



8-10 April 2025
Fira Barcelona

Redefining Automation with Green Tech

www.advancedfactories.com



POST-SHOW REPORT 2025

Advanced Factories 2025 redefines the standards in industrial automation and robotics, consolidating its position as a leader in Europe

30.497



Professional Visitors
*38.714 with a AMT

639



Exhibitors

427



International Speakers

217



Industrial Experiences

158



Supporting Partners

1.419



Innovation Showcased

132



Journalists



Event overview rating



will recommend Advanced Factories to another professional



will attend AF2026



considers Advanced Factories as the most relevant professional event

ADVANCED FACTORIES 2025 brings together all the industry

DECISION-MAKERS VISIT AF2025

34% Plant Manager

19% Expert/Technical

17% C-Level

13% CIO/ IT Manager

9% Business Unit Manager

8% Head of Manufacturing

1% Other

AREA OF RESPONSIBILITY



Manufacturing



IT



General Management



Operations



Sales



Marketing



Other



HR

MAIN SECTORS WE ATTRACT



21%
Automotive



16%
Cosmetics, Pharma
& Chemistry



15%
Food & Beverages



16%
Packaging & Logistic



10%
Metal & Steel



8%
Railway & Naval



5%
Electronics



4%
Construction



3%
Textile

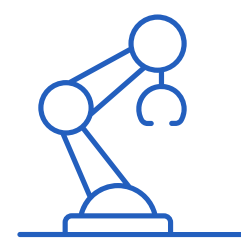


2%
Aeronautics & defense



2025 Industrial Competitiveness Barometer

Key Insights from the Industry at Advanced Factories 2025



¿WHERE DO WE STAND?

70%

of professionals say that technology has improved their productivity

48,5%

highlight the reduction in production costs thanks to process digitalization and automation



TECHNOLOGY TO COMPETE: THE NEW STANDARD

87%

of companies have automated their facilities using Industry 4.0 technologies, with standout solutions including AI, robotics, and cybersecurity

25,1%

have reached a high level of implementation

22%

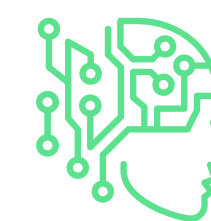
are currently in the pilot phase

40,7%

have significantly reduced errors in their processes

32,3%

have optimized the use of materials and resources



KEY CHALLENGES

60%

of companies struggle to find qualified talent

13%

of companies in the industrial sector have not yet started automating their processes

29%

of executives cite energy costs as one of the major challenges. Spain continues to have some of the highest industrial energy prices in Europe

42%

of executives call for increased funding for advanced technologies and machinery.

Lack of financing is holding back

50%

of companies from digitalizing their operations

52,1%

consider cybersecurity a key factor for future competitiveness

More than 10,800 companies choose Advanced Factories in search of industrial partners, making it the largest industrial community in Southern Europe



Innovation showroom featuring 639 exhibiting companies and 1,419 solutions

CLICK HERE TO VIEW THE LIST OF EXHIBITORS



GLOBAL PARTNERS



EVENT PARTNERS



INSTITUTIONAL PARTNERS



MAIN AUDITORIUM LEITAT				SPEAKERS & PRESS ROOM		VIP LOUNGE		AUDITORIUM DASSAULT SYSTÈMES	
INDUSTRY 4.0 CONGRESS									
4A221		4B320		4B321		4B325		4C420	
4A221		4B320		4B321		4B325		4C420	
4B316		4B317		4C416		4D513		4D516	
4B312		4B313		4C412		4D512		4E616	
4B308		4B309		4C409		4D509		4E612	
4B304		4B305		4C404		4D505		4E617	
4B300		4B301		4C400		4D501		4E613	
4B296		4B297		4C397		4D497		4E614	
4B292		4B293		4C392		4D489		4E615	
4B289		4B289		4C388		4D488		4E611	
4B280		4B285		4C384		4D485		4E612	
4B276		4B277		4C376		4D477		4E613	
4B272		4B273		4C372		4D473		4E614	
4A169		4B268		4C368		4D469		4E615	
4A165		4B264		4C364		4D465		4E611	
4A161		4B260		4C360		4D457		4E612	
4A157		4B256		4C356		4D455		4E613	
4A134		4A130		4B232		4D433		4E614	
4A133		4A133		4B232		4D429		4E615	
4B224		4B227		4C328		4D425		4E611	
4B220		4B221		4C324		4D424		4E612	
4B216		4B217		4C320		4D417		4E613	
4B208		4B209		4C312		4D409		4E614	
4B204		4B201		4C308		4D401		4E615	
4B200		4B200		4C300		4D400		4E611	
4D393		4D392		4D392		4D392		4E612	
4N005		4N006		4N010		4N021		4N029	
4N003		4N003		4N008		4N017		4N036	
4N001		4N004		4N007		4N012		4N034	
4N007		4N007		4N012		4N016		4N032	
4N024		4N028		4N022		4N022		4N032	

