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SPS Italia 2023

Mar 13, 2023

As presented at MADE Competence Center Industria 4.0, the eleventh **SPS Italia** - the automation and digital technology for intelligent and sustainable industry trade fair organised by **Messe Frankfurt Italia** - will be held in Parma from 23 to 25 May 2023.



The new "Innovation by Vocation" claim describes an event that is underpinned by the exchange of experiences, attention to the market and a rich offer of content and ideas for the entire supply chain, combining the different inputs of the protagonists of the show: exhibitor companies, representatives of the scientific committee, associations, centres of expertise, universities and the sector press.

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With six pavilions and an increase of 20% in the number of exhibitors already registered, SPS 2023 aims at an ever-closer dialogue between suppliers of technologies and manufacturers. In the trade fair, visitors and exhibitors will find the best of automation technologies in the support of the transformation of industry from a 4.0 viewpoint.

In the District 4.0 area, moreover, working demos and application examples illustrate the potentialities of Digital&Software, Robotics and Mechatronics and Additive Manufacturing solutions. The new "Sustainable Innovation" area, a new development for 2023, highlights the role of smart production solutions in three main areas: automation at the centre of sustainability; digital as a technology supporting sustainability; emerging technologies for sustainability. Finally, with regards to the visitors, SPS has developed a number of itineraries, visible on the trade fair app, which will help them to orientate themselves, creating an ad hoc itinerary for them based on sectors of application or enabling technologies in which sustainability is also a major feature for the first time.

The initiative relating to the theme of female empowerment, "She **SPS Italia**", has also been renewed with the female professional community project, which brings together and describes experiences, promoting diversity, the opening up to talent and the benefits of a feminine vision: the contributions, experiences and expertise of women that work in automation and technologies for industry are constantly highlighted on the event's media channels.



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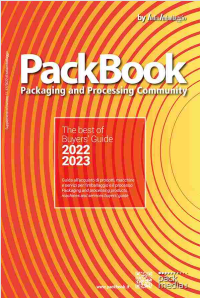
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