



## The fifth edition of Advanced Factories will analyse how to take advantage of automation and robotics to increase productivity

**It is estimated that 14% of the industrial sector will increase the automation of factories in 2021, while robotics sales will grow 12% in the next two years**

**Advanced Factories will be held from April 20 to 22 at the CCIB in Barcelona in a totally face-to-face event**

**Barcelona, December 22<sup>nd</sup>, 2020** - The current situation we are living in as a result of the pandemic has further highlighted the need to invest in 4.0 technologies. In fact, according to the latest Smart Industry study, 70% of Spanish companies already have a digital transformation plan; a figure that practically triples that of 2018. Besides, the role that Industry 4.0 plays with the use of autonomous robots or additive manufacturing to address the security conditions required by the pandemic has been evidenced. That is why, from April 20 to 22, 2021, **Advanced Factories** will present the latest industrial automation, robotics and industry 4.0 technologies to boost the competitiveness of our factories.

For this new year, it is estimated that 14% of the industrial sector will increase the automation of its production plants, and that robotics sales will grow by 12% between 2021 and 2022. Also, the industrial sector will generate a 4-point rise in Spanish GDP, according to IHS Markit data. However, to the challenges of Industry 4.0 is added a new one: the relocation of the industry. *"The pandemic has shown that there is a great dependence on the logistics chain in foreign markets. It is for this reason that new technologies should allow us to recover local production at a lower cost"*, says Albert Planas, director of Advanced Factories.

One more year, the CCIB of Barcelona will bring together professionals from the industrial sector 100% in a face-to-face event to present the latest solutions in industrial automation systems, robotics, industrial software, artificial intelligence, Digital Twin, artificial vision and simulation solutions virtual, Big Data, IoT, cybersecurity, 3D Printing, Industrial Cloud Computing, and Machine Learning. Always following all the safety and hygiene measures and protocols established by the health authorities to guarantee a safe business environment for all attendees.

After the success of its last edition, in which it brought together more than 17,000 professionals in the last fair and congress held in Spain before the state of alarm, Advanced Factories will bring together more than 360 exhibiting firms in 2021 with the objective not only to present new solutions for the industry, but also to boost and reactivate sales in the first half of the year.

*"Trade fairs and professional congresses are safe spaces, and also very necessary. Professionals in the industrial sector need a meeting point in which to promote the transmission of knowledge, establish synergies, and reactivate next year's sales after a very difficult 2020 for everyone"*, highlights Albert Planas.

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The event will be held completely in person, following all the safety and hygiene measures established by the health authorities. In fact, the organization of Advanced Factories has already held two other events in person since the pandemic arrived: REBUILD, dedicated to the building sector and which also took place at the CCIB in Barcelona at the end of September, and TIS - Tourism Innovation Summit, held less than a month ago in Seville for the tourism industry. Two events that demonstrated that it is possible to hold fairs and face-to-face congresses with all security guarantees in order to reactivate economic activity and encourage industries to discover new strategies and trends.

**The Industry 4.0 Congress is looking for experts to share their vision on the future of the industrial sector**

Advanced Factories will once again hold the Industry 4.0 Congress, the largest congress for southern Europe in which to discover the latest trends for the industrial sector. More than 100 hours of knowledge transfer from more than 260 experts who will share their success stories in industrial digitization to demonstrate how the future of our industry passes through industrial automation, robotics and Industry 4.0. All this through four thematic axes -automatization, connectivity, Data Analytics, and Industrial Symbiosis- and an agenda designed for each segment of the industry: aeronautical and naval, health & pharma, food, electronics, automotive, textile, railway and metal and steel.

All those experts, technicians, entrepreneurs, universities and research and innovation centres who want to share their vision of the industry and innovation can present their projects, ideas, success stories or solutions as candidates to participate in the Industry 4.0 Congress until the end of January.

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