

## **Advanced Factories brings together the industrial sector to boost its competitiveness with industry 4.0**

- **Large companies such as HP, Bosch, ABB, Trumpf or Universal Robots, will present their novelties at the event, the most important in southern Europe in innovation for the industrial sector**
- **Next to Advanced Factories will take place the Industry 4.0 Congress in which more than 180 international experts will present successful cases of industrial transformation, how to attract talent or the incorporation of women in the industry**

**Barcelona, March 5th, 2019.** This morning the Cercle de Economia de Barcelona welcomed the presentation of the third edition of Advanced Factories, an event that **from 9 to 11 April** will once again make Barcelona the European capital of Industry 4.0. CCIB will meet during these days **more than 14,000 congressmen and professionals** in search of the latest innovations and innovations in robotics, industrial automation, as well as new technological solutions driven by artificial intelligence, Internet of things, additive manufacturing, digital twin or industrial cybersecurity.

**Albert Planas**, CEO of Advanced Factories, has expressed the importance of implementing industrial intelligence in our production plants and bringing the digitization industry to the industrial sector to improve its competitiveness. "The improvement of the productivity of our industry goes through the efficient combination of industrial automation, digital manufacturing and industry 4.0. Those who do not assume the enabling technologies of innovation like the internet of things or artificial intelligence in their manufacturing processes will see their capacity reduced in the market in a very short time "

For his part, **Joan Romero**, CEO of ACCIÓ, Department of Enterprise and Knowledge of the Generalitat of Catalonia, has highlighted the need for events such as Advanced Factories, which not only promote advances in the industrial sector but also favor the development of the economy. "Advanced Factories is an initiative that, if it did not exist, would have to be created" because "it is very necessary for the country." It is an event that "allows drawing the itinerary of industrial automation towards Industry 4.0". In this sense, Romero stressed that "Catalonia must be a leader both in the development of technologies linked to industry 4.0 and in that the industry itself incorporates them".

In addition to the 14,000 m2 exhibition of industrial solutions in robotics and machine tools, from 9 to 11 April the CCIB will also host the **Industry 4.0 Congress**, the most important European conference on industrial innovation that brings together more than 180 international experts to share success stories around the industry 4.0 from aeronautics, automotive, railway, textile, food, construction, steel or health.

Advanced Factories es un evento en colaboración de:



For 3 days, Barcelona will become the European capital of industrial innovation and its hotel occupancy will be increased with more than 14,000 congressmen and professionals visiting the CCIB. In addition, the second day will be starring the **Industry Startup Forum**, the forum that brings together the most disruptive technological innovations of the industrial sector. That same night the **Factories of the Future Awards 2019**, the prizes that recognize the industrial leadership in advanced manufacturing and digital transformation, will be delivered. There are also different **Workshops of Industry 4.0** where practical and real cases of implementation of technologies will be presented.

"For this reason, the city of Barcelona has supported this initiative, which after the Mobile World Congress once again places the city in the leadership of technological innovation, centered in this case, in the industrial sector", has pointed the Commissioner of Economic Promotion of the City of Barcelona, **Lluís Gómez**.

Advanced Factories will give voice to the industrial policies carried out by the Ministry of Industry of the Government of Spain, which have been established in other European industrial regions such as Germany or France, as well as those of Catalonia or Andalusia, that will be this years industrial guest region, as Euskadi was previously.

**Òscar Íñigo**, director of the Industry 4.0 Congress program, has participated in the day by adding that "the objective of the congress is to show, encourage and propose digital transformation. We no longer talk about revolution, we talk about facts, about cases, about examples". Òscar has also given some of the speakers names who will participate in this third edition of the Industry 4.0 Congress, such as **Carlos Roig**, ESADE, **Ramón Pastor**, VP and General Director of HP, **Tanja Kruger**, CEO of Resolto-Festo, **Doug Ellis**, of Altair Datawatch, **Esben Østergaard**, Founder of Universal Robots, or **Hans Krause**, of Bosch.

During the presentation of Advanced Factories, the potential of the Spanish industry has been highlighted, which has the 2020 challenge of exceeding 20% of GDP, and not be relegated from the head of the most advanced industrial countries.

In addition to the latest technology and knowledge, along with the exhibition area and the congress, Advanced Factories also opens networking opportunities for young people with activities such as the **Talent Market Place**, and spaces in which companies and business models more disruptive can generate synergies, as is the case of **B2B Industrial Subcontracting**.

Advanced Factories is an event that has the institutional support of the City of Barcelona, the Government of Catalonia and the Government of Spain, which will actively participate in the opening ceremony on April 9 with representatives such as **Ada Colau**, Mayor of Barcelona, **Àngels Chacón**, General Director of Industry in the Generalitat de Catalunya and **Raúl Blanco**, Secretary General of Industry in Gobierno de España.

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