

Orientation and a know-how edge



The leading trade fair automatica features a unique, first-rate supporting program. It includes a number of events that will help ensure that you are completely oriented—particularly when it comes to the digital shift. Give yourself a valuable know-how advantage both in theory and practice.

Looking back on automatica 2016 will give you an impression of the wide range of events that you can look forward to. You will find detailed information on this in our automatica 2016 [Visitor Guide](#).

Exhibition highlights

Industry 4.0

To make production operations more efficient and flexible, all production and logistics processes are intermeshed with one another based on software. That is the objective of Industry 4.0. Participants at automatica 2016 had a chance to familiarize themselves with the key aspects of this high-tech strategy at IT2Industry—a separate exhibition area with an Open Conference. Four renowned specialists used their own Industry 4.0 demonstrators to illustrate how Industry 4.0 might look in practice.

Service Robotics Demopark 2016

Experience the latest professional service robots live: The AUTOMATICA Service Robotics Demopark presented the highlights in professional service robotics. Notable manufacturers presented their innovations in an attractive area at the heart of the rapidly growing Service Robotics sector. Visitors had a chance to interact with robots up close.

STARTUP WORLD and the STARTUP WORLD Award

STARTUP WORLD gave aspiring start-ups an opportunity to showcase their latest developments to an international audience on an attractive stage. Another highlight of the initiative was the STARTUP WORLD Award@AUTOMATICA,

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an innovation competition in the sectors for service robotics and industrial automation.

SMErobotics—Robot colleagues learn and think

If they are to remain competitive, small and medium-sized manufacturing enterprises require adaptable, cost-effective automation solutions for small production runs and variable product cycles. At automatica 2016, SMErobotics presented eleven innovative robot workplace solutions.

Blue Competence

Reducing energy consumption and emissions, improving productivity and efficiency, and improving people's quality of life. That is what Blue Competence—the sustainability initiative of the VDMA—is all about.

automatica Forum

In conjunction with the Konradin Publishing Group, experts presented new application sectors for automation. In a series of lectures and discussions, developments were discussed that will change the manufacturing industry in the future.

Upcoming professionals automatica Makeathon

The automatica Makeathon is a hardware and software development competition for leading young professionals and students in the software-engineering, mechatronics and mechanical-engineering sectors. More than 140 participants working in teams developed functioning hardware prototypes—within just 24 hours.

Promoting upcoming professionals

Promoting upcoming professionals for the robotics and automation sectors has always been a special concern at automatica:

As part of **Student Day**, some 300 students from secondary schools and high schools came to the fair to experience the industry in guided tours and gather information about education and training opportunities and corresponding degree programs.

Young refugees and schoolchildren aged 10 and up came to the so-called **Integration Islands** and learned about engineering in the form of games. There were staffed learning stations where they were able to tinker, solder and learn in small groups. More than 300 young people participated and were thrilled!

Workshops & Congresses 47th International Symposium on Robotics (ISR)

The ISR Conference 2016 featured more than 150 presentations that gave visitors insights into the latest robot technologies. Lectures by well-known experts dealt with topics such as research and development, components and technologies and new markets.

OPC Day Europe 2016

OPC (Open Platform Communications) is a standard for manufacturer-independent communication in automation technology. For the first time ever, the renowned OPC Foundation held its OPC Day Europe 2016 within the scope of IT2Industry at automatica.

Robotics law workshop

For the first time ever, automatica featured a one-day workshop on the topic of robotics law in 2016. Workshop participants presented and discussed the social, ethical and legal foundations that pertain to innovations along the entire value chain—even beyond corporate boundaries. Projects that are part of the Federal Ministry for Economic Affairs and Energy's "AUTONOMIK für Industrie 4.0" technology program served as examples.

1st German and Sino Robotics Conference

To intensify the dialogue between Germany and China in this exciting field of development, the VDMA Representative Office Shanghai teamed with CRIA (China Robot Industry Alliance) and Messe München and organized the first German and Sino Robotics Conference at automatica 2016. It attracted more than 100 participants from China and Europe and united high-level stakeholders from politics, industry, the financial community and research for an intensive exchange of ideas.

Finance Meets Robotics and Automation

Robotics and automation are key topics for investors and financial analysts around the world. automatica 2016 featured a new event on the subject: Finance Meets Robotics and Automation. Tailored to the needs of the financial world, the event was an excellent opportunity to exchange information and make contacts between robotics and the financial sector. It allowed approximately 40 financial analysts, representatives of capital investment companies, banks, investment groups, business angels and individual investors to gather information about the latest trends and the robotics market.

Machine Vision Forum

At the Vision Academy's Machine Vision Forum, experts informed participants about application-oriented machine vision in free training courses and consulting sessions.
