



**PRESENT YOUR NEW PRODUCTS AT MECSPE  
PARMA FAIRGROUND, ITALY | 17-19/03/2016**

THE SHOWS OF MECSPE:

MACHINES AND TOOLS

DIGITAL FACTORY

SUBCONTRACTING

MOTEX ITALY

MOLDING AND  
PLASTICS

POWER DRIVE

ADDITIVE MANUFACTURING

CONTROL ITALY

LOGISTICS

In collaboration with:

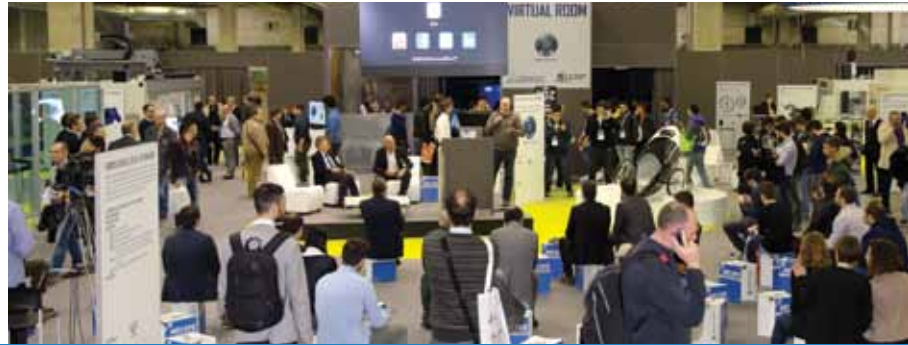
  
**FIERE di PARMA**

 **tecniche nuove**

**WWW.MECSPE.COM**

Project and Management:

 **senaf**  
MESTIERE FIERE



PARMA FAIRGROUND, ITALY | 17-19/03/2016

## SPECIAL EVENTS

### THEMATIC DISTRICTS

These are product groupings that provide Exhibitors maximum visibility of their innovative products and, at the same time, help visitors identify the best offers in the various areas and work their way around the exhibition grounds thanks to ad hoc direction signs.

#### The topics of the thematic areas of the districts:

Fasteners | Foundries | Sheet metal processing | Precision mechanical processing | Innovative materials | Micro-processing | Small parts | Nanotechnologies and new materials | Rapid prototyping | Robotics | CAD, CAM, CAE Software | Hot moulding | Moulds and moulding | Finish Treatments | Innovative Tools | Ascomut Village | Confartigianato Village.

### THE DIGITAL FACTORY BEYOND AUTOMATION

The **Digital Factory** covers all of the sub-processes that are part of the product life cycle, from the development request to withdrawal from the market. Covering the design and analysis activities, all the way to managing collaboration with the "supply chain" contributing to every step of the process, including the Set-up of the initial product idea. The exhibition also hosts the third edition of a demonstrative project on the digital integration of all systems and sub-systems that comprise a modern factory, to make processes more efficient, thereby cutting time and costs, as well as choosing the best industrial partner, without any physical or territorial limits.

### SQUARES OF EXCELLENCE

Areas designated to the exhibition of excellence, organised according to final sectors. The various squares present the final product, the employed technology or the sector innovation.

#### The topics of the Squares of Excellence:

Automation in the foundry | Digital manufacturing-cloud | Drones | Galvanics | Lean-Production | Materials and technologies for lightening | Motorsport and design | Nanotechnology and new materials | Planning and design | Robotics and humanoids | Simulation.

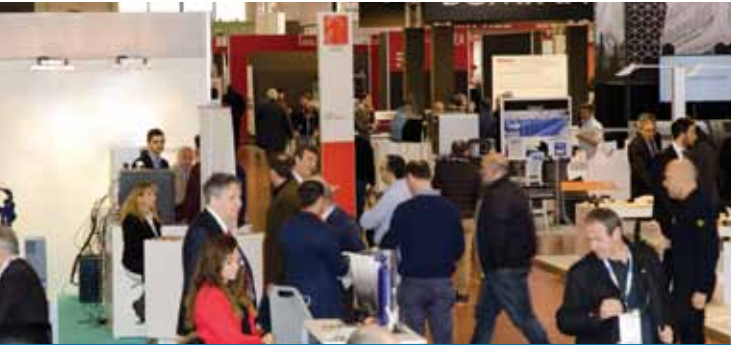
### FROM THE DESIGN TO THE OBJECT: DEMONSTRATIVE UNITS AND WORKING ISLES

Production chains set up with the collaboration of Trade Fair Exhibitor partners aimed at demonstrating a particular process or finished product, for a specific industrial sector.

