



**FUTURE
TECHNOLOGIES
FOR TODAY'S
BUSINESS**

TECHNOLOGY HUB

THE PROFESSIONAL EVENT FOR
INNOVATIVE TECHNOLOGIES

MAY, 17TH-19TH, 2018
(Thursday, Friday, Saturday)
Milan, MiCo - fieramilanocity





WHAT IS TECHNOLOGY HUB

A **B2B** event designed to explore, collect and integrate the technological scenarios connected with new **production and job requirements**. An opportunity to experience disruptive technologies, understand their impact in the different application areas and build an overall point of view on the business and market evolving dynamics.

At the 3rd edition, Technology Hub confirms to be an innovative exhibition, combining **technology and creativity** in a mix of concrete **solutions dedicated** to all the companies that have decided to innovate and to all those who will be the bearers of today's and tomorrow's innovation.

VISITORS: WHAT THEY SAY ABOUT US

"Great opportunity to learn about the real declination of new technologies in the various application fields"- Mauro F., Product Manager

"Wealth of contents, mix of technologies, suppliers and innovations" - Alberto S., Designer

"Occasion to have an overview of the market " - Vinicio P., IT Manager

"Needful for a technical look to the future" - Claudio A., Technical Office

"Innovation, talent, creativity, practicality, imagination" - Marco B., Owner

"An event that covers different current and evolving disciplines. It's very exciting "

Alberto Z., Health Profession

Discover more on the dedicated section online www.technologyhub.it

**MULTI SECTOR
AND TECHNOLOGY
TRANSFER =
NEW BUSINESS**



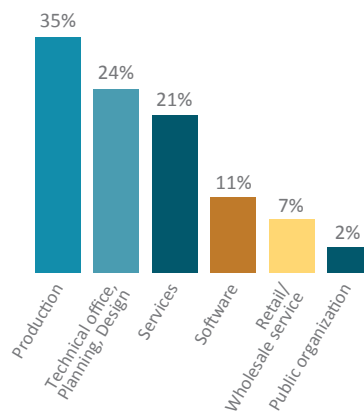
VISITORS: A GROWING FAIR



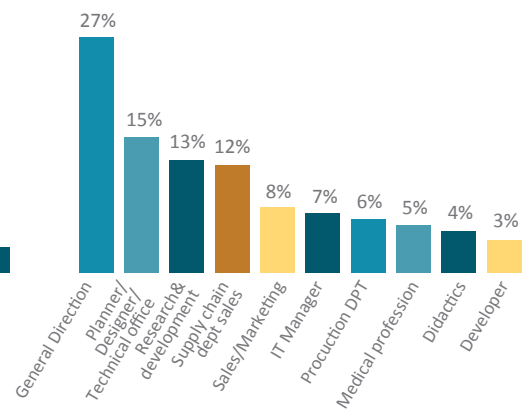
+ VISITORS
+ B2B
+ PROFESSIONAL TRAINING

