

Sectors such as machine tooling have been added and the Max congress on advanced manufacturing is launched

## **INDUSTRY From Needs to Solutions expands its offering with new sectors and four congresses**

**The fourth INDUSTRY From Needs to Solutions, the fair on Industry 4.0 organized by Fira de Barcelona, has expanded to include new sectors and increase the range of knowledge on offer. The event will feature an exhibition area with 150 participating companies and four congresses attended by 150 experts. There will also be a space for networking among companies, together with a wide range of workshops and activities. The event will be held from 29th to 31st October at Fira de Barcelona's Gran Via venue within the framework of Barcelona Industry Week.**

With the aims of covering the entire value chain and providing smart manufacturing solutions, the fourth INDUSTRY fair has incorporated seven areas to integrate the following industrial sectors: machine tools, connectivity and data, 3D printing, automation and robotics, moulds and dies, new materials and design and services. To cope with this growth, the fair, which will be held from 29th to 31st October, has moved to the Gran Via venue.

The exhibitions will occupy a large area where the participating companies will show visitors their innovations in terms of products, services, applications and solutions throughout the industrial sphere. Similarly, the exhibitors will schedule a broad programme of workshops, displays and different activities.

According to INDUSTRY director Miquel Serrano, "this year we'll consolidate the path we set out on last year by adding new industrial sectors". In Serrano's opinion, "taking into account the state of the sector, immersed in the 4.0 revolution, and the fact that Catalonia accounts for a quarter of Spanish industry, a fair such as ours, with an increasingly industrial nature, is even more necessary".

### **Max, the chief innovation**

Apart from the exhibition area, this year's event will place particular emphasis on knowledge, as it will add as many as four congresses: Max, IN(3D)TALKS, the Barcelona Cybersecurity Congress and Ayri11.

The main innovation is Max, an event devoted to advanced manufacturing that will focus on the specific benefits this technology brings to efficiency, product, business and talent. The congress, geared towards executives who are looking for ways to undertake digital transformation within their companies, will be attended by around 40 representatives from leading firms such as DHL, Roche Diagnostics, Fluidra, Siemens, Damm, Seat, Cisco, Frit Ravich, Microsoft and PwC. It will include around fifteen talks covering topics such as logistics, sustainability and smart products.

*The exhibition area will include a new machine tool area*

*Max, a congress on advanced manufacturing, the main innovation this year*

*IN(3D)TALKS will continue to promote the adoption of 3D within the industry*

The breakthroughs in additive manufacturing will be revealed at IN(3D)TALKS, at which companies using this technology will explain to visitors how they are implementing 3D printing in sectors such as aeronautics, industry and the automotive and healthcare sectors. We should highlight the speakers from companies such as Ruag Aerospace, a firm that has manufactured a part of the next mission set to travel to the Moon in 3D, Sauber, with an explanation of the entry of Formula 1 into the world of additive manufacturing, and Roland Berger, with an outline of the current state of implementation of this technology.

#### **Cybersecurity in Industry 4.0**

The second Barcelona Cybersecurity Congress will focus on cybersecurity in industry, as well as solutions, business and governance. The congress, which will be held from 29th to 31st October in Hall 1 of the Gran Via venue, will be attended by 60 speakers, including representatives from Telefónica, Tata Communications and Microsoft, who will discuss the implementation of cybersecurity solutions in multi-cloud environments, the protection of medical devices and new tools to prevent identity theft in financial services.

INDUSTRY From Needs to Solutions will once again host the presentation of the Reshape Awards to reward the two best proposals in the wearable technology and smart product categories. The gala will be held on 31st October and will consist of a forum at which the 22 finalists will display their products to the jury, which will select the two winners.

The finalists include a fabric made with seeds that germinate over time, a voice-activated anti-pollution mask, clothes made of bioplastics, garments that interact with music, a neoprene suit made of graphene that is resistant to shark bites, a one-piece shoe, a bicycle helmet that cools automatically, a wearable that detects and warns of high levels of radiation, pollution, UV rays and water pollution and a mask that blocks facial recognition.

