The Italian Trade Agency) have positioned The Innovation Alliance as one of the greatest events in Europe for industry players from all over the world.»

The wide and cross-cutting offer makes this event special in Europe. An attractive feature, especially for international players, who will find interesting added value, which will allow them to know more about this industry in a system logic in which everything is connected.

A whopping 1000 profiled top buyers from 51 countries will join the numerous international operators, thanks to the effort of the organisers and ICE. Top managers of major manufacturing companies will come to evaluate and buy the technology showcased at the trade fair.

### Smart Industrial Machinery is moving towards 4.0

At a time when industry is changing worldwide – especially the industrial machinery sector, which is more and more involved in technological evolutions that can be summarised in the 4.0 technology – the industrial machinery sector is asked to make a qualitative leap to keep up with the market's recovery.

Innovation is not just bound to technological progress, which is increasingly characterised by mechatronics and advanced robotics, but also by the presence of professionals trained to seize new opportunities and the focus on integration dynamics and possible synergies with other segments. Companies who aim at achieving and confirming their excellence and Italian companies who want to validate their leadership on international markets are more oriented towards this «smart manufacturing» approach.

Therefore, the recent fiscal measures super- and hyper-depreciation entered into force to allow Italy's companies to keep up with this revolution. Particular attention is paid to training and the introduction of a 40% tax credit up to 300 thousand euros to arrange refresher courses for employees. The Innovation Alliance will act as the driving force for this ongoing recovery. Thanks to the numerous solutions that will be showcased and various events on this topic, The Innovation Alliance will be an opportunity to learn more about this change and evaluate whether and how to use 4.0 technologies especially within consolidated business processes.

Circular economy, energy savings, and counterfeiting will be the hot topics. Therefore, the event will be especially addressed to highly qualified operators, who will have a key role in designing production lines and choosing the technologies to be used.

#### Kontakt

Promaplast srl  
Centro Direzionale Milanofiori  
I-20090 Assago MI  
+39 02 822 8371  
info@plastonline.org  
www.plastonline.org