



# The Trade Fair of Industrial Automation Is Approaching

The Italian appointment with the historical German exhibition will offer a rich schedule of conferences, forums and workshops in which technology and its practical uses will play a leading role

Only a month before its debut the Italian edition of SPS/IPC/Drives – Parma Exhibition Centre, 24<sup>th</sup> - 26<sup>th</sup> May 2011 – has already won the favour of the industrial automation world, qualifying as the referential appointment of the Italian market. What strikes the most when looking at the exhibitors list is the quality of the companies involved: more than 240 from Italy, Germany, Switzerland, Austria, Holland, Belgium, Sweden, United States. The 28,300 square meters of the exhibition area will gather the main referential brands of the world of industrial automation. Starting with German companies, leaders of the fall

event in their home country (among all Siemens, Lenze, Wago, Phoenix Contact, Beckhoff, Bosch Rexroth, Pepperl+Fuchs, Weidmüller and many more), to the American ones (Rockwell, GE, National Instruments), and the Japanese ones (Mitsubishi, Panasonic, Omron, Yaskawa) up to the large number of the Italian producers (Gefran, Asem, Progea, Tex Computer, Bonfiglioli, Datalogic, EFA Automazione). Just as Donald Wich, managing director of Messe Frankfurt Italia says: “Exhibitors have believed in the innovative format of this event, which promises to be an opportunity for companies, technicians

and operator to work jointly. The Fair and Congress formula will propose a new way of considering and living this kind of event. Some of the companies, such as Festo Spa, hadn't taken part in national fairs for years. The fact they decided to exhibit at SPS/IPC/Drives Italia is a clear proof of the value of this event”.

The organisers' choice is to



Conferences, forums, meeting: SPS/IPC/Drives Italia will mostly highlight the importance of training

focus on proposing practical use solutions, in order to offer visitors an event rich in highly technological contents. For this purpose the fair has collected the support and the cooperation not only of the main associations of exhibiting companies – especially Anipla, Gisi, AIS, Assodel and Anie-Assoautomazione, the latter also involved in the scientific committee of SPS/IPC/Drives Italia – but also those operating in the areas visitors are interested in, such as Aiman, Aidic, Animp, Ucima, Acimga and Acimit. The synergy of such many forces has surely increased the event's value, especially as for the definition of contents of the congress program.

## FOCUS ON FORUMS AND CONFERENCES

The conferences will play a fundamental training and information role within the fair. The speakers' contributions will have a high scientific content, oriented towards practical applications in the industrial world. Memories proposing highly innovative and cutting edge solutions have been privileged, giving maximum prominence to case histories answering to the real needs of operators. The main themes dealt with during the conferences will be:

- Industrial identification/RFID/Traceability
- Industrial Communication
- Measuring and improving production and diagnostic efficiency
- Motion Control
- Safety and Security in automation.

In addition to conferences, the fair will also offer a large program of forums, a place devoted to the display of products and news, but mostly dedicated to meeting visitors, where to offer the opportunity of exchanging opinions, expertise and success expe-



Donald Wich, managing director of Messe Frankfurt Italia

riences. Companies of the likes of Schneider Electric, Progea, Bosch Rexroth, Sivas, Pamoco, Omron, EFA Automazione, Festo, Beckhoff, Mitsubishi, Siemens, Sitek, Sick, Reer, Esahmi, Softing Italia and Genoa Fieldbus Competence Centre have decided to present their products in the Forum Area. The updated schedule of conferences and forums can be consulted online on the website [www.sps-italia.net](http://www.sps-italia.net).

## LINKING UNIVERSITY

In hall 4, dedicated to institutional areas, specialised press and special ventures, also the project “Linking University” finds its place. It will host some of the most eminent Italian Universities and Colleges involved in the research on industrial automation. The aim is to create a place of cooperation among OEM, companies and university in a perspective of cooperation and development allowing Italy to keep and possibly increase its leading position in the area of automated packaging machines. Bologna University, University of Brescia, Politecnico of Torino, Genoa University, Politecnico of Milano, University of Modena and Reggio Emilia, Parma University have already agreed. The registration to SPS/IPC/Drives Italia is active online on [www.sps-italia.net](http://www.sps-italia.net). The procedure is compulsory and allows to speed up the free entrance to the fair.