NEWS RELEASE

FINAL

PROGRAMME RAPIDLY TAKING SHAPE FOR BIRMINGHAM-BOUND ROBOTICS SHOWCASE

Thursday 22nd October 2026

The key elements of a major robotics technology showcase are coming together quickly as Birmingham's International Convention Centre (ICC) prepares to host the annual European Robotics Forum (ERF) in March 2027.

With ERF 2027 now open for registrations, visitors can reliably expect to enjoy a packed programme of workshops exploring research innovations and their industrial applications. These, combined with a busy exhibition across over 3000 sq m of exhibition space, will offer insights and demonstrations of everything that Europe's vibrant robotics sector has to offer. All of this will take place at the very heart of the city of Birmingham, long-established as the hub of one of Europe's most important technology ecosystems.

As Europe pursues its twin green and digital transition, keeping materials, components and products in use through repair, refurbishment, remanufacturing and recovery, has become central to industrial competitiveness. These are precisely the tasks that resist conventional automation, and robotics and AI are the enabling technologies that make circular industry viable at commercial scale.

ERF's organisers are currently inviting original, peer-reviewed research - on robotics and AI for robotics - for its Scientific Track presentations, a key influential element of the overall Forum. In this way, within a comprehensive programme, ERF covers a full spectrum, spanning the arc from scientific research to application of knowledge, technology transfer and adoption and entrepreneurship, to productivity growth, regulation and ethics.

Continues page 2...

ERF in Birmingham will be organised and hosted by The Manufacturing Technology Centre (MTC) a West Midlands-based research and technology organisation, and the University of Birmingham, in partnership with euRobotics, the European robotics association.

Karol Janik, ERF2027 General Chair and Robotics & Automation Technology Manager at MTC said: "Birmingham and the wider West Midlands remain one of its most innovative industrial heartlands: a strong ecosystem of global manufacturers, world leading research institutes, dynamic automation and robotics companies, and a new generation of ambitious entrepreneurs. By bringing them all together along with their counterparts from across Europe and beyond, ERF provides a fitting and highly productive meeting point with opportunities to create collaborative relationships and build benefits. We look forward to welcoming them all to ERF 2027."

The ERF 2027 team invites organisations, innovators, and industry leaders to partner as sponsors and exhibitors. This is a unique opportunity to showcase technologies, products, and services to a diverse and influential audience at the forefront of robotics, AI and automation in Europe and beyond. Contact the organising team to learn more about sponsorship and exhibition packages at ERF 2027.

About The MTC:

MTC transforms how products are designed, made and built so that they can be produced on a commercial scale - more sustainably, effectively and safely. Since 2010, our independent research and technology organisation has delivered pioneering solutions to help overhaul industries spanning Aerospace, Defence & Security, Power & Energy, Built Environments, Space, Agriculture, and Food & Drink. Always in collaboration. Always with purpose. We are proud to be part of the High Value Manufacturing Catapult, established by and working in partnership with Innovate UK.

Continues page 3...

About the University of Birmingham:
As well as being ranked among the world's top 100 institutions, the University of Birmingham is the most targeted UK university by top graduate employers. Its work brings people from across the world to Birmingham, including researchers, educators and more than 40,000 students from over 150 countries.

About euRobotics:

euRobotics (euRobotics) is an international non-profit association for all stakeholders in European robotics, headquartered in Brussels. Established in September 2012 and serving its founding purpose: to strengthen Europe's competitiveness and to ensure industrial leadership of manufacturers, providers and end-users of robotics technology-based systems and services, euRobotics forms the largest network of roboticists and business in Europe with more than 200 institutional members, covering small and large companies, associations and institutions, universities, laboratories and RTOs.

For more information or to arrange an interview:

- about **ERF 2027** or **euRobotics**: contact **Reinhard Lafrenz**, Secretary General, euRobotics**,** +49 171 1222298, reinhard.lafrenz@eu-robotics.net
- about **MTC**: contact **Joyce Yip**, PR Manager, +44 (0)7989 436693, joyce.yip@the-mtc.org
- about the **University of Birmingham**: contact **Press Office**, +44 (0) 121 414 2772, pressoffice@contacts.bham.ac.uk
- about **sponsorship opportunities**: contact **Seren Events**, +44 (0)1745 776505, erf-exhibition@serenevents.com

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