



THE BEST TECHNOLOGY  
FOR A MORE COMPETITIVE INDUSTRY



TECHNOLOGIES FOR INNOVATION - INDUSTRIES 4.0



Parma Fairground, **29/31** OCTOBER **2020**  
**19th** edition

**MECSPE'S TRADE TOPICS** SUBFORNITURA MECCANICA | EUROSTAMPI - MACCHINE E SUBFORNITURA PLASTICA, GOMMA E COMPOSITI | SUBFORNITURA ELETTRONICA | MACCHINE E UTENSILI | TRATTAMENTI E FINITURE | FABBRICA DIGITALE | MOTEK ITALY | CONTROL ITALY | POWER DRIVE | LOGISTICA | ADDITIVE MANUFACTURING | MATERIALI NON FERROSI E LEGHE

Project and management

  
MESTIERE FIERE

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## SUBCONTRACTING AREA

### PAV SUBFORNITURA 4.1 ELETTRONICA

CEM (contract electronics manufacturers) • Cables • EMS (electronics manufacturing service) • PCB (printed circuit board manufacturers) • Engineering and design firms

### PAV SUBFORNITURA 7-8 MECCANICA

Precision mechanical processing • Metal carpentry • Mechanical construction • Fasteners • Foundries • Small parts • Wire working • Outsourced industrial processes • Micro-processing

### PAV MATERIALI NON 8 FERROSI - LEGHE

Non-ferrous materials processing (Aluminium, Titanium, Magnesium, Light Alloys) • Die-casting • Foundries • Outsourced industrial processes • Technologies • Design • Engineering

## MECHANICAL AREA

### PAV MACCHINE 2-3 E UTENSILI 4.1

Machine tools • Equipment • Tools • Design software

### PAV TRATTAMENTI 2 E FINITURE

Surface treatment systems • Furnaces • Galvanic finishes • Chemical and electronic processes • Washing • Metallising, Glazing, Galvanising • Products and accessories for treatments • Heat Treatments • Coating

## PLASTICS, RUBBER AND COMPOSITES AREA

### PAV EUROSTAMPI - 6 MACCHINE E SUBFORNITURA PLASTICA, GOMMA E COMPOSITI

Plastics, rubber and composite processing • Machines and plants • Innovative materials • Moulding • Extrusion • Packaging • Blow Moulding • Moulds • Models • Normalised parts for moulds • Design • Simulation and design software • Micro-processing • Auxiliary equipment

## INDUSTRY 4.0 AREA

### PAV CONTROL ITALY 3

Quality certification and control • Metrology • Measurement instruments • Laboratory tests • Calibration • Analysis equipment • Vision

### PAV MOTEK ITALY 5

Automation and robotics • Assembly • Mounting and handling

### PAV POWER DRIVE 5

Mechanical power transmission systems • Oil-pressure • Pneumatics • Mechatronics • Motion control • Maintenance • Compressed air

### PAV LOGISTICA 5

Wrapping • Packaging • Handling • Material handling • Lean manufacturing • Warehouse management software • Supply chain management • Outsourcing • Safety • PPE

### PAV FABBRICA 6 DIGITALE

Industrial computing • IoT • Industrial sensors • Cloud-manufacturing • Automatic identification technologies • Applications, devices, instrumentation and intelligent components for interpreting and interconnecting processes

### PAV ADDITIVE 6 MANUFACTURING

Rapid prototyping • Rapid manufacturing • 3D printing • Systems and services for reverse engineering • Additive technology • Materials • Services • Hardware: 3D printers and scanners, accessories • Simulation and design software



