

16th edition

THE EXCELLENCE OF TECHNOLOGY

23-25 March 2017
Parma Fairground

THE MECSPE TRADE AREAS

 FABBRICA DIGITALE	 ADDITIVE MANUFACTURING	 EUROSTAMPI - MACCHINE E SUBFORNITURA PLASTICA	 CONTROL ITALY
 SUBFORNITURA ELETTRONICA	 LOGISTICA	 MOTEK ITALY	 POWER DRIVE
 SUBFORNITURA MECCANICA	 MACCHINE E UTENSILI	 TRATTAMENTI E FINITURE	

39.656
visitors in
2016

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IN COLLABORATION WITH:



PROJECT AND MANAGEMENT



Special initiatives



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:

Foundries • Precision mechanical processing • Innovative materials
Small parts • Rapid prototyping • CAD, CAM, CAE Software • Hot moulding
Moulds and moulding • Innovative Tools • Ascomut Village Confartigianato
Village.

SQUARES OF EXCELLENCE

These areas are set up for exhibiting excellence, organised by end use sectors (for example automotive, aerospace etc). The various squares present the final product, the employed technology or the sector innovation.

The topics of the Squares of Excellence:

Aerospace • Digital manufacturing-cloud • Household appliances • Electronics
Lightweight materials and technologies • Motorsport • Nanotechnologies
and new materials • Planning and design • Robotics and Assembly Simulation.

FROM THE DESIGN TO THE OBJECT: demonstrative units and processing islands

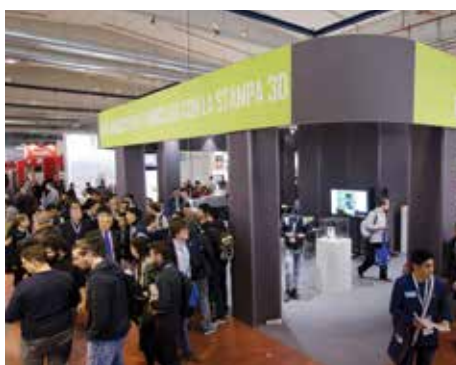
Production chains set up with the collaboration of trade fair exhibitor partners aimed at demonstrating a particular process or finished product, for a specific industrial sector.

The included sectors:

Aerospace • Art • Automotive • Cycle • Mould construction • Dental • Energy
Moulds • Lean Logistics • Medical • Precision Mechanics • Motorsport
Packaging • Testing

DIGITAL FACTORY beyond automation®

Already at its 4th edition, Digital Factory beyond automation® is the initiative that shows the pivotal role played by production technologies 4.0 in the various sectors and application settings. In an increasingly computerised world, in fact, industry changes too and becomes interconnected. From design to simulation, from quality control to product handling and warehouse logistics: in the modern smart factory, every aspect, either productive or management, is integrated. In this transition stage, which involves all manufacturing enterprises, Digital Factory beyond automation® seeks to be a tangible response offering the best solutions and their integration for creating additional services and, consequently, added value: a tangible and Italian road to industry 4.0.



Thematic areas

Subcontracting Area



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



CEM (contract electronics manufacturers) • Cables • Ems (electronics manufacturing service) • Pcb (printed circuit board manufacturers) • Engineering studies and design

Mechanical Area



Machines Tools and Equipment • Cutting fluids • Maintenance • Materials Design • Safety and environment • Tools



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

Plastics Area



Plastic material processing • Machines and plants • Auxiliary equipment • Innovative materials • Moulding • Extrusion • Packaging • Blow moulding • Model Moulds • Normalised Parts for moulds • Design • CAD, CAM, CAE Software • Micro processing



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

Automation Area



Automation and robotics • Assembly • Mounting and handling



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



Certification and quality control • Laser • Metrology • Measuring instruments • Laboratory tests • Calibration • Analysis equipment



Automation • Industrial computing • IoT • Marking • Industrial sensors cloud-manufacturing • Automatic Identification Technologies • Industrial Software



Packing • Packaging • Handling • Material handling • RFID Lean manufacturing • Management Software • Supply chain management Outsourcing



Communication



The best passes through here

MECSPE is the standard-setting trade fair for the **manufacturing industry**. It is the **meeting point** for **production technologies** and **industrial supply chains**, thanks to the synergy of the **11 Thematic Districts** that take place at the same time and which offer visitors a complete overview of materials, machines and

processing to implement excellent production, starting from the concept of a manufactured product all the way to creating it.

Thanks to this synergy, the event represents an excellent opportunity to match exhibitors and visitors in the various districts.

Promotion



505.000 Newsletter

461.150 Hits on the website in one year

255.000 Invitations sent out

22.156 Average readers of national and local newspapers (Audipress data)

710 Reviews in specialised Italian and foreign magazines, and national and local newspapers

133 Mentions in newspapers

→(data from 2016 ed.)

