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Press Release

automatica 2020

automatica Expands the Sensor Technology Area

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An application-oriented sensor technology exhibition area with accompanying congress will be integrated into [automatica 2020](#). The new “[The Sensor Show](#)” will occupy part of the additional automatica hall C6. The event is being organized by Radar One Media, a B2B publishing house for digital media and events from the UK.

Data are the basis for Industry 4.0, digitalization of production, artificial intelligence, edge computing and much more. Sensors enable data collection in production and are therefore an important component on the way to the intelligent factory. Demand is correspondingly high. Leading solution providers from the field of sensor technology are already represented at automatica. The aim of the expansion of the trade fair offer is to increase the focus on “sensor, test and measurement technology” to complete the value chain and cover areas for new visitor target groups.

Additional information on “The Sensor Show”: <http://www.thesensorshow.com>

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About automatica

[automatica](#) is an international trade fair for robotics and automation and the central meeting point for manufacturers and users of integrated assembly solutions, robotics, industrial machine vision and professional service robotics. Messe München GmbH and VDMA Robotics + Automation, conceptual partner of the trade fair, are behind the industry-driven concept of automatica. automatica takes place every two years. The next trade fair will be in Munich from June 16 to 19, 2020.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.