Ayri11, the congress on automation and industrial robotics, will continue to promote the professional links between companies and young talent from universities and higher education.

#### **Meetings between companies**

INDUSTRY From Needs to Solutions will organize a number of B2B programmes and initiatives, during which exhibitors will be able to hold exclusive meetings with top-level domestic and international buyers.

The B2B European Technology Buyers Programme will be held in partnership with the Barcelona Chamber of Commerce. This consists of business meetings between exhibiting companies from the sector and European additive printing and advanced manufacturing buyers from countries such as Germany, Belgium, France, Italy, Portugal, the Czech Republic and the United Kingdom. The buyers are from the car, aeronautics, robotics, renewable energy, health, medical, railway and urban mobility sectors.

INDUSTRY is supported by the Free Zone Consortium with Leitat, Tecnalía and IAM3DHUB as its technological partners. It forms part of Barcelona Industry Week, a trade fair platform that will simultaneously hold seven events related to the digital transformation of industry from 29th to 31st October at Fira de Barcelona's Gran Via venue. IoT Solutions World Congress, Blockchain Solutions World and the AI & Cognitive Systems Forum will complete the event.

#### **Barcelona, October 2019**

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The congress, the main new feature of the fourth edition of INDUSTRY, has announced its first speakers

## **Industrial digitalisation is discussed at MAX, the congress on advanced manufacturing**

**The arrival of artificial intelligence to factories, digital transformation and the challenges and opportunities in terms of environmental sustainability of logistics and transport in a flourishing online commerce environment. These and other topics will be addressed during the first edition of MAX, the congress on advanced manufacturing of the INDUSTRY From Needs to Solutions trade fair held on 30th and 31st October, which announced its first speakers today.**

The experts participating in MAX include Jorge Calvo, vice-dean and professor at Golbis business school in Tokyo, one of the largest in Japan, and an expert in digital transformation of businesses through artificial intelligence, IoT and Robotics. In his talk, "Welcome to the 4th Industrial Revolution and Industry 4.0", which will open the congress, Calvo will address the exponential change associated with the transition from human to artificial intelligence in a world where machines can communicate with one another, vehicles move autonomously and factories produce intelligently. This session will deal with the key factors of Industry 4.0, the driving forces of change and how companies can make progress into the future from a practical point of view, promoting real examples with efficiency, competitiveness and sustainability criteria.

Likewise, one of the talks will focus on e-commerce, one of the most digitalised sectors of this time. Daniel Pastrana, B2C Product Manager at DHL, will lead a talk on the digital transformation of the last mile in the era of the e-commerce boom. He shall set out the keys to how logistics and transport have to adapt to this growing reality, while at the same time proposing solutions to global challenges, such as sustainability with a comprehensive supply chain approach.

Success stories in the digital transformation of seemingly analogue industries, such as mining, will also be discussed. In this regard, Marco Antonio Orellana, head of Information Technology Systems at Codelco-Chile, will explain the successes achieved thanks to the incorporation of information technologies, telecommunications, automation and robotics in the production processes of the mineral extraction industry.

Talent management will also be one of the main topics of the congress, from the pragmatic perspective of speakers such as Judith Viader, General Manager at Frit Ravich; Laura Gil, Director of Digital Transformation at Damm; Albert Ventura, Head of Venture Capital at Comsa; Belén Badia, Head of People, Communication and IT at Uriach; and José Ramón Castro, General Director at Siemens in Catalonia, Aragon and the Balearic Islands.

MAX will be held as part of the INDUSTRY From Needs to Solutions trade fair at the Fira de Barcelona Gran Via venue from 29th to 31st October. The congress agenda will focus on four main topics: efficiency, product, business and talent, where issues such as efficiency in the connected industry will be addressed; smart products; new business models based on data and the adaptation of workers to digital transformation.

