

**A GREAT SUCCESS FOR LAMIERA 2023:
19,000 VISITS OF PROFESSIONALS
IN ADDITION TO 4,000 VISITORS FROM MADE IN STEEL**

Highly positive results were achieved at the **22nd edition of LAMIERA**, the international exhibition of sheet metal, tube and section cutting, forming and processing technologies, which took place at fieramilano Rho from Wednesday 10 to Saturday 13 May.

The only trade show in Italy specifically dedicated to the sheet metal field, **over the years, LAMIERA has become one of the most important events in the international scenario** of the sector trade fairs, also thanks to the change of venue from Bologna to Milan in 2017. On a total floor space of **40,000 square meters**, the key players of the exhibition were about **400 exhibiting companies, of which 27% came from abroad**, representing 22 countries.

Promoted by UCIMU-SISTEMI PER PRODURRE, the Italian machine tools, robots and automation systems manufacturers' association, and organised by CEU-CENTRO ESPOSIZIONI UCIMU, LAMIERA was exceptionally held just one year after the previous edition, which had been postponed for 12 months due to the public health emergency.

Therefore, in order to recover its usual positioning in the odd years, the trade show did not follow its normal biennial schedule. Nevertheless, **the achieved results have been more than satisfactory, both in terms of exhibitors and of visits.**

Barbara Colombo, president of UCIMU-SISTEMI PER PRODURRE, commented: "We are very pleased with the results we obtained: even if the exhibition took place just twelve months after the previous one, it not only confirmed the outcome of the last edition, but, for some indicators, it was even better".

Alfredo Mariotti, general manager of UCIMU, added: "The technology characterising this sector has a two-year innovation cycle and therefore, exactly like all other international events dedicated to this field, LAMIERA must be biennial. The fact that the companies have confirmed their participation in this edition, unusual in its time positioning, proves the value of this event, which, edition after edition, has been able to expand and can rely on a market, the Italian one, which is extremely interesting: the second market worldwide, as important as that of the United States, and the leading one in Europe".

The **visits of professional operators registered during the four exhibition days were about 19.000**. In addition, **over 4,000 visitors from the trade show Made in Steel** also expressed interest in visiting LAMIERA. The agreement signed with Made in Steel, (which was held in partial conjunction in the nearby halls) implied a **free passage from one exhibition to the other** and thus brought about very positive results.

"Very interesting contacts ... excellent exhibition ... we did not expect such a large number of visitors ... a brilliant outcome and, in some ways, unexpected, considering that the event took place just one year after the previous edition ... we even collected unexpected orders ... a high-quality public, very interesting and qualified foreign delegations ...": these are a few of the feedback comments gathered at the stands of the **Exhibitors, who increased by 15% compared with the 2022 edition.**

Out of the total number of visitors, 7.5% were from abroad, representing 67 countries. The largest delegations came from Albania, Austria, China, Croatia, France, Germany, Great Britain, Spain, Holland, Poland, Portugal, Czech Republic, Romania, Slovenia, Switzerland, Tunisia, Turkey and Hungary.

In the aisles of the two exhibition halls, 13 and 15, among the numerous visitors, there were also **about fifty foreign operators** from Egypt, India, Morocco, Mexico, Czech Republic, Turkey, the United States, Uzbekistan and Vietnam, **invited within the established initiative of incoming delegations, organised by UCIMU, in cooperation with MAECI- Ministry of Foreign Affairs and International Cooperation and ICE-Italian Trade Agency**, in addition to **an independent delegation of over 30 Turkish end users coming from the area of Manisa**.

ICE-Italian Trade Agency also took care of the creation of the **area dedicated to the start-up companies**.

The exhibition proposal was enriched with a **programme of about 40 meetings** held at LAMIALAMIERA, the arena promoted by UCIMU FOUNDATION and developed with the contribution of the Lombardy Region. Digitalisation and sustainability were among the most discussed topics during the conferences arranged by the exhibitors and by the organisers of the trade show.

Eight hundred operators took part in the events hosted at the Arena of LAMIALAMIERA, in addition to **3,500 users that were remotely connected via live streaming**, activated during the whole period.

The trade show reported the presence of about **a hundred journalists** and about **a thousand students**, invited within the **UCIMU Academy** initiative. Accompanied by their teachers, the students participated in free visits and in stand tours guided by tutors of the Association. At several exhibitors' stands, the tutors illustrated the state-of-the-art technologies that represent the international production of the sector.

The interest in the exhibition shown by the manufacturing world is also measured by the lively activity on the digital channels (Facebook, Instagram, Twitter, LinkedIn, YouTube). To date, the social community of LAMIERA has **7,680 registered followers**.

Among all the exhibition profiles - Facebook, Twitter, Instagram, LinkedIn and YouTube – it was LinkedIn that registered the highest activity, also marking an increase of almost 800 followers in less than one year. In the period 15 April -16 May 2023, LAMIERA's page appeared in 1,351 searches (+81%), whereas single users were over 1,600 for **370,000 views of the posts published on the official profile of the trade show**.

In the period January-May 2023, the website of LAMIERA registered over **67,000 visits by 40,000 users** (on the rise versus the 2022 data). Italy, the United States, Turkey, France and Germany were, in this order, the countries with the highest number of online visits.

The next edition of LAMIERA is scheduled from 7 to 10 May 2025.

Detailed information on www.lamiera.net

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