The seventh edition of SPS IPC Drives Italia in Parma from 23 to 25 May

From technology to production, passing through design: all the new technologies of the Italian manufacturing sector at SPS Italia.

Registrations to SPS Italia 2017 (Parma, 23-25 May 2017) are open. Strengthened by a growth forecast of +15% and being considered the reference event for industrial automation in Italy, the trade show is getting ready for its seventh edition which will occupy 4 exhibiting halls.

HALL 4
Here you will find for its second year the area devoted to project Know how 4.0: 28 working demo of 4.0 focused applications among the most innovative of the industrial automation panorama. Visitors will be able to see them first hand and understand the developments of this new way of producing.

In the same area the main players of digital, essential to the development of the manufacturing sector, who identify SPS Italia as the best platform where to meet Industry, will organize Working Tables, workshops and meetings focused on 4.0 centred digital solutions and answers: Cisco Italia, Winext, Sap, Hewlett Packard Enterprise, Intel, Oracle, Cadland - Dessault, Reply, Antos, Fancy Pixel, Prisma, Tesar, Vision, Webratio, Orchestra, Eurek, Esisoftware, Icm.S. Gemalto.

In order to complete the offer, hall 4 will also host the information desk „Pronto 4.0“, realized in cooperation with ANIE Automazione and PwC addressed to companies willing to test their compliance to Industrie 4.0. In this area they will find clarifications to all doubts concerning the Italian Government Plan Industria 4.0 from both the technical point of view, i.e. technologies to be implemented benefiting from the hyper amortization, and as well as from the fiscal and regulatory point of view.
In the occasion of working tables, experts will outline the situation and suggest the best steps to take by replying to general questions on the fourth revolution as well as to questions on incentives, financing and software.

**HALLS 3,5 and 6**
SPS Italia is a trade show of solutions and not only of products, characterized by the presence of all main suppliers of components and systems for automation as well as for the attention paid to new technologies and their divulgation in all industrial sectors. This year SPS Italia increases its offer with three full exhibition halls and the addition of new group products related to disruptive technologies: mechatronics, Industrial IoT, Big Data, Cybersecurity, robotic applications, design and simulation software. Two entrances to the fairground, Est and Ovest, will facilitate the visitors flow.

**EXTERNAL AREA**
Also this year halls 5 and 6 will be linked by a rich external area called "Open Lounge", where visitors will be able to benefit from relaxing moments using the coupons of the entrance ticket.

In the same area a new project linked to a particular industrial sector will materialize. Based on the scientific results of the McKinsey research, this year’s choice is the agricultural sector, characterized by a high automation content and by new solutions able to optimize processes, performances and data analysis. Area FARM 4.0 will display the most modern and technological farm machines. The Round Table of May 24th will present the Osseratorio realized in cooperation with PoliMi and Assofluid on the Italian sector of earth-moving machinery.

**CONFERENCE PROGRAM**
Conference rooms will be located in Hall 7. This year the Round Tables “Fil Rouge” that traditionnally gather suppliers and end users of industrial automation, will present actual case history of solutions realized in cooperation with clients:

- 23 May: Round Table Fil Rouge Manufacturing 4.0  
  “Relaunch of manufacturing industry in Italy: technological and educational investments for the review of production processes”

- 24 May: Round Table Fil Rouge Automotive  
  “The value chain in automotive industry: applications of new enabling technologies”

- 25 May: Food&Pharma  
  “Food and pharma companies: innovative solutions for state of the art industries”

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Parma, 23-25 maggio 2017
The scientific conferences, scheduled on the second and third day, will deal with “Industrial Software and Servitization” and “Robotic, vision, motion and IIoT”. Participants who will submit a request will obtain Professional Training Credits.

The admission to the show is free for workers of the sector, upon online registration on: www.spsitalia.it.

Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

About Mesago

Mesago Messe Frankfurt GmbH, founded in 1982 and located in Stuttgart, specializes in exhibitions and conferences on various topics of technology. The company belongs to the Messe Frankfurt Group. Mesago operates internationally and is not tied to a specific venue. With 120 members of staff Mesago organizes events for the benefit of more than 3,300 exhibitors and over 110,000 trade visitors, conference delegates and speakers from all over the world. Numerous trade associations, publishing houses, scientific institutes and universities work with Mesago closely as advisers, co-organizers and partners. www.mesago.com