Speakers from companies such as Sauber, Adidas, Volvo Trucks, Ruag, Roland Berger and ArcelorMittal will attend

## **The main advances in 3D printing, on display at the fourth INDUSTRY fair**

**Components of the next spacecraft to land on the Moon, parts of Formula 1 racing cars, aircraft engine components and applications in the medical and retail fields. 3D printing has more and more uses and the most significant current technological developments will be on show at the forthcoming edition of INDUSTRY From Needs to Solutions. The advanced manufacturing fair, held by Fira de Barcelona from 29 to 31 October at the Gran Via venue, will feature around twenty 3D printing specialists, an exhibition area and a space with examples of additive manufacturing.**

INDUSTRY From Needs to Solutions continues its mission to provide the entire industry with all the benefits of additive manufacturing. It will do so by means of the IN(3D)TALKS programme, during which fifteen sessions will be conducted on five topics: the automotive sector, aeronautics, industry, health and retail and consumer goods.

At the panel discussion on aeronautics, Manuel Aliprandi, materials and processes engineer at Ruag Aerospace, will unveil the details of the first 3D-printed part that will travel to the Moon in the near future. The part in question is the landing gear of the private SpacEL mission, scheduled for 18 February next year. Aliprandi will share the table with Paolo Calza, design and technology director at Avio Aero, a part of General Electric that specialises in the manufacture of aircraft engine components by means of additive technology.

In the session on the automotive sector, Christoph Hansen, Head of Technical Development for the Sauber team, now part of Alfa Romeo Racing, will provide details of additive manufacturing's arrival in the world of Formula 1. David Magnuson, head of the additive manufacturing division at Volvo Trucks, will share the benefits of 3D prototyping, while Bernhard Langefeld, a partner of the Roland Berger consultancy firm and an additive manufacturing expert, will analyse where 3D is at right now.

The topic of health will be addressed on the basis of the testimonies of some of the main Catalan hospitals (Clínica, Sant Joan de Déu, Bellvitge, Parc Taulí, Althaia and Olot), which will share 3D printing methodologies, materials and applications in the medical field.

Other prominent speakers at IN(3D)TALKS will include Virgilio García, director of the global research programme run by ArcelorMittal, the world's leading steel production company, which will participate in the industry round table. In addition, Simone Cesano, senior director of operations and design at Adidas, and Alberto Lovisetto, coordinator of the 3D project of the Moncler luxury brand, will discuss issues affecting the retail and consumer goods sector, represented once again by the Reshape competition.

Similarly, INDUSTRY will have an exhibition area with about thirty 3D companies and an innovation arena displaying parts manufactured with the above technology, demonstrating how additive manufacturing can now offer tangible solutions to the aeronautical and automotive sectors and many other industries.



29-31 October 2019  
[barcelonacybersecuritycongress.com](http://barcelonacybersecuritycongress.com)

The digitalization of the industry, the main protagonist of the second edition of the contest

## Cybersecurity in industry, under debate at the Barcelona Cybersecurity Congress

**The growing digitization of factories due to the emergence of connected industry offers companies excellent opportunities, but also risks, especially with regard to cybersecurity. With the aim of addressing this new paradigm, the second Barcelona Cybersecurity Congress, an international event focusing on solutions, business and governance in the industrial field, will be held from 29th to 31st October. The event, which will take place within the framework of the INDUSTRY From Needs to Solutions trade show, will feature 60 speakers, 40 talks, an exhibition area, a talent market and a competition between hackers.**

Hall 3 of Fira Barcelona's Gran Via venue will be the venue for this second Congress, which will seek to place the need for companies to have reliable protection systems at the centre of the debate, given the growing connectivity within the industry. The main pillar of the Barcelona Cybersecurity Congress will be an event involving about sixty speakers, who will discuss topics such as the implementation of cybersecurity solutions in a multi-cloud environment, the protection of medical devices to improve privacy, new tools to prevent identity theft in financial services, big data management by means of quantum computing, the irruption of 5G and cyberintelligence.