# 56,498\*

PROFESSIONAL PARTICIPANTS

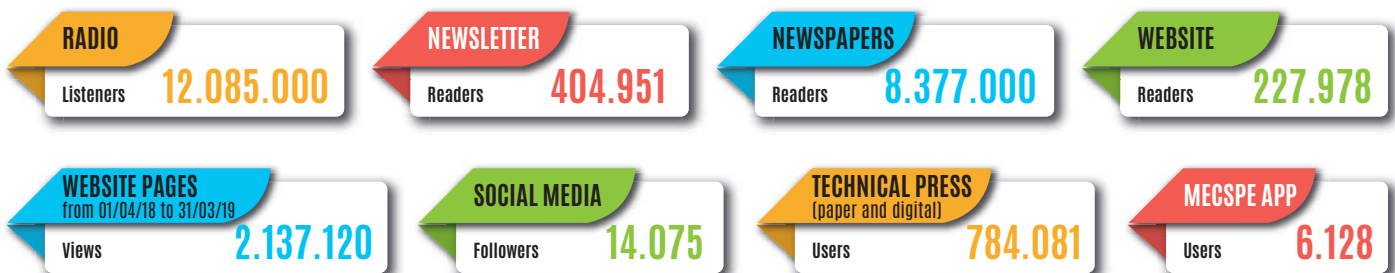
## INTERNATIONAL BUYERS

THE DELEGATIONS AT THE 2019 EDITION:

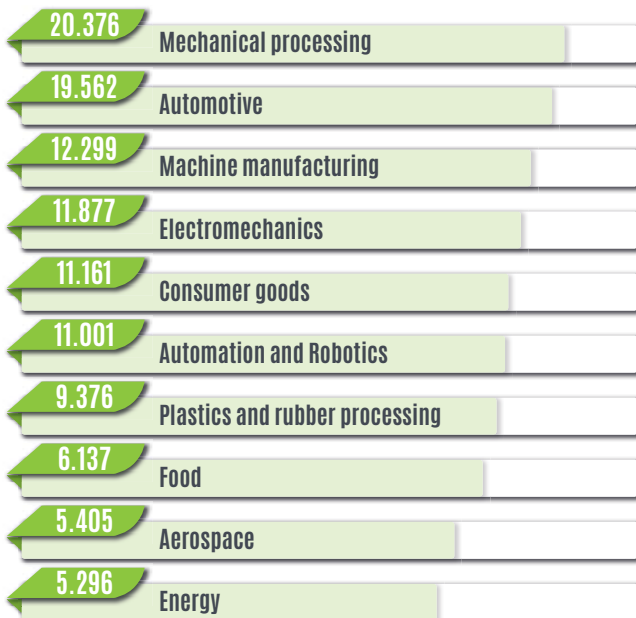
Germany, Israel, Paraguay, Poland, Czech Republic, USA



## USERS REACHED THROUGH THE COMMUNICATIONS CAMPAIGN



## BUSINESS SECTORS \*



## HIGH-PROFILE VISITORS\*



5162	Electric/Electronic	2264	Surface treatments and finishes
4410	Agriculture	2178	Raw material production
4408	Medical	2165	Hydraulic and pneumatic power transmission systems
4300	Transport	2162	Import-Export companies
4061	Construction	2033	Die-casting
3795	Household Appliances	1944	Motorsport
3496	Engineering, planning, and design firms	1836	Nautical industry
3337	Subcontractors	1832	Logistics
2942	Packaging	1510	Textiles and Clothing
2721	Chemical, pharmaceutical, and petrochemical industry	1389	Lighting technology
2489	Software	860	Goldsmithery
		820	Recycling

\* Mecspe data 2019

## CORE OF THE EXHIBITION: INTELLIGENT FACTORY INNOVATION TUNNEL

Now in its 7th edition, the Core of the Exhibition, the Intelligent Factory Innovation Tunnel is a demonstrative installation available to all industrial companies of any size, with the aim of informing visitors of major steps are required when looking to become an intelligent factory, by demonstrating functional supply chains, created thanks to the cooperation of veritable enterprise networks. The initiative conveys the determining role 4.0 technologies play across different sectors and applicative contexts developed throughout MECSPE exhibition events. In an increasingly computerised world, industry too is becoming more and more interconnected.

### TOPICS

Tecnologie avanzate di lavorazione • Connettività e strumenti per la piccola impresa • Robotica collaborativa  
• Sviluppo prodotto con metodica 4.0 • Simulazione di prodotti e processi • Tracciabilità • Manutenzione predittiva  
• Additive Manufacturing • Logistica 4.0

## THEMATIC DISTRICTS

These areas are arranged by products and allow exhibitors to ensure maximum visibility for their innovative products. At the meantime, they help visitors identify the best solutions and find their way through the trade fair thanks to specific signs.

### TOPICS

Foundries and die-casting • Precision machining • Small parts • Composites • Innovative materials • Moulds and moulding plastics • Rubber

## MECHANICS AND PLASTICS PROCESSING AND TRANSFORMATION ISLANDS

Operating machinery at the exhibitors' stands, to whom MECSPE ensures special forms of visibility. The processing islands are used to demonstrate a particular type of processing or end product for a specific sector.

