**A trade fair worthy of the digital age**

**The upcoming edition of ITM INDUSTRY EUROPE will be different than the previous ones. The reality that has been accompanying the world for over a year has changed the formula of this most important meeting of the industrial sector. There are many new products in the pipeline with which the fair will boldly enter the digital age. At the same time, there will be plenty of proven solutions awaited by exhibitors and visitors for months.**

This year’s ITM INDUSTRY EUROPE exhibition will be accompanied not only by an interesting program of events, but also by a new formula combining a traditional trade fair with the concept of virtual meetings.

In recent months, the global epidemic has had a strong impact on the surrounding reality. Face-to-face meetings have been largely replaced by online communication. ITM INDUSTRY EUROPE has adapted its activities to these changes.

**A year of virtual activities for the industry**

*Being unable to organise the fair and knowing the expectations of our exhibitors and visitors, we focused on online events that matched the current needs of the industry. We have already met several times online as part of the ITM\_talks series and created INDUSTRYonline − a platform for virtual events for the industry,*  summarises Anna Lemańska-Kramer, director of ITM INDUSTRY EUROPE.

ITM\_talks have already been broadcast live from the modern MTP Group studio four times. Industry, business and science leaders were invited to participate, and the hottest topics in the industry were discussed. Within almost a year, we managed to gather a community of several hundred people who are impatiently waiting for the next episodes of the series.

*− Our online activities were very well received, what’s more, they inspired us and the exhibitors to take up another challenge, i.e. live online demonstrations of machines and robots. This is how the idea of the ITM\_showroom project called “Automation and digitisation for everyone” was born. Together with our exhibitors and partners: DMG MORI, KUKA, POLARIS ENGINEERING and SANDVIK COROMANT, we organised an online meeting to popularise the idea of industry 4.0 among medium and small manufacturing companies in Poland*. It was not another classic webinar, but an event filled with expert knowledge and practical tips on the example of working machines. The success of these projects gave us additional energy to organise the fair, says Anna Lemańska-Kramer.

**Optimistic forecasts for the industry**

The latest expert analyses are very promising. The Polish industry has shown more than once that it is strong, but the latest reports have surprised even economists. According to the data of the Central Statistical Office, production in March of this year was almost 19 percent higher than the year before. This is an all-time record. And although it should be remembered that the reference point is the month when the crisis caused by the epidemic began, the result is very optimistic. Economists expect more “surges” in the coming months. According to preliminary data, compared to March last year, an increase in sold production (in constant prices) was recorded in 27 (out of 34) industrial sectors.

*− Such information makes us very happy. We are in constant contact with our exhibitors and what is currently all missing is face-to-face meetings and the opportunity to present our solutions live. I hope that companies from the industrial sector will have such a chance during the next edition of ITM INDUSTRY EUROPE. This year, we offer exhibitors and participants a hybrid form. We will meet both in Poznań, in the fair and virtual space. We are also receiving optimistic news from Italy, which is starting the organisation of trade fairs in June,* announces Anna Lemańska-Kramer.

Italy eases the pandemic restrictions and announces the organisation of the first trade fair open to the public in mid-June, and congresses and conferences from July this year. This is good news for the entire meetings industry. The plan to unfreeze the Italian economy from April 26 was announced at a press conference by Prime Minister Mario Draghi.

*− The most important thing for the meetings industry is the announcement that from mid-June it will be possible to organise trade fairs, and from July 1 also congresses and conferences. This is optimistic news that our entire industry has been waiting for,* comments Tomasz Kobierski, President of the Management Board of Grupa MTP. *I hope that the declining pandemic will soon allow the Polish government to take a similar bold decision,*  he adds.

**Stationary and online**

Grupa MTP has implemented a new tool dedicated to both exhibitors and visitors. This is a special platform for online meetings. It will allow you to reach potential customers with your offer, regardless of the location of the company’s seat. In turn, buyers interested in such an offer will be able to meet in a virtual space to talk directly with manufacturers about products they are interested in.

− *We are convinced that no solution can replace the atmosphere of direct meetings during the fair. However, the online platform will be an additional element that will enrich the offer of ITM INDUSTRY EUROPE. We tested this tool on the occasion of other events and we can confidently recommend it. Online meetings give the opportunity to meet contractors from all over the world and gain new sales markets. The platform will not only allow you to create a varied showpiece for the company, but will also allow precise search for potential business partners and facilitate contact. It is a very intuitive and easy-to-use tool, synchronised with the Outlook and Google calendars. Moreover, each user will be able to follow the conference events taking place during the fair on an ongoing basis. We will take care of LIVE broadcast and subsequent access to all video materials. I can assure you that the program will be very rich this year, we will focus in particular on the technological transformation in the new reality,* reveals Anna Lemańska-Kramer.

ITM INDUSTRY EUROPE will take place from 31 August to 3 September 2021. MODERNLOG Logistics, Warehousing and Transport Fair, 3D SOLUTIONS − 3D Printing and Scanning Fair, SUBCONTRACTING Industrial Cooperation Fair and FOCAST Foundry Forum will be held simultaneously.

More information at: [www.itm-europe.pl](https://itm-europe.pl/pl?utm_source=info_prasowe_styczen&utm_medium=baner)

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