7.353 professional visitors
112 workshops and conferences
280 hours of training

FIELD OF ACTIVITY



JOBS



VISITORS OPINION

Data from customer satisfaction
Technology Hub 2017 by GRS

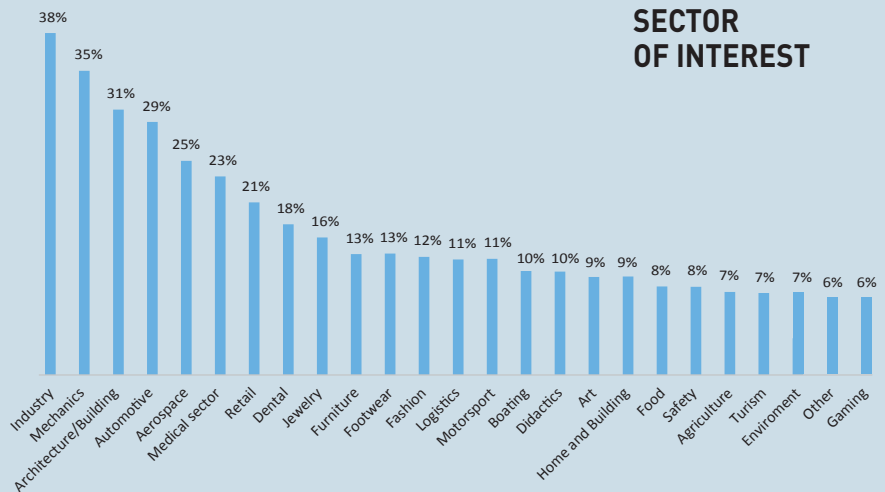
94%
satisfied with
Technology Hub

73%
decision makers

89%
would suggest
Technology Hub
to a colleague

77%
judges Technology Hub
Interesting, Useful,
fundamental

SECTOR OF INTEREST



SOME COMPANIES VISITING TECHNOLOGY HUB 2017

3M
A2A
Accademia Belle Arti Brera
Adidas
Aeronautica Locatelli
Alstom Ferroviaria
Amazon
Amplifon
Ansaldo
Artsana
Ass. La Nostra Famiglia - Bosio
Parini
ASST Niguarda Cà Granda
Automobili Lamborghini
B&B Hotels Italia

Banca Generali
Barilla
BitMAT
Brembo
Canon
Carraro
Carrefour
Centro Italiano Ricerche
Aerospaziali
Centro Ortopedico
Traumat. Gaetano Pini
Centro Protesi INAIL
Centro Ricerche Ducati
Centro Ricerche FIAT
Chateau d'Ax
COOP

De Agostini
Decathlon
De' Longhi Appliances
Diadora Sport
Dolomiti Energia
Electrolux
ENEL
ENI
Fashion Technology
Accelerator
Fastweb
FCA Fiat Chrysler Automobiles
Ferrari
Fondazione ANT Italia
Fondazione Bruno Kessler
Fondazione Don Carlo Gnocchi

Generali
Giorgio Armani
Gruppo Piazzetta
Gucci
Harmonium Pharma
Hitachi Medical
Honey Well
Hugo Boss
IBM
Illycaffè
IMA
Intesa San Paolo
Istituto Ortopedico
Galeazzi
IWBANK
Liquigas

Luxottica
Magnetis Marelli
Maserati
Metro Italia Cash and
Carry
MIB Technology
Nestlé
NTT Data
Officine Ortopediche
Rizzoli
Ospedale Sacco
Piccolo Teatro di Milano
Pirelli
Polyglass
Rete Ferroviaria Italiana
Riello

Roche
Saint-Gobain
Sky
Syngenta
Thales Alenia Space
Tyssenkrupp
TIM
Trelleborg
Unicredit
Ups
Vimar
Zoppas Industries
Zurich



