



EMO MILANO 2021: MEET “THE MAGIC WORLD OF METALWORKING” AT FIERAMILANO RHO FROM 4 TO 9 OCTOBER
Italian fiscal incentives: a great opportunity for exhibitors of all over the world

Promoted by CECIMO, the European Association of Machine Tool Industries, and organised by the operational structures of UCIMU-SISTEMI PER PRODURRE, the Italian machine tools, robots and automation systems manufacturers' association, **EMO MILANO 2021**, the leading world exhibition for metalworking industry, will take place at fieramilano Rho **from 4 to 9 October**, when the recovery of investment should already have started.

Metal forming and metal cutting machine tools, production systems, enabling technologies, robots and automation, solutions for interconnected and digital factories and additive manufacturing will be among the products and solutions spotlighted at EMO MILANO 2021.

The halls of fieramilano Rho will host the best international technology of the sector, which are more and more closely linked to the issue of interconnection, capable of enabling all those high value functions that the manufacturing industry cannot longer do without. For this reason, fieramilano Rho will turn to the biggest digital factory ever set up within an exhibition fairground.

Therefore, the large and varied product offering on show, the clear link between production technologies and IoT systems will be of great appeal to the operators of the world manufacturing industry, representing all major user sectors: machine tools, automotive, aeronautics, aerospace, railway industry, metallurgic sector and materials.

In this sense, **EMO is an exhibition event capable, like no other, of interpreting the industrial “spirit of the age”** and, at the same time, of presenting the most futuristic technologies for the development and wellbeing of society, to such an extent that it can be considered the **place that showcases “the magic world of metalworking” - as highlighted in the slogan chosen for EMO MILANO 2021.**

With these peculiarities, once again EMO MILANO will be able to attract qualified visitors according to its tradition confirming to be the World Exhibition for decision makers of purchases in production technology as 81% of total visitors is a decision maker (56% takes part in the purchasing decision; 25% decides autonomously).

Although the collection of applications has started in a period of particular uncertainty due to the health emergency, many renowned companies have already confirmed their participation in the world metalworking exhibition, representing a large part of the countries and sectors that have always been among the key players of EMO.

This said, considering the current, exceptional circumstances, a revision of the General Regulations of EMO MILANO 2021 has been provided for, in order to facilitate the enterprises in making their decision to take part in the world exhibition. Actually, at the moment, there will be the possibility of cancelling one's participation as exhibitor in the trade show within 31 March 2021, losing only the security deposit, without the obligation of paying also the entire fee as a penalty - as it had been previously established.

In the middle of February 2021, 26 countries are already represented among the exhibitors that will take part in EMO MILANO 2021. Italy, Germany, Taiwan, Spain, Japan, Switzerland, China and Korea are among the most represented countries in the list of the exhibitors that will participate in the world travelling trade show. The list is extending day by day thanks to the applications that keep coming to the Organisation Secretariat Office, which are expected to grow in the next two-three months, in conjunction with the ongoing vaccination campaign all over the world.

Luigi Galdabini, General Commissioner of EMO MILANO 2021, stated: “The expectations of the sector operators are very high, as a testimony to the firm intention of the manufacturing world to return to normality. Indeed, a large number of applications to exhibit have already been received at the Secretariat Office and their collection goes on swiftly. However, we expect that it will further intensify in the next weeks, thanks to the more and more widespread distribution of vaccines to the global population”.

Availability of vaccines, forecasts of demand growth in all the main areas of the world and important incentive measures for investment in new production technologies in Italy: these are all elements that make up a really favourable context for EMO MILANO 2021.

Indeed, according to the forecasts processed by Oxford Economics, after a 23.4% fall registered in 2020, the year 2021 should bring about a recovery in machine tool consumption worldwide, expected to grow by +18.4% to 61 billion euro, (Asia 33 billion euro, +15.6%; Europe 17 billion euro, +23.5%; Americas 12 billion euro, +19.7%). If we observe the single countries, all of them should experience a demand recovery, likely to continue also in 2022 and in 2023. Focusing on Europe, in 2021 both Italy (3.1 billion euro, + 38.2%) and Germany (5.7 billion euro, +20.9%) should again see a plus sign with regard to investment in production technologies. The growth trend is confirmed for both countries also in the two-year period 2022-2023.

Moreover, the Italian Government set up special fiscal incentives, which consist of tax credit up to 50%, for Italian companies investing in new machine tools, robots, automation systems, 4.0 and digital technologies in 2021 and 2022. **This is a great business opportunity for all the exhibitors of all over the world.**

The reasonable certainty that the situation in Italy will enable the exhibitions to take place without restrictions is also proven by the fact that from September fieramilano will be the stage of the great international events. Before EMO MILANO 2021, Milano will host the fashion events and then the super international furniture exhibition, Salone del Mobile, attracting millions of visitors from any part of the world.

This is a testimony to the trust that all the operators of the world industry are placing in a return to normality already in the next months. Normality should be matched with a great attention to the Covid 19 safety and containment plan. The safety protocols are already well-established, as they were put into practise for BI-MU, the exhibition organised by UCIMU-SISTEMI PER PRODURRE in October 2020, in the midst of pandemic, but in total safety and without any particular problem.

These figures and observations should be enough by themselves to convince to exhibit at EMO MILANO 2021, which will be complemented by several side initiatives to make the most of the operators’ presence in Milan during the event week.

Among these initiatives, EMO DIGITAL will have a particular relevance: a display and demonstration area dedicated to illustrate the potential of digital technologies for the manufacturing world. The START UP AREA will highlight the role of start-ups for a sector whose strong point is innovation.

With THE SPEAKER CORNER, a sort of arena set up within one of the exhibition halls, EMO MILANO 2021 will combine its exhibition with a thematic, in-depth cultural analysis, developed through a programme of conferences on specific topics and through side events that will host discussions with opinion leaders and presentations of technologies related to the sector. The protagonists of the events, mainly addressed to visitors, will also be the exhibitors, who can be involved on the stage through special initiatives, insight opportunities focused on issues linked to the world of the manufacturing industry and through ad hoc meetings to encourage the sharing of know-how.

On the other hand, EMO MILANO 2021 will be able to give tastes of Italian style to all operators coming to Milan, who will be involved in the presentations and meetings dedicated to the World Exhibition. From 2015 onwards, Milan has steadily developed, not only in height, and not even the public health emergency has interrupted this process. Indeed, in 2020, the city has experienced a large number of interventions and not just regarding urban planning. Monuments, tourist attractions, meeting places have been the subject of remarkable restoration and modernization works, which the operators of EMO MILANO 2021 will surely appreciate during their stay in Milan.



The organisation of EMO MILANO 2021 has been entrusted by CECIMO to the operational structures of UCIMU-SISTEMI PER PRODURRE, the Italian machine tools, robots and automation systems manufacturers' association. With more than ten years of experience derived from the organisation of the six previous editions of the world travelling exhibition, (1979, 1987, 1995, 2003, 2009, 2015) and of BI-MU, the EMO staff will be able to assist visitors, exhibitors, journalists and all the people who will take part in the event, proposing services, initiatives and activities specially dedicated to them. Constantly updated information and details regarding the exhibition are available on emo-milano.com

CECIMO has already conveyed the calendar of the world travelling exhibitions that will be held after EMO MILANO 2021. After the editions in Germany in 2023 and in 2025, EMO will take place again in Italy in 2027, thus confirming the established time period, in which Milan and Hanover will alternate in the organisation of the world machine tool trade show.

Updated information and details regarding the trade show are available on the website emo-milan.com.

March 2021

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