

## MECSPE. IDEAS ON THE MOVE

### EVENT SECTORS:

- Machinery
- Automation
- Production Logistics
- 4.0 Technologies
- Subcontracting of Processing and Services
- Materials

Project and direction

 **senaf**  
MESTIERE FIERE

In collaboration with

 **tecniche nuove**

  
**FIERA DEL LEVANTE**

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## THE PROJECT

With the roadmap "MECSPE WORKSHOPS FOR DIGITAL MANUFACTURING, The Italian approach to Industry 4.0", MECSPE, the annual international industrial manufacturing event held in Parma, is crossing all strategic territories which are implementing and consolidating innovation paths for the development of an increasingly state-of-the-art, innovative and digital industry.

Puglia is one such territory, generally in virtue of its mechanical specialisation (approximately 8,000 companies with 50,000 employees) and specifically in virtue of its technological districts - mechatronics and high-tech in particular, plays a significant role at a local, national and international level.

The sheer dynamism of this territory, home to several companies which excel in terms of innovation and digitalisation, coupled with the interest of local industrial sectors, has stimulated planning for a spin-off of the Mecspe event in Bari, a centre of the district's excellence.



### EVENT SECTORS:

- **MACHINERY**
- **AUTOMATION**
- PRODUCTION LOGISTICS
- **4.0 TECHNOLOGIES**
- SUBCONTRACTING OF PROCESSING AND SERVICES
- **MATERIALS**

**MECSPE BARI** is the ideal event for professionals from central and southern Italy as well as Mediterranean basin countries. A hub where you can get up to date on state-of-the-art technologies and meet the most authoritative providers of services and technologies for the implementation of an intelligent industry.

## SPECIAL INITIATIVES

The natural contamination of technological innovation from the original MECSPE event means that the Bari spin-off will showcase the creation of special, high added value projects for the manufacturing industry.

**4.0 DIGITAL FACTORY:** the initiative which shows the fundamental role played by production technologies in various sectors and applications within the manufacturing industry. In an increasingly computerised world, industry is also evolving and enhancing its interconnectivity.

Topics:

Advanced processing technologies. Connectivity and tools for small enterprises - Collaborative Robotics - Product development according to the 4.0 method - Simulation of products and processes - Traceability - Predictive maintenance- Additive Manufacturing - 4.0 Logistics

### SQUARES OF EXCELLENCE

Demo areas and workshops for the exhibition of excellence, organised into the following focus areas:

AUTOMOTIVE

MECHATRONIC

AEROSPACE 4.0



### PROCESSING ISLANDS

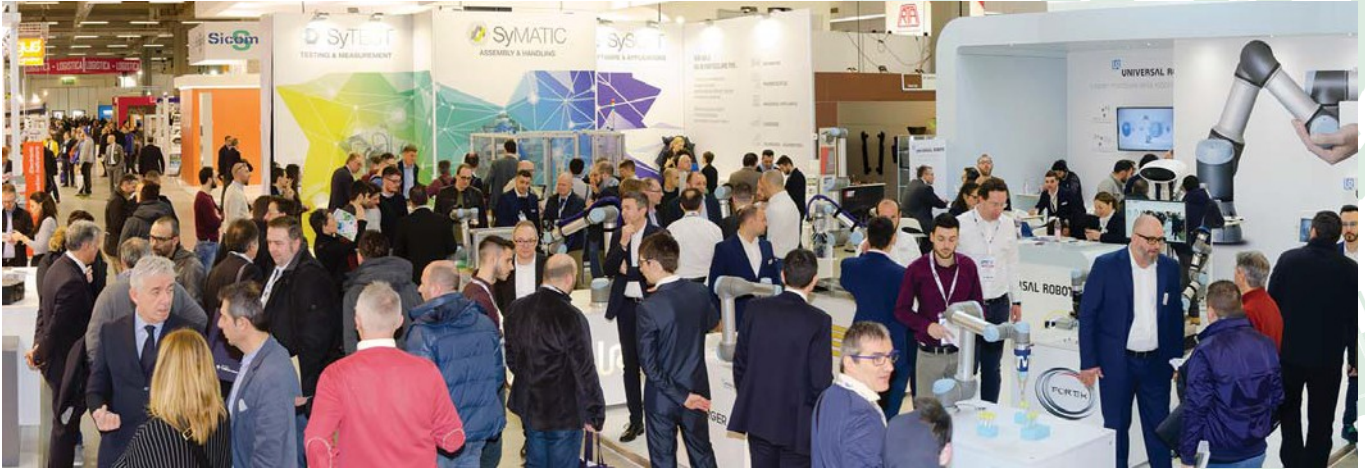
Production chains developed in collaboration with trade fair exhibitor partners who provide machinery and functioning devices for "live" high added value processing demonstrations



### DIGITAL FACTORY MECSPE WORKSHOP

A workshop which showcases the testimonials of businessmen and opinion leaders who recount their own experience of the transformation process currently under way in new factories and will engage in a talk on the competitive future of made in Italy manufacturing. On occasion of the debate, territorial data of the MECSPE observatory will be presented, with short-term analyses and forecasts for SMEs based in southern Italy and the Italian Islands operating in the mechanics, mechatronics and electronics sectors.













## VISITORS



### PROFESSIONALS INVOLVED

- DESIGNER
- GENERAL DIRECTOR
- OWNER
- PRODUCTION MANAGER
- RESEARCH & DEVELOPMENT
- PURCHASING MANAGER
- CONTROL AND QUALITY
- IT MANAGER
- LOGISTICS
- TECHNICAL DEPARTMENT MANAGER

### BUSINESS SECTORS

- |   |                         |
|---|-------------------------|
|   | AEROSPACE               |
|  | AUTOMOTIVE              |
|  | AUTOMATION AND ROBOTICS |
|  | AGRICULTURE             |
|  | AGRICULTURE             |
|  | BIOMEDICAL              |
|  | MACHINERY MANUFACTURING |
|  | CONSTRUCTION            |
|  | ELECTRICS/ELECTRONICS   |
|  | ELECTROMECHANICS        |
|  | NAUTICAL                |
|  | SHIPMENT                |

### ADVANTAGES FOR EXHIBITORS

- Meeting the decision-makers
- Exhibiting at a location in the heart of production districts located in central-southern Italy, within easy reach from all national production districts and Mediterranean countries
- A modern exhibition centre, equipped with all comforts for exhibitors and visitors
- Digital communication tools to consolidate and communicate your presence at the event
- Visibility generated by the trade fair's intense communication campaign in specialised publications, national and local newspapers as well as local radio and television

## EXHIBITING AT MECSPE BARI

The stand is the most visible element and must be designed according to your target and the corporate image you want to communicate. The function of the stand varies depending on whether you want to just showcase products, demonstrate the use of machines and devices, or welcome your clients in a lounge and refreshment area. Once you've identified the type of stand you need, you can choose how to fit it out.

"Turnkey" Formula, by the event's official fitter; pre-fitted standard stand:

compulsory for stand up to 16 m<sup>2</sup>;

Premium pre-fitted stand: for stands of 32 m<sup>2</sup> or more. In addition to the advantages of the standard pre-fitted option, this type of stand enables extensive customisation with a vast selection of furnishings and colours;

Raw space: fit-out to be carried out by the exhibitor, starting from 24 m<sup>2</sup>.

### AVAILABLE SIZES

12 m<sup>2</sup> with 1 open side • 16/20/24 m<sup>2</sup> with 1 open side • 32/48 m<sup>2</sup> with 2 open sides • from 64 to 96 m<sup>2</sup> with 3 open sides • 160 m<sup>2</sup> isles with 4 open sides, up to a maximum of 189 m<sup>2</sup> for each exhibitor.

### RAW SPACE

Solutions for companies with their own booth, starting from 24 m<sup>2</sup> € **120.00 per m<sup>2</sup> + 7%** per open side

### STAND WITH BASIC SET, UPSTARTING FROM 16M<sup>2</sup> MANDATORY FOR STANDS OF UP TO 16 m<sup>2</sup>

This formula includes: area with 1 open side, fabric walls (3 metres), sign with company name, carpet, a table, 3 chairs, courtesy kit for hanging signs (4 hooks with wire) waste basket, coat hanger, power and lighting, daily cleaning.

**€ 190.00 per m<sup>2</sup> (area € 120.00/m<sup>2</sup> + fitting € 70.00/m<sup>2</sup>)**

Closet upon request 1x1 m € 130.00 (approximate cost)



### STAND WITH PRESTIGE FITTING AREA STARTING FROM 32 M<sup>2</sup>

This formula includes: area, fabric walls (4 metres), carpet (colours to be chosen from the range available), sign with company name, closet, reception area with stools, furnishings, courtesy kit for hanging signs (4 hooks with wire) Wi-Fi, daily cleaning.

**€ 210.00 per m<sup>2</sup> (area € 120.00/m<sup>2</sup> + fitting € 90.00/m<sup>2</sup>)**



### START FORMULA m<sup>2</sup>

#### RESERVED FOR FIRST-TIMERS ONLY

Includes: area with 1 open side, fabric walls, sign with company name, carpet, table, chairs, courtesy kit for hanging signs (4 hooks with wire) waste basket, coat hanger, daily cleaning, lighting and power, registration fee.

**€ 2,650.00 all inclusive**



## COMMUNICATION

Communication campaigns are a distinguishing characteristic of all Senaf events. Thanks to its partnership with the Tecniche Nuove Spa Publishing Group, which also includes Senaf, the event's media campaign can count on extensive coverage on the most authoritative specialised on and off line journals, in addition to traditional media such as local and national newspapers, radio and television as well as a social media campaign.

Integrated communication with Gruppo Tecniche Nuove, the biggest professional European publisher



La **Fiera del Levante** is a veritable business and technology hub. Located on the Bari seafront, it is within easy reach by any means of transport and is a consistent reference point for the entire economic system of the Mediterranean area. Enriched by the sheer allure of Bari, a European gem rich in history, culture, and culinary delights

**Fiera del Levante**  
Lungomare Starita, 4 - 70132 BARI

**Direct contact details:**  
Tel. 02-332039470 - Email: [info@mecspebari.it](mailto:info@mecspebari.it)

Project and management



In collaboration with



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