EXHIBITORS

EDITION
2017

147 COMPANIES

500 INNOVATIVE PRODUCTS

18 SPECIAL INITIATIVES

EXHIBITORS OPINION

Data from customer
satisfaction
Technology Hub 2017
by GRS

93%

satisfied with
visitors quantity

88%

satisfied with
visitors quality

86%

would suggest
the event

SPECIAL INITIATIVES

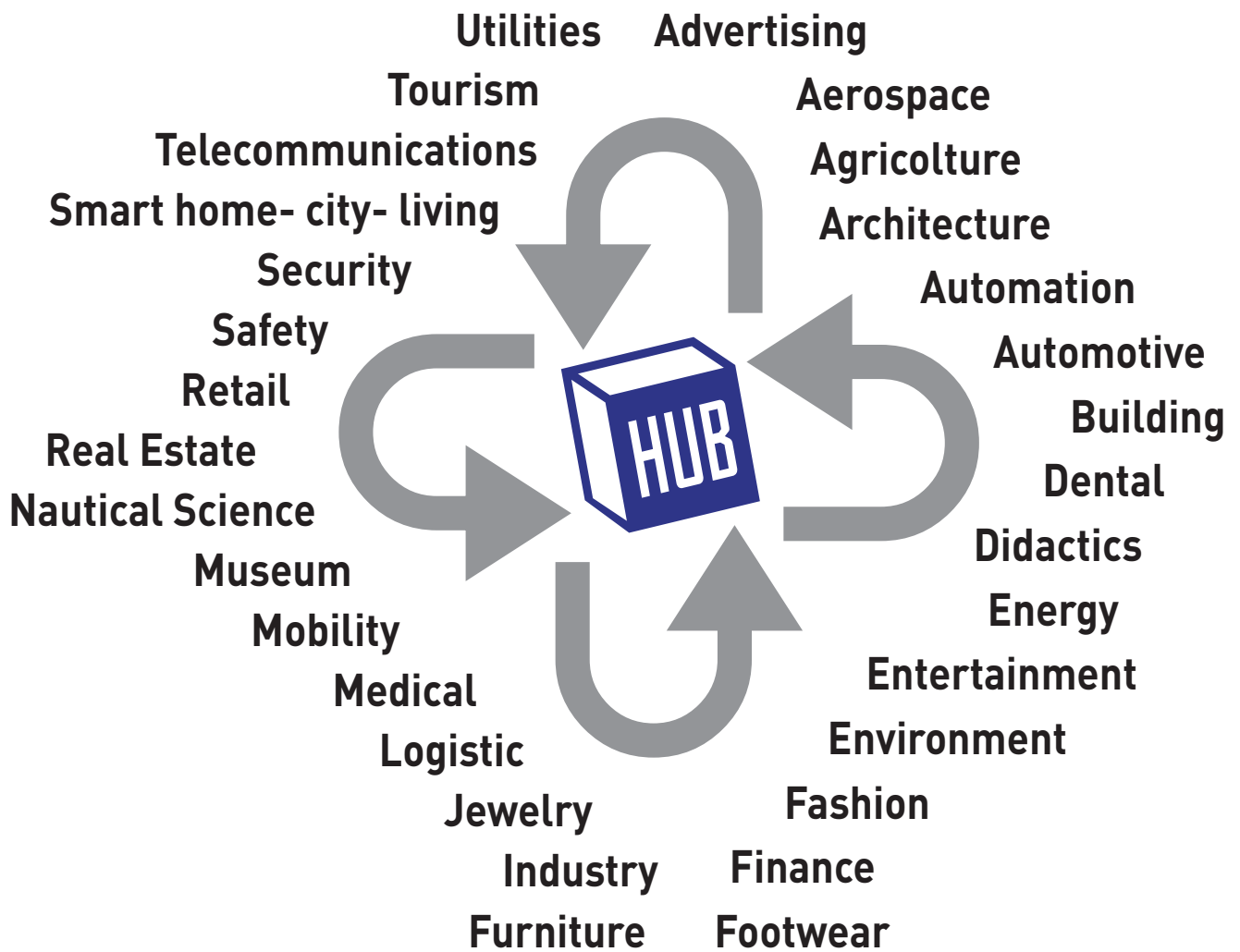
Each sector has its own identification with **demonstration areas designed to help visitor identifying** the best proposal in the different **thematic areas**.

Meetings, updating and professional training tell how **innovation** brings significant advantages in terms of design, production costs and execution times

INITIATIVES 2018

- AR/VR FOR BUSINESS
- BUSINESS APP
- CYBERSECURITY
- CUSTOMER EXPERIENCE
- DRONES FOR BUSINESS
- ADDITIVE MANUFACTURING WITH METALS
- DIGITAL FABRICATION IN ARCHITECTURE
- FUTURE TRAINING
- ARTIFICIAL INTELLIGENCE, BIG DATA AND MACHINE LEARNING
- MATERIALS MATTER
- ADDITIVE DESIGN AND TOPOLOGICAL OPTIMIZATION
- COLLABORATIVE AND SERVICE ROBOTICS
- ROBOTIC PROCESS AUTOMATION
- MEDICAL TECHNOLOGIES
- WEARABLE TECHNOLOGIES

EVENT AT 360 °



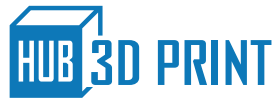
A wide cross event that proposes technologies using **integration and contamination** skills to extend the application fields and find new customers with different needs and roles.

