*Press release, 11 August 2023*

**Trade fair that drives the industry**

**A strong and resilient industry ecosystem of the future is a prerequisite for economic stability in today’s world. The offer of the ITM INDUSTRY EUROPE fair presenting new solutions to improve production processes is a significant support for sustainable transformation. Such conclusions can be drawn from the last edition of the event. Conversations with exhibitors, speakers and participants, as well as the analysis of available statistics, allow us to prepare the next fair and meet the expectations of the industry even more precisely. What’s in the plans?**

The offer of the next edition of ITM INDUSTRY EUROPE will be addressed not only to large and medium-sized enterprises, but also to small and micro-enterprises.

- *This year’s analysis of trade fair statistics confirms that over 60% of visitors to ITM INDUSTRY EUROPE are representatives of large and medium-sized enterprises. However, we also host representatives of smaller companies as the implementation of modern solutions determines their existence today. And since we are visited to a large extent by owners and managers, the decision-making process regarding technological improvements is automatically shortened. Hence, so many talks at the stands were very promising. Our talks with exhibitors confirmed that most companies confirm their participation almost a year before the next edition of ITM INDUSTRY EUROPE. We are glad that, as the organiser of such a key event for the industry, we can contribute to the transformation process towards Industry 4.0* – says Anna Lemańska-Kramer, Director of ITM INDUSTRY EUROPE.

**The power of science**

Interest in innovations in the industry is evident not only at trade fairs, but also in industry reports. Shortly before the last edition of ITM INDUSTRY EUROPE, on 17 April 2023, at the headquarters of the Warsaw Stock Exchange, a report of the Sobieski Institute, prepared in cooperation with the fair's partners: Polish Automation and Robotics Forum and the Future Industry Platform Foundation, was presented. It shows that only in 2021, from 3,300 to 3,500 different industrial robots were installed in Poland. Poland was one of the 15 countries with the largest percentage increase in their number. At the same time, the authors of the report pointed out that the rate of robotisation of Polish industry is still much lower than in other developed countries. Nevertheless, according to data from the International Federation of Robotics (IFR), as much as EUR 160 billion in investment support is planned for 2021-2027, which will certainly help to further stimulate the dynamic growth of robotisation in Poland.

*- Such market analyses only confirm our belief that we are developing the fair in the right direction. In the next edition, we plan to put special emphasis on automation and robotisation, creating not only a special space, but also specific issues in the fair programme. We started inviting representatives of companies operating in this area, as well as representatives of technology universities and research centres to substantive cooperation. We believe in the power of science to drive industry. The past edition of ITM showed that the fair is the perfect place to combine these two worlds –* adds Anna Lemańska-Kramer.

**ITM INDUSTRY EUROPE 2023 in numbers**

Despite the uncertain times, the industry focuses on development and drawing inspiration from the best. There were plenty of examples of good practices in the transformation process in the discussions and presentations of the last edition. In addition to learning from the experience of others, the participants could also see modern industry solutions presented by 690 companies (an increase in the number of exhibitors by 20% compared to last year). The visitors did not disappoint either. Within four days, the fair hosted 15,156 professionals (an increase of 30%).

*- According to our detailed analyses, more than 66 percent. Visitors are representatives of manufacturing companies, representing mainly the machine and metal industry (31%), the automotive industry (12%) and the construction sector (10%). Therefore, having such knowledge about our guests, we will certainly develop the fair offer especially in these directions. Of course, there will also be a rich exhibition aimed at other industries. We expect that thanks to partners and exhibitors in 2024, during the ITM INDUSTRY EUROPE fair, a spectacular exhibition of innovations and a knowledge platform on current trends in all sectors of the industry will be created. –* sums up Anna Lemańska-Kramer.

The next edition of the ITM INDUSTRY EUROPE fair will take place on 4-7 June 2024. At the same time, on the premises of Międzynarodowe Targi Poznańskie, you will be able to visit the following exhibitions: the Modernlog Trade Fair of Logistics, Transport and Storage, Subcontracting Industrial Cooperation Fair and Work Safety in Industry Exhibition.

**More information about the program and the fair:** [www.itm-europe.pl](https://itm-europe.pl/pl/?utm_source=informacjaprasowa_kongres_09.05&utm_medium=komunikat_kongres)