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## Press release

### Final report

## Successful premiere of IT2Industry as trade fair

- 2,800 visitors informed themselves about the Industrial Internet of Things
- Satisfied exhibitors and positive assessment by visitors
- IT2Industry 2016 in parallel with AUTOMATICA

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At IT2Industry, which for the first time took place in parallel with the world-leading trade fair [productronica](#) at Messe München, 2,800 visitors informed themselves about the Industrial Internet of Things. The subject areas included M2M/Mobility, IT & Sensor Technology, IT & Security, Industrial Software, Infrastructure & Digital Networks and IT & Energy.

According to the visitor survey, 78 percent of the participants assessed both the composition of the trade fair and the combination of trade-fair and conference area as good to excellent. In addition, 88 percent of trade visitors also graded the practical relevance of the services and solutions offered by the exhibitors as good to excellent.

The next IT2Industry takes place on June 21 to 24, 2016 in Munich as part of AUTOMATICA, International Trade Fair for Automation and Mechatronics.

After its successful premiere as a conference in 2014, IT2Industry is now continuing its positive development as a trade fair and open conference for intelligent, digitally networked working environments. Through its integration into the leading technology events of Messe München, IT2Industry takes on an important role as intermediary, explains Falk Senger, Managing Director of Messe München: "The success of IT2Industry among exhibitors and visitors shows how highly the Industrial Internet of Things ranks as a topic across the sectors. So we are firmly convinced that IT2Industry will continue to gain in importance as part of AUTOMATICA 2016." Of the visitors surveyed, 89 percent indicated they will be taking part again at the next event. What's more, 92 percent of visitors would recommend IT2Industry.

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'Embedded' in the Future Market cluster of productronica, IT2Industry's 25 exhibitors presented products and solutions for the fourth industrial revolution. These included an Industry 4.0 demonstrator which was designed in a cooperation between the companies Kutzschbach and Paessler. As to the interest shown by visitors, Sebastian Krüger, Partner Account Manager at Paessler, says he is very satisfied: "We are delighted that our participation met with a positive response. Our lectures were well attended and we conducted many interesting talks. The trade fair is the ideal place to focus further on the confluence of IT and production."

In addition, bayme vbm—the Employers' Associations for the Bavarian Metalworking and Electrical Industries—arranged a 'Business Partnering Area' together with the company Partnering UG, whose General Manager, Heiko Borchert, likewise gives a positive summary: "We are very satisfied with the outcome of IT2Industry. Famous providers and numerous start-ups made use of our joint stand for networking and took part with lectures at the very successful Open Conference. We are definitely planning to take part at IT2Industry@AUTOMATICA 2016."

At the accompanying Open Conference, visitors had the opportunity to find out about the Industrial Internet of Things in 40 lectures about products and examples of best practice. One of the highlights of the lecture program was the keynote address by August-Wilhelm Scheer on the second day of the fair. In his lecture, the founder of Scheer GmbH introduced the fundamental changes coming about through the fourth industrial revolution. Here, August-Wilhelm Scheer acknowledges the important role of IT2Industry: "The great response to the Open Conference shows that the networking of companies, persons and processes is discerned as a central challenge for industry. The trade fair concentrates essential subjects on the way to the industrial 'Internet of Things' and thus represents an important platform."

The necessity of MES—manufacturing execution systems—for Industry 4.0 was elucidated by Jürgen Kletti in his lecture on more quality and efficiency in production. In his capacity as General Manager and shareholder of MPDV Mikrolab, he praised the combination of IT2Industry and productronica: "For the association MES D.A.CH-Verband and for us as MES providers, IT2Industry is a



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good opportunity to convey the importance of modern manufacturing execution systems for Industry 4.0 to an audience that is largely to be assigned to electronics manufacturing because of productronica, which is taking place in parallel.”