An exhibition that guarantees combinations and connections that a vertical event is not able to provide.

MAIN FOCUSES



Industry becomes additive
 Industrial 3D Printers
 Rapid prototyping – Rapid Manufacturing – Metals and Polymers - Service -Software



3DPrinting for professionals
 Desktop 3D Printers
 Plastic Materials - 3D Scanners
 Service - Software



The new robotic solutions for companies
 Industrial collaborative robots
 Service robots - Medical robots
 Humanoid robots - Soft robotics
 Advanced components



Drones for companies that move forward
 Earth, aerial and marine drones
 Components - Services
 Software



App that help company's growth
 App - Chatbot - Software
 Proximity Marketing
 Mobile technology - Services
 Accessories



Reality made by bits
 Applications - Visors
 Smart glasses
 Services
 360 ° cameras



Intelligence inside things
 Internet of things - Big Data
 Mems - Artificial Intelligence
 and Machine Learning
 Electronic Components
 Cloud solutions - CRM/ERP



Materials give shape to innovation
 Intelligent materials
 Bioplastics - Nanomaterials
 Graphene - Ecomaterials
 Light materials



**JOIN
TECHNOLOGY HUB**

7 REASONS TO BECOME EXHIBITOR

All the potential clients in one event
just one investment to meet new clients belonging to different application sectors

Special Initiatives
be part of our demo areas, technical presentations and workshops to enhance the uniqueness of your company and your "know how"

Lead generation
join a lead generation's opportunity, which allows you to optimize your cost/contact and improve the customer loyalty

Human touch
give visitors the chance to "touch" and experience your products in order to present at best your technology interacting directly with the customer

Join, participate and go!
many exhibition packages that help your company to reduce extra investment, staff and means necessary for the fair

Technological contamination
create fruitful sales synergies with other exhibitors that realize products complementary to yours

Sinergy with other exhibitions
possibility to participate with reduced prices at MECSPE - Innovative technologies for industry (March, 22th/24th, 2018, Parma) and EXPOSANITA' - International Health Care Exhibition (April 18th/21th, 2018, Bologna)

ALL INCLUSIVE SOLUTIONS AT CONVENIENT PRICES

All inclusive shell scheme stand from
1.590 euro



COMMUNICATION

Promotion of the event on the main specialized magazines, national and local media, social network and web

42	ARTICLES ON SPECIALIZED MAGAZINES
50	ARTICLES ON NEWSPAPERS AND MAGAZINES
380	ARTICLES ON WEBSITES AND PORTALS
7	TELEVISION REPORTS
5	RADIO REPORTS
64	NEWSLETTERS
450.000	PROFESSIONALS REACHED PERIODICALLY

CORRIERE DELLA SERA

RaiNews24

TG3 Rai radio1

RADIO 24

Integrated communication with **Tecniche Nuove Group**, the leading European publisher in professional sector.



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www.clickthebrick.com

01net.

Metalworking World Magazine

Plastix World

Power Transmission World



Milan, MiCo fieramilanocity

Milan confirms to be the Italian reference point for technology, innovation and design. Technology Hub is located in the city center, in order to join best this connection with the territory and with the most important Italian innovative clusters. MiCo - fieramilanocity is a prestigious, functional and easily accessible location from any place in Italy and abroad.

Project and direction

In collaboration with

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FIERA MILANO



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