#### Areas covered:

Aerospace | Art | Automotive | Household Appliances | Construction | Moulds | Dental | Energy | General Mechanics | Precision Mechanics | Medical | Motorsport | Packaging | Lean Logistics.





## THE BEST PASSES THROUGH HERE

**MECSPE** is the reference fair for the **manufacturing industry**.

The **meeting point** between **production technologies** and **industrial sectors** thanks to the synergy of **9 Thematic Halls** that are held in contemporary and that offer the visitor a complete overview of materials, machines and processing to implement an excellent production starting from the concept of an artifact until its realization. The event is therefore, thanks to this synergy, an excellent internal matching opportunity between the exhibitors of the various shows and the visitors.

## THE THEMATIC AREAS OF THE EVENT AND ITS DISTRICTS

### MECHANICAL AREA



MACHINES AND TOOLS

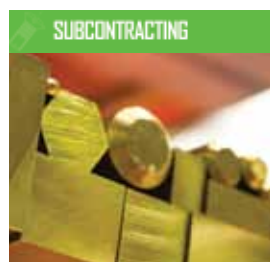
Machine Tools and Equipment | Laser  
Safety and environment | Tools



MACHINES AND TOOLS

Cutting fluids | Maintenance  
Marking | Materials | Design

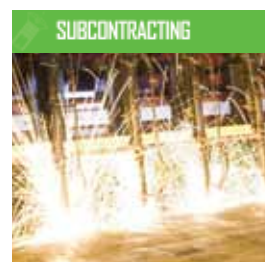
### SUBCONTRACTING AREA: MECHANICS, SHEET METAL PROCESSING, ELECTRONICS



SUBCONTRACTING

#### MECHANICS DISTRICT

Precision mechanical processing | Metal  
carpentry | mechanical construction  
Fasteners | Foundries | Hot moulding  
Wire working | Outsourced industrial  
processes | Micro-processing



SUBCONTRACTING

#### SHEET METAL PROCESSING DISTRICT



SUBCONTRACTING

#### ELECTRONICS DISTRICT

CEM (contract electronics manufacturers)  
EMS (electronics manufacturing service)  
PCB (printed circuit board manufacturers)





## PLASTICS AREA



Plastic material processing | Machines and plants | Auxiliary equipment | Innovative materials | Moulding | Parts for Extrusion moulds | Packaging | Blow moulding

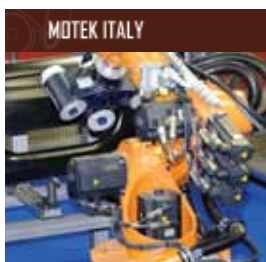


3D printing | Rapid prototyping | Rapid Manufacturing | Systems and services for reverse engineering | Additive technology Materials  
Hardware Services: 3D printers and scanners, Software accessories: simulation, modelling, cad, cam, cae, pdf



Moulds | Models | Normalised components Design | CAD CAM CAE Software Micro-manufacturing

## AUTOMATION AREA



Automation and robotics Assembly | Mounting and handling



Mechanical power transmissions | Oil-pressure Pneumatic | Mechatronics | Motion control | Maintenance | Compressed air



Metrology certification and quality control Instruments of measurement | Laboratory tests | Calibration | Analysis equipment



Industrial computing | IoT Industrial sensors cloud-manufacturing Automatic Identification Technologies Industrial Software



Handling | Material handling | RFID Lean manufacturing | Management Software | Supply chain management Outsourcing







## PARMA FAIRGROUND, ITALY | 17-19/03/2016

## EXHIBITING PACKAGES

The stand is the most visible element of participation at the trade fair, and should be designed according to the target and to the institutional corporate image that you wish to communicate.

The function of the stand varies depending what you want to expose, that is if you are planning a static display - showcase with exposure of pieces - or a demonstrative display with working machinery and devices, or a "lounge" display for welcoming your customers with a lounge and dining area.