### TOPICS

Food • Automotive • Consumer goods • Plastic moulds • Logistics • General mechanics • Medical • Packaging

## MECSPE DIGITAL FACTORY WORKSHOPS

A workshop which showcases the testimonials of businessmen and opinion leaders who recount their own experience of the transformation process currently under way in new factories and will engage in a talk on the competitive future of made in Italy manufacturing. On occasion of the debate, territorial data from the MECSPE. Observatory will be presented, along with short-term and forecast analyses of SMEs in central northern Italy.



Participation in special initiatives is reserved for exhibitors who submit their application to Senaf by 29/06/2020. For further information, please write to [mecspe@mecspe.com](mailto:mecspe@mecspe.com)

## EXHIBITING AT MECSPE MEANS ENJOYING VARIOUS ADVANTAGES, SUCH AS

- Meeting the decision-makers
- Interacting with international buyers and making use of a business matchmaking service
- Exhibiting in a venue that is close to Italy's main industrial districts
- Providing invited clients with a parking space
- Digital communication tools to consolidate and communicate your presence at the event
- Visibility generated by an intense communications campaign in Italian and international specialised publications and national and local newspapers.



## FIGURES STEADILY ON THE RISE

2019 edition data

135.000

Square metres

12

Themed halls

2.306

Exhibitors

2.000 mq

Innovation tunnel in collaboration with cluster intelligent factory

## SPONSORSHIP TOOLS FOR EXHIBITORS



- **LANYARD** provided at the reception
- **SMARTPHONE CHARGING STATIONS** in all pavilions
- **MECSPE APP**
- **COMPANY LOGO** on the visitors' accreditation page (over 50,000 contacts)
- **CUSTOMISED TNT SHOPPER BAGS** in 1 colour
- **CATERING ACCESSORIES** (sugar sachets, tablets and placemats in the refreshment points throughout the trade fair)

## OTHER TRADE FAIRS ORGANISED BY SENAF



[WWW.SENAF.IT](http://WWW.SENAF.IT)

The stand is the most visible element and must be designed according to your target and the corporate image you want to communicate. The function of the stand varies depending on whether you want to just showcase products, demonstrate the use of machines and devices, or welcome your clients in a lounge and refreshment area. Once you've identified the type of stand you need, you can choose how to fit it out.

**Turnkey formula:** provided by the event's official fitter;

**Standard pre-fitted stand:** mandatory for stands measuring up to 24 m<sup>2</sup>;

**Prestige pre-fitted stand:** for stands measuring 32 m<sup>2</sup> or more. In addition to the advantages of the standard pre-fitted ones, this type of stand allows for great customisation with a vast selection of furnishings and colours;

**Raw space:** fit-out to be carried out by the exhibitor, starting from 24 m<sup>2</sup>.

## Available sizes

- 8 m<sup>2</sup> with 1 open side • 16/20/24 m<sup>2</sup> with 1 open side • 32/48 m<sup>2</sup> with 2 open sides • from 64 to 96 m<sup>2</sup> with 3 open sides
- 160 m<sup>2</sup> isles with 4 open sides, up to a maximum of 189 m<sup>2</sup> for each exhibitor.

## RAW SPACE

The solution for companies with their own booth, starting from 24 m<sup>2</sup> for **€ 190,00 per m<sup>2</sup>**

**Quota Iscrizione € 550,00**

## STAND WITH BASIC FITTING

Area starting from 16 m<sup>2</sup> - Mandatory fitting for stands measuring up to 24 m<sup>2</sup>

This formula includes: area with 1 open side, fabric walls (h.3 metres), sign with company name, carpet, a table, 3 chairs, courtesy kit for hanging signs (4 hooks with wire) waste basket, coat hanger, power and lighting, daily cleaning.

**€ 277,00 per m<sup>2</sup> (area € 190,00/m<sup>2</sup> + fit-out € 87,00/m<sup>2</sup>)**

**Quota Iscrizione € 550,00**

1x1 m closet upon request: € 130,00 (indicative cost)



## STAND WITH PRESTIGE FITTING

Area starting from 32 m<sup>2</sup>

This formula includes: area, fabric walls (h.4 metres), carpet (colours to be chosen from the range available), sign with company name, closet, reception desk with stools, furnishings, courtesy kit for hanging signs (4 hooks with wire) Wi-Fi, daily cleaning.