Advertising planning





Benefits for the exhibitor

Exhibiting at MECSPE offers several advantages

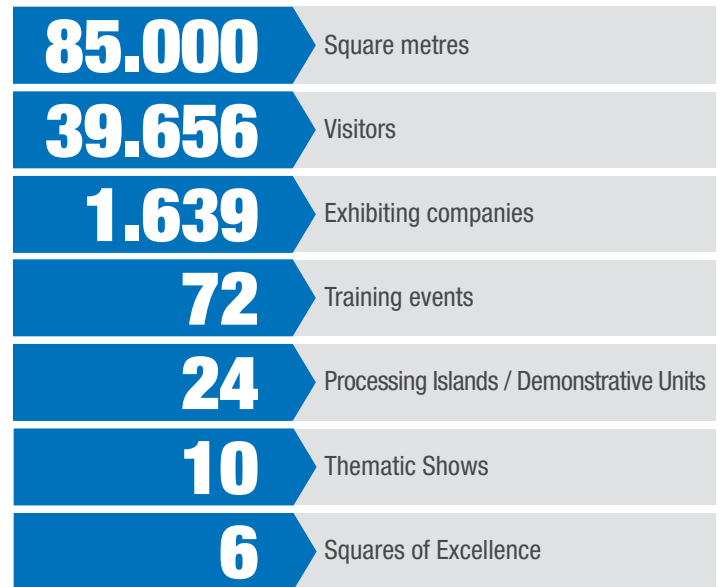
- Meeting visitors with high decision-making power
- International buyer delegations and pairing service to promote meetings with exhibitors
- Exhibiting at a location that is central to the major industrial districts of Italy
- Offering parking to invited customers
- Digital communication tools to strengthen and divulge your presence at the event
- Taking advantage of the visibility generated by the intense communication campaign of the trade show in specialised Italian and foreign magazines and national and local newspapers

The guide map



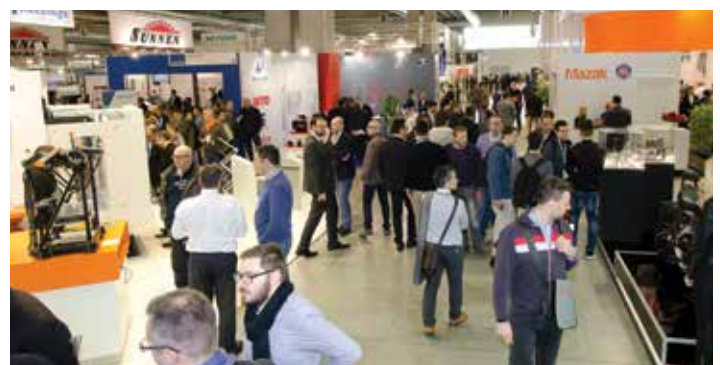
Steadily growing numbers

→(data 2016 ed.)



Exhibitor opinion

→(multiple choice survey carried out on the exhibitors of the 2016 edition)



Exhibiting at Mecspe



The stand is the most visible element of participation at the trade fair, and must be designed according to the target and the company's institutional image that one wishes to convey.

The function of your stand varies based on what you wish to display, whether you wish to put up a static display - to showcase parts - or a demonstrative type of set-up with operating machines and devices, or a "lounge" stand designed to welcome your customers with an area where they can sit down and enjoy refreshments.

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

"Turn-key" Formula: set up by the official booth assembler of the event;

Standard pre-fitted stand: compulsory for stands up to 16 sqm;

Prestige pre-fitted stand: starting from 32 sqm, in addition to the advantages of a standard pre-fitted booth, it offers greater choice in furnishings, colours and customisation;

Free area: installation carried out by the exhibitor, starting from 24 sqm.

FREE AREA

Solutions for companies with their own set-up, starting from 24 sqm, € 170.00/sqm

Stand with basic fitting

Area starting from 16 sqm. - compulsory set-up for stands up to 16 sqm

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

€ 252.00 per sqm (area € 170.00/sqm + fitting € 82.00/sqm)



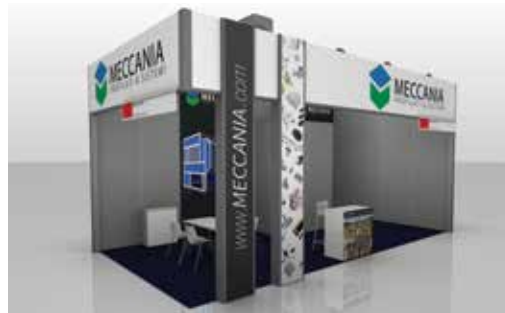
Example provided as a rough guide of a 16 sqm pre-fitted stand

Stand with Prestige fitting

Area 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.

€ 295.00 per sqm (area € 170.00/sqm + fitting € 125.00/sqm)



Example provided as a rough guide of a 32 sqm Prestige stand

START FORMULA 8 sqm

Reserved exclusively to first participation.

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

€ 2,800.00 all inclusive *



Example provided as a rough guide of an 8 sqm start formula stand

* additional free sides: +7% each

* the pictures are for illustrative purposes only

The different types of fittings 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.