The main speakers at the event will include representatives from companies such as Eleven Paths, TATA Communications, Microsoft, Huawei, Symantec, Cisco, Sophos, Softeng, McAfee, Seat and Doctors Without Borders, among many others.

In addition, the exhibition area will feature around thirty companies that will showcase the most innovative solutions in the area of cybersecurity, while workshops and activities to publicize new products and services will be conducted at the same time.

### **Talent promotion**

In order to promote the recruitment of new professionals, the Barcelona Cybersecurity Congress, in partnership with Barcelona Digital Talent, is also organizing a "speed dating" talent market so as to connect the 25 participating companies to the new digital profiles. There will also be a competition between hackers involving disciplines such as forensics, cryptography, OSINT, web technologies and binary exploitation.

### **Electronic security**

Several parallel events will also be held as part of the Barcelona Cybersecurity Congress, including the eHealth Security Conference and the ISACA Congress.

The eHealth Security Conference is the electronic security conference organized by ENISA, the European security agency, which will celebrate its fifth edition. The event that will be held on October 30 will focus on the regulatory context of cybersecurity in the field of eHealth, particularly regarding incident reporting; good cybersecurity practices for health care organizations with a focus on procurement; and online health protection to prevent pirate attacks on medical devices. On the other hand, on October 29, the eighth congress of ISACA Barcelona, the Association for the Control and Audit of Information Systems, is organized.

29th - 31st October 2019  
[www.firabarcelona.com](http://www.firabarcelona.com)

A total of seven events that showcase the boom of smart, connected and autonomous manufacturing

## Barcelona Industry Week unveils the most advanced and digitalised industry at the Gran Via venue

From 29th to 31st October Fira de Barcelona's Gran Via venue will host the main fair platform that promotes smart, connected and autonomous manufacturing. The third Barcelona Industry Week will encompass the holding of seven events: IoT Solutions World Congress, Blockchain Solutions World, the AI & Cognitive Systems Forum, Industry From Needs to Solutions, MAX, the Barcelona Cybersecurity Congress and Ayri11, the automation and robotics congress. They will all address how disruptive technologies not only improve manufacturing processes but also reduce their environmental footprint from different standpoints.

The latest BIW (Barcelona Industry Week) will bring together 550 exhibiting companies and 600 speakers, who will take part in the 400-plus congress sessions, talks, workshops and panel discussions that have been scheduled. A total of 25,000 professional visitors are expected to attend.

According to Salvador Tasqué, Director of Own Business at Fira de Barcelona, "Barcelona Industry Week is establishing itself as the main fair platform for supporting and driving the digital transformation of multiple sectors, with a total of seven events that complement each other and offer a cross-sectoral vision of all the existing innovations for the deployment of the most advanced industry, with the aim of making production processes more efficient and sustainable".

### IoT SWC, another step towards smart connectivity

IoT SWC (IoT Solutions World Congress), the largest international event devoted to the industrial internet, will fill Hall 2 of the Gran Via venue with 350 exhibitors, including the world's leading suppliers of IoT, artificial intelligence and blockchain solutions, such as Microsoft, Sas, Vodafone, Nutanix, Deloitte, T-Systems, Libelium, Kaspersky, Orange, Siemens, Fiware, Hitachi, Relayr, Thingstream, Zyfra, Emnify, Linux Edge Foundation, Hewlett Packard Enterprise and ARM. It will also incorporate a test bench area to showcase ten experimental platforms that overcome challenges in real environments and an area that will provide visibility for startup projects from different countries.

