



## **Barcelona brings together more than 14,000 congressmen from the industrial sector this week**

**From Tuesday, more than 14,000 executives meet at the CCIB to begin the transition to Industry 4.0**

**Advanced Factories, together with the Industry 4.0 Congress, will answer all the questions that presents the fourth industrial revolution, from the application of Artificial Intelligence to the functioning of the Industrial Internet of Things**

**Barcelona, April 5, 2019.** From 9 to 11 April the CCIB of Barcelona will once again become the epicenter of the manufacturing industry thanks to Advanced Factories, the benchmark event in innovation for this sector. Together with the Industry 4.0 Congress, it will bring together, in just three days, all the solutions, equipment and knowledge that the professional needs to develop the transition to Industry 4.0.

More than 14,000 professionals will meet to see the latest technology for the industry: industrial automation, digital manufacturing, additive manufacturing, robotics, machine tool, Artificial Intelligence, Internet of Things, digital twin, Blockchain, Big data & Analytics, Cloud Computing or 3D Printing, among others. Along with the machinery and technology solutions of leading companies in the sector such as ABB, Accenture, Bodor, HP, Amada, Infaimon, Igus, Bosch, Schunk, TCIcutting, Tecniaia, Trumf, T · Systems or Universal Robots, you can also learn about most innovative success stories in the implementation of Industry 4.0 in the Industry 4.0 Congress. This congress will gather more than 180 international experts to talk about their experiences in implementation and transformation; and to put on the table the most heated debates about the present and future of the sector and its transition to Industry 4.0.

### **Industrial intelligence under debate**

These debates range from how to perfect an industrial plant 4.0 to how to take the first steps in the digitization of this, as explained by Carles Roig, ESADE professor. The largest congress on industrial innovation in southern Europe launches its program with the most important issue: should I get on the 4.0 Industry train? With this question, the importance of accepting reality as the only way of survival in the industry is highlighted. Having overcome the debate on the digital divide in the sector, the congress delves into more specific issues around the improvement of competitiveness.

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"Today we are not talking about industrial revolution, we are talking about facts, success stories and the present of the industry. With the agenda of the congress we aim to convey this message and help companies that are lagging behind to achieve the level of competitiveness necessary to not only stay afloat, but to be leaders in the sector" explains Òscar Íñigo, director of the Industry 4.0 Congress program.

Artificial Intelligence and the Internet of Things are protagonists in many sectors and industries, but how to implant them in a manufacturing? From how to deal with it from the ethical point of view to what impact it will have on the development of a product, there is no doubt that AI is the base of this Industry 4.0 in development. Therefore, one of the most anticipated sessions in which to discover how best to apply artificial intelligence in a plant with examples of how they have done it in leading companies: Resolto Festo, Altair, Omron or in research centers such as Eurecat.

The Industrial Internet of Things, or **IIoT**, is also playing a fundamental role in this technological transition. The connectivity of the equipment nowadays is simpler and more robust than ever, which opens the range of physical and communicative solutions. This makes it a key element to interact with data management, an issue that will be evident with experts from Murrelektronik, Bosch Rexroth, Sick AG and Rockwell.

One of the subjects that undoubtedly advance more quickly is robotics. What just a few decades ago seemed like science fiction today is already an essential element in the industrial world. Automation is already a reality in repetitive actions of all kinds, from the heaviest to those that do not go beyond being routine. **Robots, cobots and collaborative robots** increasingly adapt a simpler and cheaper to all tasks in a factory manner. Pioneering companies in this field such as Abb, Schunk, Universal Robots or Nutai will explain the impact of robotics on the industry and how it is applied to production plants.

Despite the importance of **operator safety**, the intelligent factory suffers a new type of threats, which is why it is so important to put in the center of the congress **Cybersecurity**. The permanent attacks to which a connected plant is exposed require preventive measures, such as those that Accenture, Acentium, CC-ES, Sonicwall and Cybersec will deal with in a session focused on the threat posed by the extraction of industrial knowledge and intellectual property.

### **First-line and first-person success stories**

Along with all the issues covered by the Industry 4.0 umbrella, the congress will also give prominence to success stories that are changing the way smart-manufacturing is understood. Emili Anglés, Power, Controls and Information Systems Manager at **Kellogg's**, Jorge Lanzarote, Coordinator Reliability and Maintenance of **Repsol Química**, and Anna Casals, Innovation Manager at **Celsa**, will be some of those in charge of explaining in the first person how they revolutionized their plants through the latest technologies.

"The improvement of the productivity of our industry goes through the efficient combination of industrial automation, digital manufacturing and industry 4.0. Who does not assume the enabling technologies of innovation such as the internet of things or artificial intelligence in their manufacturing processes will see their capacity reduced in the market in a very short time," explains Albert Planas, director of Advanced Factories.

Advanced Factories is the reference event for the manufacturing sector in this country, with more than 300 leading exhibiting companies, more than 14,000 registered professionals from more than 20 countries and more than 180 international experts who will participate in the Industry 4.0 Congress. It also organizes the Factory of The Future Awards, in charge of recognizing the leadership and work of the professionals, companies and institutions that drive innovation. In the same way under the umbrella of Advanced Factories multiple networking activities are carried out, such as the Leadership Summit, the Talent Marketplace or the Startup-Forum, all of them perfect spaces to create synergies among the main players in the sector, and that, during this week they will make Barcelona the European capital of industrial innovation.

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