When you have determined what type of function your stand must offer, you can choose the fitting:

**"Turn-key" Formula** by the event's official fitter

A) **Standard booth with basic fitting:** compulsory for stands up to 16 sqm, recommended for areas up to 32 sqm

B) **Prestige fitting:** for size starting from 32 sqm, in addition to the advantages of the basic fitting offers more choice in furnishing and customization

**Raw area** fittings by exhibitors for sizes starting from 24sqm

Option of building a customised stand according to company requirements and preferences, and in keeping with the institutional image.

### RAW AREA

Solutions for companies with their own fitting, starting from 24 sqm, € 166.00/sqm

### START FORMULA

8sqm. RESERVED EXCLUSIVELY TO FIRST TIME PARTICIPATION.

Includes: walls, sign with company name, carpet, table, chairs, waste basket, coat hanger, daily cleaning, lighting and power, exhibitin registration fee.

€ 2,700.00 all inclusive

Indicative example of start booth of 8sqm



### STAND WITH BASIC FITTINGS

Sizes starting from 16 sqm.

The formula includes: area, walls (3 metres), sign with company name, carpet, one table, three chairs, waste basket, coat hanger, power and lighting, daily cleaning.

€ 248.00/sqm.

(area € 166.00/sqm + installation € 82.00/sqm)

Indicative example of start booth of 16sqm with basic fitting



### STAND WITH PRESTIGE FITTINGS

Sizes starting from 32 sqm.

The formula includes: area, walls (4 metres), carpet (with colours based on the available range), sign with company name, storage space, reception with stools, wi-fi, daily cleaning.

€ 201.00/sqm.

(area € 166.00/sqm + installation € 125.00/sqm)

Indicative example of Prestige booth of 32sqm



\* the costs are exclusive of VAT

\* the pictures are for illustrative purposes only.

\* The different types of set-ups and any additional furnishing elements (display cases, chairs, etc) are illustrated in the online part dedicated to exhibitors on the official booth assembler's site.



# 33,673 VISITORS WITH HIGH-DECISION MAKING POWER

## BUSINESS SECTORS VISITOR COMPANIES

Automotive	10.983
Electromechanics	8.412
Food	5.036
Electrical & Electronics	4.893
Aerospace	4.793
Medical	4.543
Agriculture	3.639
Domestic appliance	3.590
Building	3.443
Energy	3.387
Nautical	3.305
Furniture	3.250
Oleohydraulics	3.206
Packaging	3.074
Consumer goods	2.986
Railway	2.819
Transports	2.771
Chemical pharmac.	2.598
Lighting	2.426
Aeolian	2.421
Motorsport	2.407
Photovoltaic	2.170
Household Implements	2.128
Dental	1.926
Textile	1.875
Footwear	1.818
Sanitary	1.730
Glasses	1.530
Toy	1.515
Import Export	1.447
Jewelery	1.340
Recycling	1.077

→(multiple choice data ed. 2015)

## JOB POSITION

Company Owner	8.196
Technical office	4.691
Buyer	4.180
Techn. Management	3.187
R & D	2.388
Planner	2.158
Techn. Management	2.085
Control & Quality	2.069
Management	2.043
Logistics	960
Designer	958
Import Export resp.	303
Energy Manager	198
Press	142
Tutor	115

→(data ed. 2015)

## VISITOR ORIGIN

EMILIA ROMAGNA	32,20%	MARCHE	3,90%
LOMBARDIA	30,20%	SOUTHERN ITALY	3,50%
TRIVENETO	13,00%	LAZIO	1,20%
PIEDMONT	9,30%	LIGURIA	1,20%
TUSCANY	5,50%		

→(data ed. 2015)

## REASON FOR VISIT

To find and assess new products - suppliers	44,00%
Updates on market	35,3%
To place orders - Buy	20,7%

→(data ed. 2015.)

## FOREIGN BUYERS

MECSPE organises, in collaboration with the regional government of Emilia Romagna, delegations of buyers from European and non-European countries. The delegations of past editions: Brazil, Korea, Croatia, Egypt, France, Germany, India, Russia, Serbia, South Africa, Switzerland, Tunisia, Turkey, Vietnam

NORTH  
ENTRANCE

## PARMA FAIRGROUND

6

5

3

2

WEST  
ENTRANCE

CENTER  
ENTRANCE

EAST  
ENTRANCE

### PARMA FAIRGROUND:

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### FOLLOW MECSPE ON:

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INFORMATION ON THE EVENT SITE

WWW.MECSPE.COM

In collaboration with:

FIERE di PARMA

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Project and Management:

senaf  
MESTIERE FIERE