



The exhibition dedicated to innovation, technologies, 4.0 expertise

The project to promote Made in Italy

The new project will take place during **A&T 2021** at OVAL Lingotto Torino, it aims to promote **Made in Italy 4.0** and to show to the world the excellence of Italian Industries, spacing between small, medium and big companies.

A&T will highlight the entire manufacturing process through an **EFFECTIVE AND INNOVATIVE NARRATIVE** that will connect exhibitors, buyers and the specialized public.

The fair will take place **from the 10th to the 12th of February 2021**, inside a 20.000 sqm centre, and will be the first important appointment of the Italian exhibition calendar after the 2020 long stop: a great, valuable and not to be missed opportunity to restart immediately, together.

NEWS: the exhibition is in “Augmented” mode. The current situation has accelerated the virtuous process of digitization, even in small companies: A&T’s vision for the 2021 is to transform the exhibition in an **“augmented” version**, adopting a hybrid solution, mixing the classic material stand with the digital version of it. The first one will be used to show products and set one to one appointments, whereas the second one will have a dedicated platform that will allow exhibitors to meet their clients from all over the world in a more agile and immediate way, such as virtual factory tours of manufacturing lines and technologies and business/networking meetings.

Technological CONTENTS, expertise and Italian companies attending the exhibition: 4 focuses, 2 industries and Italian competence centers:

- Focuses: **Additive, Mechatronics e digitization, Testing, Logistics**
- Industries: **AUTOMOTIVE e PACKAGING**
- Competence Center: all the CC will be attending the exhibition

About the **FOCUSES**, here are some information about the Italian companies attending the exhibition:

- Additive: manufacturers of metallic parts and innovative materials, 3D printing services, plastic and metal 3D printers, finishing and quenching equipment

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- Mechatronic e digitization: system integrators and related automated solutions for screwing systems, assembling, welding, IT solutions for digitization, predictive maintenance, cyber security, virtual reality, artificial vision, security solutions, etc.
- Testing: weighin systems, testing bench for machinery, equipment, electric motors, pumps and injectors, control bench for fluid dynamics systems, test chambers (components, equipment, batteries, etc.), endurance, payload, pressure, electrical measures, test lab for materials, vibrations, dimensional measurment, etc.
- Logistics: automated vertical and multifunctional warehouse, Cobots for self driving vehicles, automatic DPI vending machines, system integrators, automatic high speed roll up doors, traceability and identification solutions, inside transport carts, static and dynamic systems for the transmission of electricity, systems for SME's automated warehouses, ergonomic lifters, etc.

AUTOMOTIVE: We are working to present the industry of self driving cars, that mixes tradition (body and design) with the most innovative aspects (sensors, batteries, electronic).

PACKAGING: We are working to present the industry of packaging, in wich Italy covers a leadership role in terms of production of advanced industrial equipment for different sectors such as Food, Pharma. Chemistry, Tobacco and Textile.

Key COUNTRIES for A&T:

- Germany, France, USA, Svitzerland, Spain (we are working to give you more detailed information, there will be an update on the second week of Sptember 2020).

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