As for the congress, with more than 300 speakers, it will analyse the benefits of digitalisation based on real cases that illustrate the achievements and new implications that are opening up in the era of smart connectivity. Directors of companies that already use IoT solutions, such as Hugo Boss, McLaren Group, Airbus, Sanitas, Carrefour Group, Daimler Motors, Ibercaja, Roca, SNCF Réseau, Maersk GTD and Brussels Airport, will also take part, as well as representatives of the leading technology companies. Attention will also be paid to the state of female leadership in the IoT ecosystem.

*Barcelona Industry Week will bring together 550 companies, 600 speakers and 25,000 visitors*

*The aims are to promote innovation and the digital transformation of different sectors*

*The discussions will focus on the IoT, artificial intelligence, blockchain, cybersecurity, 5G, 3D printing, advanced materials, robotics and automation*

### **Blockchain and artificial intelligence**

Together with IoTSWC, there will be two themed events on blockchain and artificial intelligence, two technologies that are taking off and reinforcing and reinventing the capabilities of the Internet of Things. These are BSW (Blockchain Solutions World) and AI&CS (Artificial Intelligence & Cognitive Systems) Forum, both organised by Fira de Barcelona in partnership with the IIC (Industrial Internet Consortium), as occurs with IoTSWC.

The former, BSW, will cover topics such as the use of blockchain to reduce digital threats and authenticate and verify people's identities and for data control, the signing of smart contracts and all kinds of electronic transactions. Discussions will also be held on the impact of this technology on the generation, distribution and consumption of energy, food security, the new relationship that may be established between farmers and consumers, global trade, healthcare, mobility as a service and the offsetting of CO<sub>2</sub> emissions.

The latter event (AI&CS) will analyse the state of the implementation of artificial intelligence and automatic learning technologies for improving processes. It will also address issues related to standardisation, as well as ethical aspects and the social responsibilities that arise in the relationship between smart machines and people. The list of speakers will include American analyst Joe Barkai, who will offer his forecasts on the future of artificial intelligence and machine learning technologies and explain the opportunities and threats posed by autonomous machines.

### **Industry: advanced manufacturing**

The fourth Industry From Needs to Solutions, which will occupy Hall 3, will enhance its industrial nature with the addition of a new machine tool exhibition area, which will join the spaces devoted to connectivity and data, 3D printing, automation and robotics, moulds and dies, new materials and design and services, with the aim of meeting the technological needs of companies in the industry 4.0 era. Industry From Needs to Solutions is organised by Fira de Barcelona with the support of the Free Zone Consortium. It is also partnered by the Ministry of Industry, Trade and Tourism, the Catalan Government and Barcelona City Council, as well as the Leitat, Tecnia and IAM3DHUB technological centres.

The exhibition area, with more than 150 companies, will be complemented by the Innovation Arena, where some of the most innovative industrial solutions to boost smart manufacturing will be on display. In addition, the area devoted to 3D printing will continue to be important, with the holding of the In(3d) talks, during which more than 50 speakers representing industries that use this technology, such as Roland Berger, Mobility Goes Additive and RUAG Aerospace, will pool their experiences. Ayri11, the congress on automation and robotics, will once again bring together companies and young talents.

The Industry From Needs to Solutions programme will include MAX, a new congress focused on advanced manufacturing and its capacity to maximise optimisation in areas such as efficiency, products, business and talent. The congress will feature 40 speakers from companies such as DHL, Roche Diagnostics, Fluidra, Siemens, Damm, Seat and Cisco.

### **Industrial cybersecurity**

Following the success of the first Barcelona Cybersecurity Congress, the forthcoming event will focus on cybersecurity in the industrial field, solutions, business and governance. The congress, to be held in Hall 1, will have 60 speakers, including representatives from Telefónica, Tata Communications and Microsoft, who will discuss the implementation of cybersecurity solutions in multi-cloud environments, the protection of medical devices and new tools to prevent identity theft in financial services, among other topics.

In addition, all the events that make up Barcelona Industry Week will be associated with other knowledge and networking activities involving more than 50 partner entities, including associations, professional bodies, technological centres and universities.

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