MACHINE LEARNING



INDUSTRIAL SOFTWARE



IOT & CIBERSECURITY



ENERGY EFFICIENCY



INDUSTRIAL CLOUD



PRODUCTION SYSTEMS INTEGRATION



BIG DATA & ANALYTICS



BLOCKCHAIN



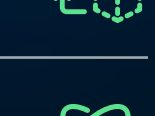
INTERNET OF THINGS



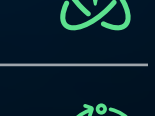
DIGITAL TWIN



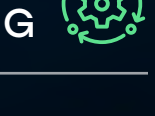
ARTIFICIAL INTELLIGENCE



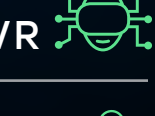
ADDITIVE MANUFACTURING



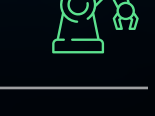
AUGMENTED REALITY AR/VR



ROBOTICS



PREDICTIVE MAINTENANCE



INDUSTRIAL AUTOMATION

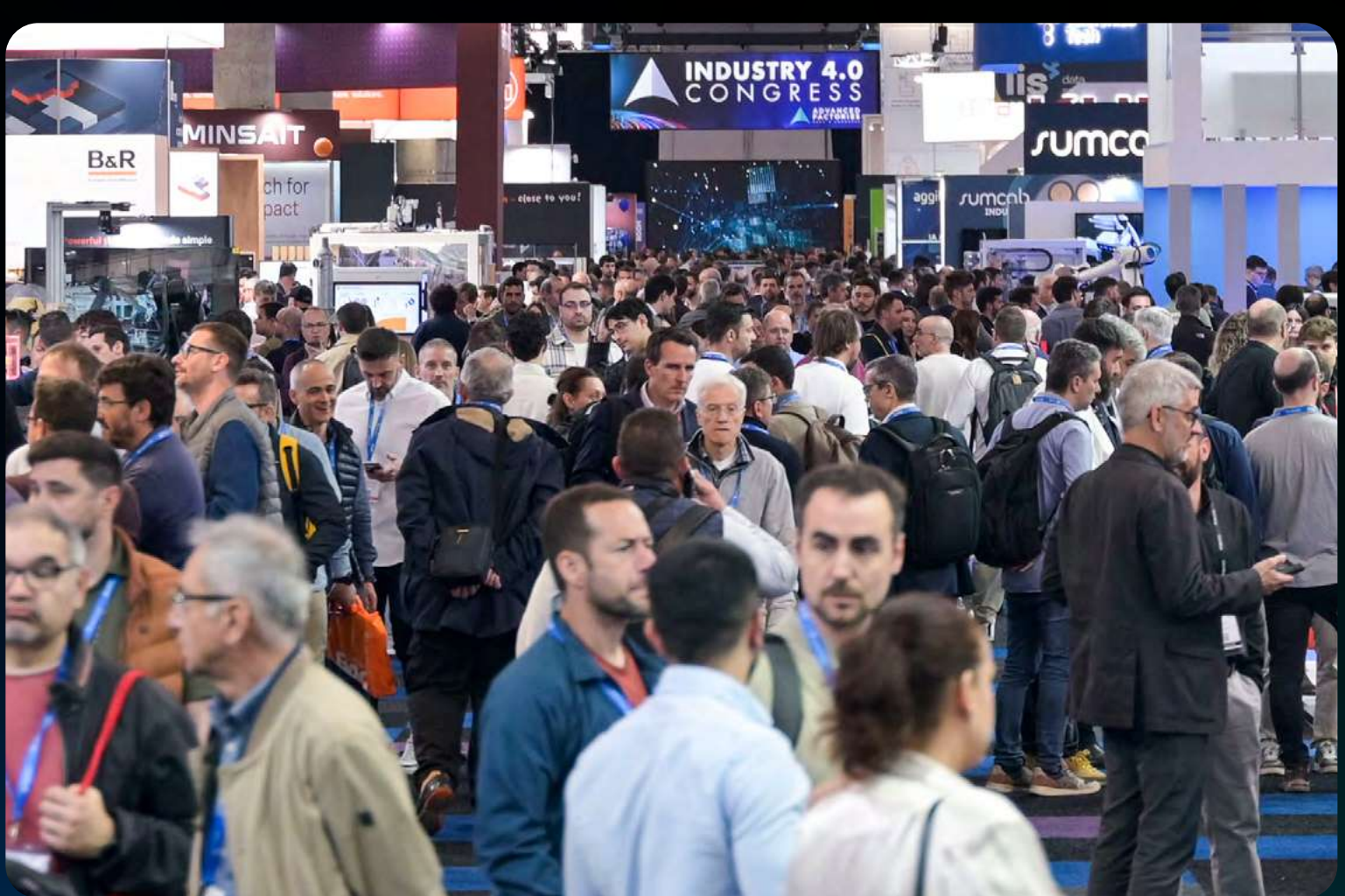




AF2025 in images

[CLIK HERE TO VIEW ALL THE GALLERY FROM AF2025](#)





Industry 4.0 Congress

[CLICK HERE](#)
Learn more about the
INDUSTRY 4.0 CONGRESS



6



Auditoriums

427



Speakers

+300



Hours of inspiration

10



Parallel Events

217



Industrial Experiences

10 VERTICAL FORUMS:



AEROSPACE &
NAVAL



RAILWAY



FOOD &
BEVERAGE



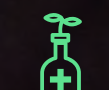
AUTOMOCIÓN Y
TRANSPORTES



ELECTRONICS
& CONSUMER
GOODS



MOBILITY &
LOGISTICS



HEALTH &
PHARMA &
WELLBEING



METAL &
STEEL



TEXTILE



ENERGY &
GREENTECH

6 AREAS OF FOCUS:



AUTOMATION & ROBOTICS

Industrial automation systems, robotics, cobotics, computer vision, and voice assistants.



ARTIFICIAL INTELLIGENCE & DATA SCIENCE

Artificial intelligence, machine learning, digital twin, production planning and visualization, and predictive maintenance.



ADVANCED MANUFACTURING & MATERIALS

Zero-defect production, 3D printing, hybrid processes, flexible manufacturing cells, and low-energy equipment.



INTEGRATED SYSTEMS

IIoT, cybersecurity, virtual and augmented reality, industrial cloud, blockchain, 5G, human-machine interfaces (HMI), platforms, and portals.



SUSTAINABILITY

On-demand manufacturing, new business models, Sustainable Development Goals (SDGs), standardization, and regulations.



WORKER 5.0

People-centered approach, safety, training, and digital talent.