**€ 320,00 per m<sup>2</sup> (area € 190,00/m<sup>2</sup> + fit-out € 130,00/m<sup>2</sup>)**

**Quota Iscrizione € 550,00**



## START FORMULA 8m2

Reserved for first-timers only

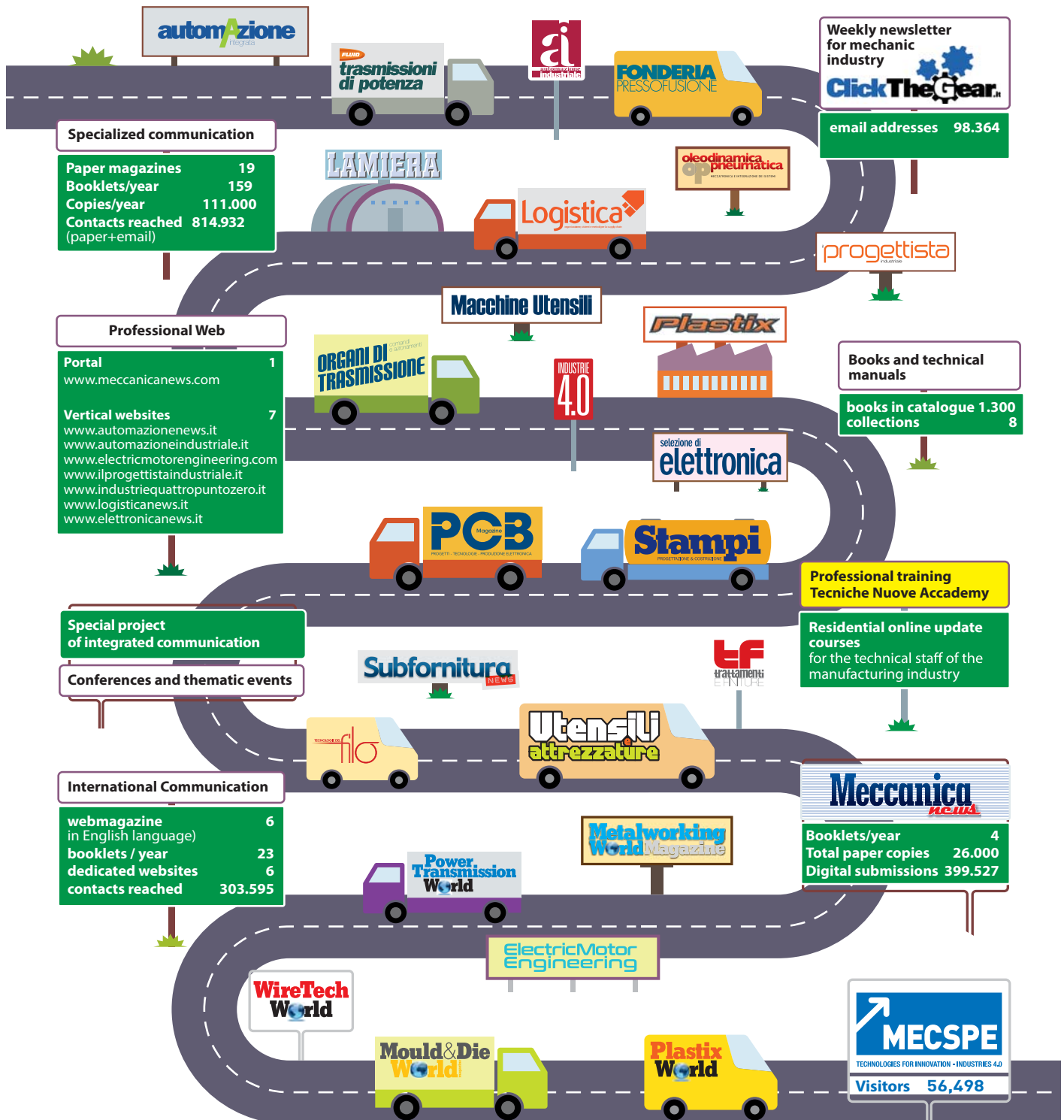
Includes: area with 1 open side, fabric walls, sign with company name, carpet, table, chairs, courtesy kit for hanging signs (4 hooks with wire) waste basket, coat hanger, daily cleaning, lighting and power, registration fee.

