



Advanced Factories brings together 16,193 professionals consolidating as the great Spanish industrial appointment

An Andalusian business delegation led by the Minister of Economy of the Junta de Andalucía, has attended to see first-hand the latest developments in digital manufacturing and technologies 4.0

The industry, universities and FP centers discuss the new professional profiles that the industry is creating 4.0

The Universal Robots Hackathon and the Talent Marketplace have been protagonists during the last day of Advanced Factories

Barcelona, April 11, 2019. Advanced Factories 2019 closes its third edition, consolidating itself as the great Spanish event of Industry 4.0, bringing together 16,193 industrial professionals. For three days, Barcelona has become the epicenter of industrial innovation thanks to machine tool, digital manufacturing, additive manufacturing, automation, 3D printing, Artificial Intelligence, Internet of Things, Big Data and Analytics or Blockchain solutions. The hand of more than 300 exhibiting companies such as ABB, Amada, Accenture, Bodor, HP, Igus, Infaimon, Bosch Rexroth, Schunk, TCI, Tecnalía, T · Systems, Trumpf or Universal Robots.

Advanced Factories has chosen Andalusia as this year industrial guest region, as they did in previous editions with Baden-Wittenberg or Euskadi. Rogelio Velasco, Minister of Economy, Knowledge, Business and University of the Andalusian Regional Government, and Manuel Ortigosa, General Secretary of Enterprise, Innovation and Entrepreneurship, have received recognition from the organization along with an Andalusian business delegation that has attended the three days to know all the technological innovation for the industry.

In statements of the Board's Economic Adviser, "we are talking about creative destruction: when a new technology is introduced there are always negative effects in the short term, but in the long run, if the technology is consolidated, the benefits are innumerable. He also highlighted the policies that are being carried out in Andalusia to digitize the industry, as well as the weight of education in it: "it is very important to produce new knowledge, only in this way we get new business ideas, new products and new services to meet our needs. "

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The event leaves an economic impact of more than 32 million euros for Barcelona

Joan Romero, CEO of ACCIÓ, has also participated in the day and has valued the role of Advanced Factories within the industry: "Advanced Factories shows a complete itinerary of How to implement industry 4.0. An itinerary that is not optional, is mandatory. " It has also highlighted the need for "all the productive fabric to join this process of technological transformation, as it will have effects throughout the value chain of companies and in all productive areas of the economy."

During the third day, the Industry 4.0 Congress has once again brought together the international experts in industrial digitalization with such outstanding speakers as Emili Anglès, responsible for Control, Information and Energy of the Kellogg's plant in Tarragona, who has presented his experience of digitalization For Anglès, the most important thing to carry out this process is "the investment in digital talent of people, we must encourage them to come to work for our companies".

Industrial policies in southern Europe

Matilde Villarroya, General Director of Industry in the Generalitat, has also participated in the congress in a debate on the industrial policies of different European regions along with Lombardy or Rhone Alpes. The southern regions of Europe are committed to initiatives that facilitate the digital transition of industries, especially SMEs, through innovation programs that allow the implementation of technological solutions in industrial processes, making them more efficient, more sustainable and creating work environments more inclusive. Technological cooperation becomes a key factor for industrial development. Villarroya has insisted that "we can not miss this train: Catalonia has been until now a pioneer in all industrial initiatives".

For his part, Álvaro Esteve, director of the Business Unit Factory Automation of the plant of Tres Cantos of Siemens, has presented how artificial intelligence influences the cost savings, as well as the optimization of processes through a good use of the data. All this through real cases and applications of the Digital Twin as a technology to reduce the margin of errors before producing and improving the quality of each final solution.

A boost for industrial talent in Advanced Factories

The last day of Advanced Factories has highlighted the importance of attracting talent and people management models in the so-called Industry 4.0. One of the activities that has generated more furor has been the HacktheCobot, a hackathon organized by Universal Robots, in which they presented 3 finalist teams from three different universities how to solve different challenges in the interaction with a robot. Jordi Saboya, in charge of UR + Management at UR, pointed out that "our objective is to make UR technology known and put in the hands of students

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so that they can learn about the technology of collaborative robots. In this way we achieve that when they go out to the professional world, they are prepared to work with cobots".

In addition, an afternoon full of activities for students of engineering, computing and professional training to bring future professionals to the industry has completed the Talent Marketplace designed to meet labor supply and demand. Leading companies such as Nissan, Kuka, Amada, Catec, Claire Joster, HP or Ranstadt have explained which are the most requested profiles.

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