217 industrial experiences and 427 international speakers



EDUARD MARFÀ
Global Marketing
Director
SIEMENS



DANIEL WATKINS
Head of CAD/PLM
Red Bull RACING



JAVIER RAMOS
CISO
pikolin



JESÚS OLIVA
Head of Data
Science & AI
moeve



JORDI PORT
Corporate
Director
NOEL



DIEGO PIÑEIRO
Innovation
Director
selmark
LINGERIE



CARLOS VELÁZQUEZ
Sustainability
Director
Roca



NESTOR NAVA
CEO
GALLO




RICARDO GARCÍA
President Europe
& COO
BENTELER



FEDERICO ASENSIO
CTO
SAICA



NURIA CRISTÓBAL
Avila Plant Director
NISSAN




EMANUEL PUPELLO
Strategy
& Projects Director
SEAT CUPRA



MIGUEL LECHÓN
Technical
Director
MICHELIN



POL SALVADÓ
Plant
Director
almirall




EVA PALLARES
IT Product
Manager Factory
SEAT CUPRA



VÍCTOR MORENO
Senior Engineering
Manager
JAGUAR LAND-ROVER



JUAN MANUEL ABAD
Business Analyst
DANA



JUAN MOCOROA
Head of
Manufacturing
Engineering
Mercedes



MÀRIUS MALE
Technical Support
Specialist
CARBURIS METALICOS
Grupo Air Products



ARON JONES
RME Regional
Manager
amazon



HANS JUERGEN GRUNDI
Director of ICT Manufacturing
STELLANTIS



OSCAR AGUILAR
Global IT/OT&IA Manager
HORSE



DIEGO MALLADA
Digital Tech Director
Gestamp



MIGUEL RUANO
Director of ARInnov Space
MICHELIN



FERNANDO CASTILLO
CEO
novaltia



GUILLERMO PRIETO
Director of Information Technology
Damm



ROLAND FADRANY
COO
gaia-x



BEATRIZ FONT
Associate Director
Coca-Cola




JESÚS SOLER
COO
GRUPO AGORA



EDUARD FORRADELLES
OT Manager
TOWA



PACO ONTIVEROS
IT Management
NACEX




MERITXELL GALLETO
Engineer
HIPRA



EDORTA ECHAVE
Industrial Cybersecurity Expert
arania GRUPO arania



FRANCISCO RAMIREZ
Cybersecurity Architecture Lead
Naturgy



MIGUEL PUCHOL
Senior Automation Engineer
BASF
We create chemistry



GLORIA ZUFIAURRE
BISO Vans Coordinator
Mercedes



JUAN GÁZQUEZ
Director of Industrial Business
pre zero



MARIANO GARCÍA
Director of Sustainability
HOLCIM



CARLES ALABAU
Business Development Leader
DOW



MANEL GUILLEM
Head of Innovation
Molins



ALEJANDRO SEGUÉ
Digitalization Manager
Atlas Copco



GORKA MARTÍ
Director of Services and Operations
sonnen



TERESA NAVARRO
Director Business Development
INDOX



RAQUEL HERNANSANZ
Digital Office Manager
HORSE



EMILIO ANGLÉS
Industry 4.0 Development Leader
Kellogg's

Networking activities to generate next-generation leads and build strategic alliances



CIO'S SUMMIT



FACTORIES OF THE FUTURE AWARDS 2025



NATIONAL CONGRESS OF INDUSTRIAL PARK MANAGERS



PLANT MANAGER'S SUMMIT



ARTIFICIAL INTELLIGENCE FORUM



ACCIÓ OPEN INNOVATION



NAVARRA, INDUSTRIAL REGION 2025



INDUSTRIAL CYBERSECURITY FORUM



WELCOME BEER PARTY



AMT CO-LOCATED EVENT



LEADERSHIP SUMMIT



INNOVATION CORNER IN AUTOMOTIVE



TOURS TECNOLÓGICOS



3D PRINTING FORUM



TALENT MARKETPLACE



INDUSTRY STARTUP FORUM



CEO'S SUMMIT

Factories Of The Future Awards 2025

THANKS TO OUR SPONSORS:



FRACTAL AWARD
to lead the digital transformation of the industrial plant

LA VANGUARDIA AWARD
to the best industrial team for the Factory of the Future

SOTHIS AWARD
for the best automation and robotics project in an industrial plant

MITSHUBISHI AWARD
to the most disruptive startup in the industrial sector

EURECAT AWARD
for the best research and development project

BECOLVE AWARD
for excellence in sustainability, eco-development, and circular economy