**€ 3.000,00 all inclusive - Registration fee included**



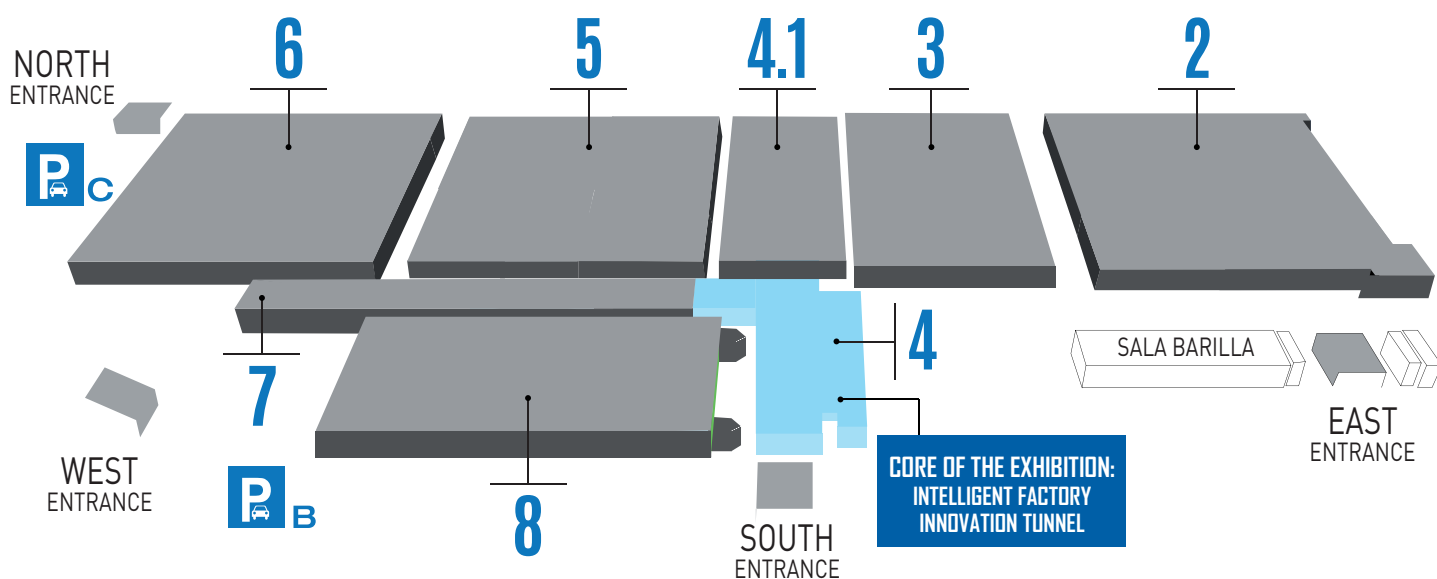
\* Additional open sides: +7% each - \* all costs are VAT excluded  
You can view the various types of fit-out and furnishings (display cases, All stand images are purely indicative. chairs, etc.) in the part of the official fitter's website dedicated to exhibitors.

## The road of integrated communication of Tecniche Nuove for the manufacturing industry





## PARMA FAIRGROUND



- |   |   |  |   |
|---|---|--|---|
| <p><b>2</b> • MACCHINE E UTENSILI<br/>• TRATTAMENTI E FINITURE</p>  | <p><b>3</b> • MACCHINE E UTENSILI<br/>• CONTROL ITALY</p> | <p><b>4.1</b> • SUBFORNITURA ELETTRONICA<br/>• MACCHINE E UTENSILI</p>       | <p><b>5</b> • MOTEK ITALY<br/>• LOGISTICA<br/>• POWER DRIVE</p> |
| <p><b>6</b> • EUROSTAMPI-MACCHINE E SUBFORNITURA PLASTICA, GOMMA E COMPOSITI • ADDITIVE MANUFACTURING • FABBRICA DIGITALE</p> | <p><b>7</b> • SUBFORNITURA MECCANICA</p>                  | <p><b>8</b> • SUBFORNITURA MECCANICA<br/>• MATERIALI NON FERROSI E LEGHE</p> |   |



Parma Fairground, **29/31 OCTOBER 2020**

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