



Advanced Factories inaugurates in feminine

The Minister Reyes Maroto, the Consellera Àngels Chacón and the Mayor Ada Colau have presided over the opening ceremony of Advanced Factories 2019

On its first day, the Industry 4.0 Congress has had international experts of the stature of Yübo Wang, promoter of Industry 4.0 in more than 1,000 German SMEs

Barcelona April 9, 2019. Today has opened its doors Advanced Factories, the reference event for the manufacturing industry that will bring together over the next two days to more than 15,000 industrial professionals from sectors such as automotive, textile, ferrovary, food, health, among others. On its first day the event has opened its third with the Minister of Industry, Trade and Tourism, Reyes Maroto, the Councilor for Enterprise and Knowledge, Àngels Chacón, and the Mayor of Barcelona, Ada Colau.

The Consellera de Empresa and Coneixement, Àngels Chacón has referred to Advanced Factories as "A platform for SMEs to know about solutions in Industry 4.0, and which places Barcelona within the relevant events in this field". It has also highlighted the three major challenges that work from the Generalitat, which are: the reconversion of professional profiles, the integration of Industry 4.0 by SMEs and the extension of this industry 4.0 throughout the territory. "We must stop a transformation of production processes and business models between suppliers and customers, which will also change the relationship between institutions and companies."

The Mayor Ada Colau has highlighted the role of the Catalan capital in the sector "Barcelona is not a city outside the 4th Industrial Revolution, we have been present in all the industrial revolutions of history. We have always been a brave, pioneering city, which not only adapts to changes but also leads them. " "Metropolitan cities are called to be territories of innovation and we must respond to the challenges of the 21st century," he added.

Reyes Maroto has emphasized the importance of implementing Industry 4.0 in the Spanish fabric. "45% of large companies are digitized, but only 10% of SMEs." Competitiveness can only be if all the industrial fabric is competitive, to achieve it "we must see this process of digitalization, not as a threat, but as an opportunity".

For their part, leading companies such as HP or Infaimon have presented their latest developments. Infaimon has presented through real experiences its Embedded System with Artificial Intelligence that, through artificial vision, is able to recognize, identify and quantify people and objects, as well as one of its flagship products the InPicker, which is based on an analysis system of 3D image.



Ramón Pastor, from HP and one of the leading experts in advanced manufacturing, has participated in the Industry 4.0 Congress giving his vision on the importance of connectivity in the industry. He has given as an example the manufacture by 3D printing of the helmets of the Swiss Guard of the Vatican, to explain that "even the oldest institutions on the planet are adopting these technologies" and that we must choose if "we want to lead the change or be victims of it. "

The Industry 4.0 Congress has started with Carles Roig, professor at ESADE, who has shared how digitization affects the business model level. "The digital world incorporates a very important element of common sense. When the offer does not match the demand, the digital companies make the demand match the offer. When you manage the demand you are influencing the behavior of the client, the way to do it is the Big Data "he explained. For him it is very important to understand that it is necessary to "place the client within the productive process, we must make him a participant in order to achieve personalization".

For his part, Yübo Wang, of the TU Darmstad, creator of the YWA platform for the implementation of Industry 4.0 that are using more than 1,000 German SMEs, explained that "industry 4.0 is including fascinating technologies. To introduce these technologies in the industry and get all their benefits, companies must have a solution plan and with it to pose a new future and business model. "

During the day the Leadership Summit was also held, a lunch in which the directors of the main companies of the industrial sector have met with the help of Carlos Gallego, managing director of Accenture, the challenges and needs facing the industry today. Accompanied by Raúl Blanco, Secretary General of Industry and SMEs, and Matilde Villarroya, General Director of Industry of the Generalitat, both have shown their support for innovation and digitalization of industrial SMEs.

During the next two days more than 15,000 professionals will pass through the doors of Advanced factories to learn the latest developments in automation, additive manufacturing, robotics, digital manufacturing, machine tools, Big Data, AI, IoT or digital twin in the hand of the more than 300 exhibiting companies, among which ABB, OMRON, Amada, Infaimon, HP, Bodor, Schunk, Accenture, Aggity, Tecnia, TCI cutting, IGUS, BoschRexroth or T · Systems stand out.

Advanced Factories es un evento en colaboración de:

