*Press Release, 8 February 2024*

**Triple Strength of Industry**

**An arena of new products, working machines and robots, solutions for intralogistics, as well as the power of cooperative meetings – this is how promising the next edition of the June festival for the industrial sector promises to be. The leading trade fair for this sector, ITM INDUSTRY EUROPE, is accompanied by the MODERNLOG and SUBCONTRACTING trade fairs. For several months, exhibitors have been booking the most convenient locations for themselves, planning spectacular premieres, and the number of halls is growing at an accelerated pace. All this means that the date 4–7 June 2024 should be marked in the calendar by everyone eager for innovation in industry.**

The ITM INDUSTRY EUROPE fair block is a place where the international offer in line with the idea of industry and logistics 4.0 is comprehensively presented. For years, the event has been a key place for meetings and exchange of technological experiences among innovation sector leaders. This is where trends are created, this is where people come to Poznań to see live the latest solutions for many industry sectors and take part in numerous conferences, debates and meetings with experts.

**Leaders’ momentum, more space for ITM INDUSTRY EUROPE**

The slogan: Innovations, Technologies and Machines, or ITM in short, fully reflects the spirit of the ITM INDUSTRY EUROPE fair. *‘This is the heart of our fair, there is never silence here, you can hear the noise of working machines used every day in factories everywhere. Investors come here to see robotic workplaces and technological innovations and see how they can use them in their companies. Thanks to our exhibitors, the fair pulsates with life. We will build stages in the halls for shows, competitions and heated debates. We prepare a tailor-made programme. There will be a lot of practice and presentation of proven solutions. The largest TECH STAGE in Poland will once again be created in Poznań and we already know that it will be even more spectacular than in the last edition, taking up twice as much space,’* announces Anna Lemańska-Kramer, director of the ITM INDUSTRY EUROPE fair.

The exhibition area at this year’s fair will also be larger. Exhibitors of this edition booked the most convenient locations well in advance, which allowed them to plan the ITM INDUSTRY EUROPE ‘map’ several months before the event.

*‘We are grateful that most companies included participation at the fair in their marketing strategy much earlier. This allows us to dedicate a larger number of halls. We are glad that once again, this event will be created by leaders such as: ASTOR, TRUMPF, FANUC, MAZAK, DEMATEC, AMADA, KIMLA and many other leading companies that set the highest standards in the industrial industry,’* adds Anna Lemańska -Kramer.

**SUBCONTRACTING 2024 – Company development thanks to new partnerships**

The SUBCONTRACTING 2024 fair, which accompanies the ITM INDUSTRY EUROPE exhibition, is a meeting place for subcontractors and industrial partners from Poland and abroad. Participation in the event is an investment in the development of the company, which creates an opportunity to establish long-term business relationships, acquire new customers and gain a competitive advantage. For four days, the exhibition will present solutions and offers of companies with spare production capacity, technological and human resources potential, offering services in the field of broadly understood metal processing and solutions for the industry. Lectures dedicated to buyers are also planned, the aim of which is to provide expert knowledge in improving supply chains. An integral element of the SUBCONTRACTING fair are also two-day Subcontracting Meetings. To plan them, a special online platform is used, where you can read the available profiles of entrepreneurs
and then arrange the details of a 30-minute stationary meeting.

*‘Subcontracting 2024 is a three-level communication platform for industrial clients and subcontractors. In addition to the traditional trade fair exhibition, we also enable contact between contractors before the trade fair. A few weeks in advance, our exhibitors describe their production capabilities, and interested buyers make arrangements with them via our system. This saves time and the fair becomes more effective. Another element is a programme in which experts we invited share their knowledge in the field of purchasing, production, logistics and warehouse management. This attracts not only specialists, but also management staff of enterprises. As part of Subcontracting 2023, 62 companies from 6 countries (Finland, Spain, Lithuania, Germany, Poland, Ukraine) presented their subcontracting offer, while as many as 100 participants from 15 countries discovered the super powers of networking during cooperation meetings. We are not slowing down and this year we want more,’* emphasises Robert Męcina, director of the Subcontracting Fair.

**Modernlog and Smart Warehuse – Invaluable support for warehouses**

The June event is also a meeting place for experts from the logistics, warehousing and transport industries. It is here, at the MODERNLOG fair, that you can see modern technologies, innovative solutions in the field of logistics, and take part in industry meetings and exchange of good practices. For several years now, a permanent feature of the MODERNLOG programme has been the SMART WAREHOUSE Conference, attracting a group of professionals, including representatives of companies known and respected on the Polish and foreign markets. The following companies have confirmed their participation in the next edition of the event: EUROPA SYSTEMS, Sealed Air, GAWRONSKI, WDX, LOGISYSTEM and Bekuplast**.** This year’s conference focuses on supporting warehousing processes and the latest technologies of the future, emphasising practical solutions for representatives of the logistics industry using the potential of modern tools. Experts will ‘take a closer look’ at, among others, topics such as: *Digitisation and IoT – support in warehousing processes, Smart Warehouses – Automation and Transformation, Robots and Technologies of the Future, Fulfilment e-Commerce – Growing Needs, New Challenges.* The conference will be opened by a panel: *Manager Facing the Challenges of Future Logistics.*

The next edition of the ITM INDUSTRY EUROPE, the Modernlog Trade Fair of Logistics, Transport and Storage, and the Subcontracting Industrial Cooperation Fair will take place on 4–7 June 2024 on MTP Poznan Expo fairgrounds.

**More information at:** [**www.itm-europe.pl**](http://www.itm-europe.pl)