Media Impact of #AF2025

19.904 #

Social Media Interactions

290.865 X

Social Media Impressions

2.900.000 

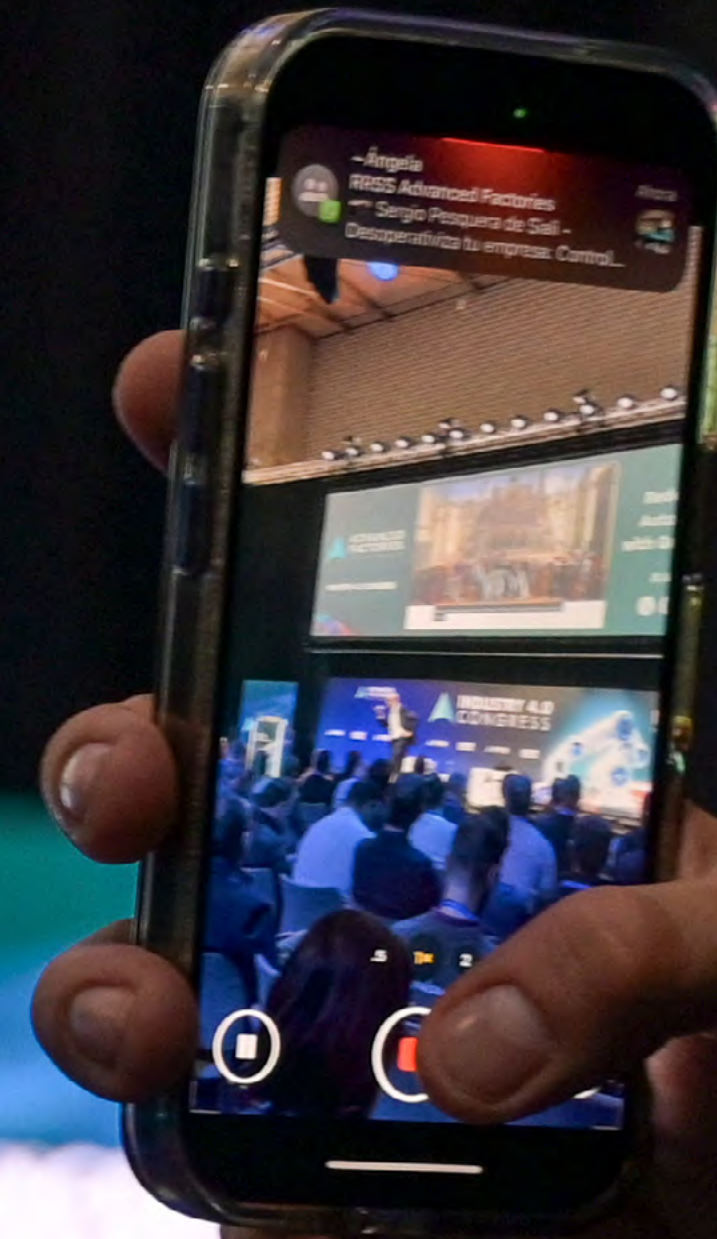
Social Media Reach

99.497 

Unique Users

1.619 

Appearances in General and Specialized Press



PRESS HIGHLIGHTS:

Expansión

“Advanced Factories reunirá a más de 37.000 profesionales para acelerar la competitividad industrial”

[\[LEER +\]](#)

elEconomista.es

“Advanced Factories 2025 bate su récord histórico de asistentes con 38.714 profesionales industriales”

[\[LEER +\]](#)

LA VANGUARDIA

“Barcelona acoge la gran cita tecnológica para el sector industrial, que generará un impacto de más de 79 millones de euros”

[\[LEER +\]](#)

EL ESPAÑOL

“Advances Factories pone rumbo a la productividad a través de la tecnología ecológica”

[\[LEER +\]](#)

Interempresas

“Advanced Factories nombra Navarra Región Industrial Europea 2025 por el crecimiento que su industria ha experimentado en la última década”

[\[LEER +\]](#)

VIA empresa

“Automatización y sostenibilidad se dan la mano en la nueva edición de Advanced Factories”

[\[LEER +\]](#)

iElektro

“El Ministro de Industria y Turismo, Jordi Hereu, participará en la tercera jornada de Advanced Factories 2025”

[\[LEER +\]](#)

mundoPLAST

“Récord de visitantes en Advanced Factories 2025”

[\[LEER +\]](#)

AUTOMÁTICA E INSTRUMENTACIÓN

“El Industry 4.0 Congress mostrará el impacto de las nuevas tecnologías en la movilidad”

[\[LEER +\]](#)

Talent Marketplace

#LaIndustriaSinFiltros framed the Talent Marketplace as an initiative to showcase a modern, tech-driven industry full of promising career opportunities for young talent—far from the outdated stereotypes or "filters" that have long distorted the perception of the sector: low-skilled, poorly paid, monotonous jobs with no future.

The campaign highlighted the true potential of today's industrial and metalworking sectors: quality jobs, competitive salaries, constant innovation, and a key role in the digital and sustainable transformation of the economy. An essential industry that must be rediscovered by the new generations.



4



Auditoriums

1218



Students

134



Teachers

85



Educational Institutions

ACADEMIC PROFILE OF THE STUDENTS:



INDUSTRIAL AUTOMATION & ROBOTICS



WELDING



CNC MACHINING



INDUSTRIAL MECHATRONICS



ELECTROMECHANICAL MAINTENANCE



INDUSTRIAL DESIGN ENGINEERING



MECHANICAL DESIGN & MANUFACTURING (CAD/CAM)



ELECTRICITY & ELECTRONICS



ADDITIVE MANUFACTURING / 3D PRINTING

THANKS TO OUR COLLABORATORS:



TECHNOLOGY TOURS



THE INDUSTRY IN FIRST PERSON



NETWORKING



AWARDS FOR INNOVATIVE VOCATIONAL TRAINING PROJECTS

The largest community of industrial professionals

STRATEGIC MEDIA PARTNERS



OFFICIAL RADIO



MEDIA PARTNERS



INSTITUTIONAL PARTNERS



STRATEGIC PARTNERS



SUPPORTING PARTNERS



PROFESSIONAL ASSOCIATION PARTNERS





**ADVANCED
FACTORIES**
EXPO & CONGRESS

**See you from May 5-7 2026 in
Barcelona**

#AF2025



JOIN THE CONVERSATION ON SOCIAL MEDIA

www.advancedfactories.com

Advanced Factories is an event of:

NEBEXT
NEXT BUSINESS EXHIBITIONS