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## Press Release

### New automatica rhythm

### Second edition in twelve months

- **Now co-located with LASER World of PHOTONICS**
- **Key players represented at automatica 2023**
- **Third munich\_i Hightech Summit at automatica**

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Just one year after returning from its unscheduled break, automatica – leading exhibition for smart automation and robotics – will be held again from June 27 to 30, 2023. This is due to a change in its rhythm. From now on, the international automation industry will meet at the Munich exhibition center in odd years, side by side with LASER World of PHOTONICS – World’s Leading Trade Fair with Congress for Photonics Components, Systems and Applications.

Anja Schneider, Exhibition Director, is optimistic about the event coming up this summer: “Our lives are increasingly affected by global challenges such as supply chain issues and lack of specialists. Robotics and automation are key technologies offering suitable solutions in this context. It takes smart automation and digital networking to make production economical and sustainable. And automatica in Munich showcases how that works.”

### Key player attendance already confirmed

The halls are filling up and the attendance of companies representing the entire value chain of robotics and automation is confirmed around four and a half months prior to the event. Confirmed robotics exhibitors include ABB, FANUC, Kawasaki, KUKA, Stäubli, Universal Robotics, and YASKAWA.

The field of assembly and handling technology is represented by AFAG, Bosch Rexroth, DEPRAG, Festo, HAHN Group, Mikron, PIA Automation, Schaeffler, SCHUNK, and Weber Schraubautomaten.

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Machine vision exhibitors include Basler, Carl Zeiss, Cognex, IDS, MVTec, VMT, and Visio Nerf.

In addition, renowned exhibitors such as Beckhoff, HEIDENHAIN, ifm, as well as Murrelektronik and Siemens will present their products and solutions in Munich. Apart from the leading automation industry companies, lots of exciting newcomers are on board as well. “We are also seeing positive economic forecasts for automation and robotics – creating bright prospects for an exciting and rewarding automatica 2023,” Anja Schneider sums up.

### **Digital Integration and AI, Sustainable Production, Future of Work**

automatica 2023 focuses on three key topics. These topics are Digital Integration and AI, Sustainable Production, and Future of Work.

The area of Digital Integration and AI addresses topics such as augmented/virtual reality, digital twins and standards for connected production. Sustainable Production is composed of CO<sub>2</sub> neutrality, circular economy, capacity for change and AI, and green tech.

The Future of Work is closely related to concepts such as human-machine collaboration, service robotics, and mobile robotics. The purpose is to make automation accessible to SMEs and less automated non-manufacturing sectors under the slogan ‘ease-of-use’, thus enabling them to compensate for the shortage of skilled workers.

### **Third munich\_i at automatica**

Having been held twice so far, the munich\_i high-tech platform has already developed into one of the leading robotics and AI formats. “We are delighted to once again provide orientation in the field of artificial intelligence and robotics this year in collaboration with our partner MIRMI (Munich Institute of Robotics and Machine Intelligence) at the Technical University of Munich, and to simultaneously place these developments within a context of ethics and social responsibility,” Anja Schneider explains.

munich\_i comprises the Hightech Summit on Wednesday, June 28, 2023, the robotics and AI special show AI.Society with its extensive supporting program

consisting of politics, business and science, as well as the hybrid robotics competition called Robothon®.

### **automatica supporting program 2023**

In addition, an extensive supporting program awaits visitors during the four trade fair days. Apart from proven formats such as the Start-up Arena, the joint stands for machine vision or smart maintenance, and the forum stages, automatica 2023 focuses on the following topics: 'Mobile robotics in production', service robotics, and supporting young talent. "The supporting program's focal points have great potential for dialog and discussion. We expect this to provide special added value to all participants," Anja Schneider emphasizes.

This year's TestZone for robot models has a particular focus on small and medium-sized companies whose level of automation has remained low so far.

**Further information is available online at**

<https://automatica-munich.com/en/>

### **About automatica**

automatica is the world's leading marketplace for automated smart production. It is the trend setting event for companies from all industry sectors, providing access to innovations, knowledge, and trends with a high degree of business relevance. automatica focuses and shapes the transformation of industrial production – from automated to autonomous facilities. Messe München GmbH and VDMA Robotics + Automation, conceptual sponsor of the trade fair, are behind the industry-driven concept of automatica.

### **Messe München**

With a stable of more than 50 trade fairs for capital goods, consumer goods and new technologies at its Munich site and abroad, Messe München is one of the world's leading trade fair organizers. Every year more than 50,000 exhibitors and around three million visitors take part in the events at the Munich exhibition site, in the ICM – Internationales Congress Center München, in the Conference Center Nord, and MOC Veranstaltungszentrum München, as well as abroad. Messe München also organizes trade fairs in China, India, Brazil, South Africa, and Turkey in cooperation with its subsidiaries. With a network of affiliated companies in Europe, Asia, Africa and South America as well as more than 70 foreign agencies for more than 100 countries, Messe München has a global presence.