



Automation and digitization, drivers for improving the competitiveness of factories

Intelligent automation in company processes generates a 9% growth in their revenues, according to Deloitte

Advanced Factories will present the success stories of companies such as Skis Rossignol, Kellogg's, Euroutil or Selmark, which have embraced the new 4.0 technologies

Advanced Factories opens registration for its annual appointment, which will take place from June 8 to 10 in Barcelona

Barcelona, February 25, 2021 - The situation experienced in the last year 2020 has accelerated and further revealed the need to embrace Industry 4.0. According to the latest Smart Industry study, published by the Observatory of Industry 4.0 and Everis, in collaboration with **Advanced Factories**, 70% of companies already have a digital transformation plan and are beginning to obtain results. A Deloitte report indicates that companies that have embraced intelligent automation in their processes obtain a 9% revenue growth. These data show how automation and digitization are drivers for improving the competitiveness of our factories.

In this context, Advanced Factories, the innovation event for leaders and industrial SMEs that are looking for solutions in industrial automation, robotics, 3D Printing, data analytics, artificial intelligence and vision, cybersecurity or integrated production systems, [opens registration](#) to attend the annual meeting for professionals in the industrial sector. **From June 8 to 10 at the CCIB in Barcelona**, Advanced Factories will bring together professionals from the automotive, food, aeronautics, rail, health, steel, textile and energy sectors who are looking for the latest innovations to turn their plants into advanced ones and come to Advanced Factories looking for an industrial partner.

Within the framework of Advanced Factories, there will also take place **Industry 4.0 Congress**, the largest European congress on industrial innovation, which will present success stories of industrial companies that have embraced new 4.0 technologies to improve their productivity. This is the case of companies such as Skis Rossignols, Kellogg's, Euroutil, or Selmark, among others. These last two are clear examples of traditional companies that have relocated their production plants thanks to automation and digitization. **Selmark**, a company dedicated to the textile sector, has implemented additive technologies to provide a rapid response in advanced processes. For its part, **Euroutil**, a manufacturer of moulds and dies, has been able to reduce production times thanks to tools based on Artificial Intelligence and data to detect deviations in production processes.

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"The big challenge for factories now is to integrate production systems, from the operational side and the technological side. With the implementation of technologies such as Artificial Intelligence, industrial plants will be able to make the operational part more efficient", highlights Òscar Íñigo, director of the Industry 4.0 Congress. *"Industrial Intelligence is taking over many processes within the factory,"* he adds.

"The emergence of the pandemic and its effects on the paralysis of multiple services, such as logistics, has highlighted the convenience of relocating our production. Industrial automation is an unavoidable duty for any industrial company that wants to turn its traditional factories into highly efficient and proactive production centres", adds Albert Planas, director of Advanced Factories.

For three days, Advanced Factories will gather professionals from the industrial sector to learn about the latest solutions in industrial automation systems, robotics, industrial software, artificial intelligence, Digital Twin, artificial vision solutions and virtual simulation, Big Data, IoT, cybersecurity, 3D Printing, Industrial Cloud Computing, and Machine Learning. Firms such as Omron, Bosch-Rexroth, Schneider-Electric, Accenture, Beckhoff, HP, Infaimon, Kuka, Siemens, Weidmuller, Fanuc, T-Systems, Tecnalía, Yaskawa, Logitec, Festo, Universal Robots, Rockwell Automation, Phoenix Contact, Wonderware, Schaeffler or Eurecat, among 280 others, will showcase their latest solutions.

Advanced Factories will be a 100% face-to-face event, with all the safety and hygiene measures and protocols established by the health authorities to guarantee a safe business environment for all attendees.

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