39.656 Visitors



Foreign buyers

The delegations of past editions:

Brazil, Korea, Croatia, Egypt, France, Germany, India, Czech Republic, Russia, Poland, Serbia, South Africa, Switzerland, Tunisia, Turkey, U.S.A, Vietnam

Visitor opinion

→(Multiple choice survey carried out on the visitors of the 2016 edition)

96,2%

Satisfactory offer of goods

87,5%

Valid professional enrichment

82,8%

Interesting, helpful, essential trade fair

Reason for visit

→(Multiple choice survey carried out on the visitors of the 2016 edition)

80,9%

To learn about new developments in the market

63,9%

To find, visit new suppliers

48,4%

Technical training, update

Business sectors of visitor companies

→(multiple choice data 2016 ed.)

14.959 Automotive – Motorsport

13.899 Mechanical processing

13.536 Consumer goods

12.119 Electric - Electronics

10.759 Subsupply

10.625 Plastic and rubber processing

10.388 Automation and Robotics

9.254 Energy

9.091 Electromechanics

8.112 Machinery construction

7.995 Mould construction • **7.175** Medical-Dental • **6.582** Technical study, planning and design • **6.385** Power Transmission • **6.068** Sheet metal processing • **6.043** Surface treatments and finishes • **5.960** Food • **5.897** Household - Appliances • **5.842** Finished products manufacturing • **5.529** Aerospace • **5.496** Construction-Hydrsanitary • **5.225** Software • **4.839** Welding • **4.178** Agriculture • **4.026** Logistics • **3.774** Nautical • **3.683** Packaging • **3.515** Casting • **3.294** Rail • **3.221** Transport • **3.158** Pharm. petrochemical chemistry • **3.108** Raw material production • **1.527** Goldsmithing

Quality visitors

→(data from 2016 ed.)

10.878 Owner - General Management

7.708 Planner - Designer – Tech. Dept. Manager

6.107 Sales Manager – Marketing

3.604 Purchasing Manager

2.950 Production Manager

2.349 Research & Development

2.076 Technical Management

1.960 Control and Quality

878 Logistics

414 IT manager

340 Professor

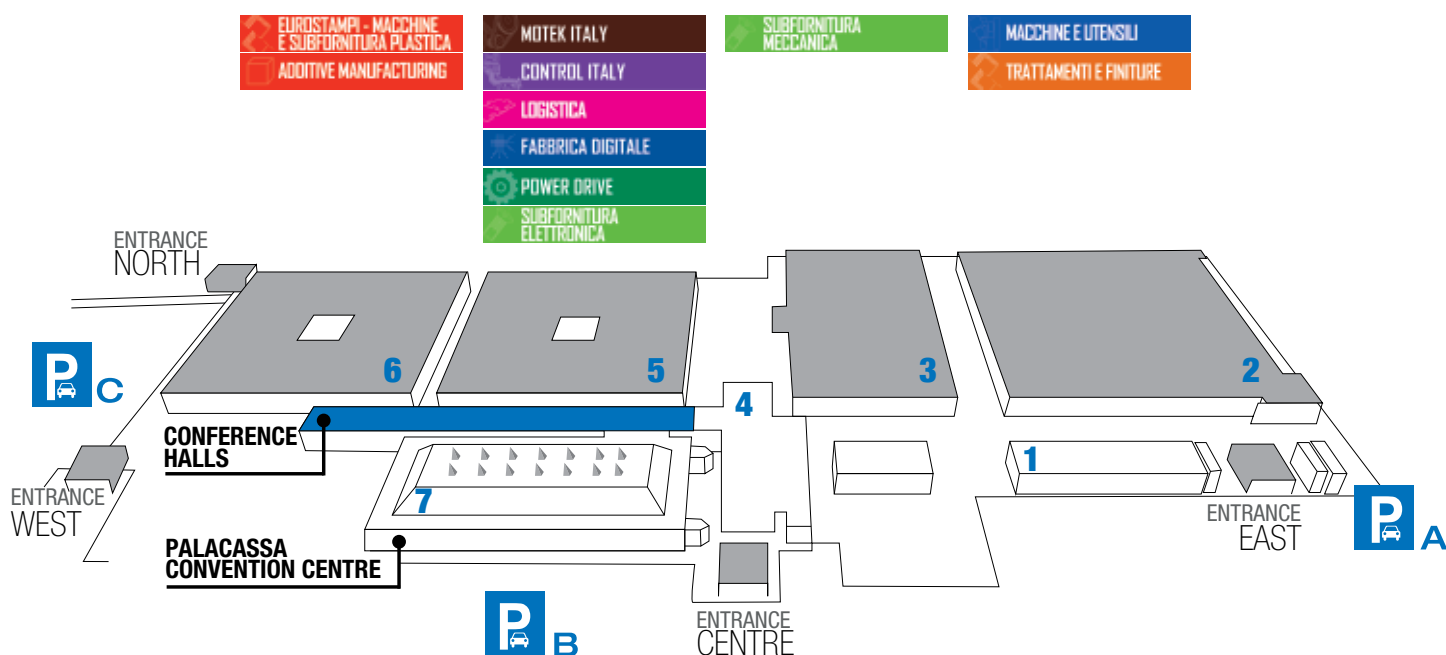
186 Import Export Manager

126 Journalist

79 Energy Management Expert



Parma Fairground



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