

Munich, June 6, 2014  
**Press Release No. 13**

## Final Report

# Record Participation – AUTOMATICA Shows Production of Tomorrow

- **34,500 visitors from more than 100 countries**
- **731 exhibitors from 42 countries**
- **Great start of service robotics**

AUTOMATICA 2014 draws a positive balance: more than 10% more visitors and 7% more exhibitors. Trade Fair Deputy CEO Dr. Reinhard Pfeiffer "The growth rates and the high degree of satisfaction among exhibitors and visitors prove that AUTOMATICA has expanded its leading role." VDMA Robotik + Automation Managing Director Patrick Schwarzkopf added: "AUTOMATICA provides a decisive contribution to a change in production as an innovation platform. Trade visitors from the whole world learn what the future looks like at AUTOMATICA."

## **Robotics and automation are becoming increasingly important globally**

A total of 32% of the visitors came from foreign countries, an increase of more than 15%. "The motto of AUTOMATICA – "Optimize Your Production" – is experiencing a boom throughout the whole world," Hans-Dieter Baumtrog explained, Chairman of the Board of VDMA Robotics + Automation. "It concerns the quality, safety and sustainability of products. Integrated assembly solutions, robotics and industrial machine vision are the key to success in this context! The increasing internationalization of AUTOMATICA is a clear indication of this development." Stefan Kapferer, Permanent State Secretary at the German Federal Ministry for Economic Affairs and Energy: "AUTOMATICA has once again demonstrated the outstanding position of Germany in robotics and automation."

Ivanka Stefanova-Achter  
Press Contact  
Tel. +49 89 949-21488  
[Ivanka.Stefanova-Achter@messe-muenchen.de](mailto:Ivanka.Stefanova-Achter@messe-muenchen.de)



Messe München GmbH  
Messegelände  
81823 München  
Germany  
[www.messe-muenchen.de](http://www.messe-muenchen.de)



### **SPARC: 2.8 billion euros for European robotics**

The role of the industry is becoming very clear on a European level. Neelie Kroes, Vice President of the European Commission, announced the world's largest civil robotics promotion program SPARC at AUTOMATICA 2014. With a total volume of 2.8 billion euros, Europe's leading position is to be expanded and consequently more than 240,000 jobs created. Ms. Kroes emphasized: "AUTOMATICA is a perfect opportunity to showcase the latest European robotics technology."

### **Man and machine will work hand in hand in the future**

Robotics and automation are reaching a new dimension with man-machine cooperation. Robots are handling work in the place of people that is monotonous, injurious to health and requires no special job skills. This makes workplaces more productive, flexible and ergonomic. AUTOMATICA also showed the enormous potential for small- and medium-sized firms in numerous examples.

### **Professional service robotics – a fantastic start**

Marketable service robotics created a lot of interest. More than 60 companies, specialized in service robotics with B2B relation, exhibited the outstanding possibilities of intelligent service robots and components from the areas of medicine and nursing, inspection and maintenance as well as logistics. The Berlin-based company Argo Medical Technologies won the first Service Robotics Masters Start-up Award with its exoskeleton suit, which provides paraplegics with the possibility to walk again.

### **The fourth industrial revolution on the rise**

The fourth industrial revolution has no longer been just a vision for quite some time. Trade fair visitors obtained information about the concrete effects of Industry 4.0 on production in live demonstrations and during talks given by experts. "The realization of Industry 4.0 will determine our future, because we

Page 3

can only succeed in establishing a networked, resource-efficient and highly flexible form of doing business in this way," Mr. Kapferer explained.

### **Good mood among visitors and exhibitors**

The range of offers at the trade fair ensured full halls and created a good mood among exhibitors and visitors. The independent market research institute tns infratest determined that 97% of the surveyed visitors found the completeness of the offer good to excellent, and 95% praised the good presence of market leaders. The feedback from exhibitors was correspondingly positive. The mood at the trade fair was good to excellent for 95% of the surveyed companies.

The next AUTOMATICA will take place in Munich from June 21 to 24, 2016.

This and additional press releases are available at: <http://automatica-munich.com/en/Home/cn/Journalists/prcn/press-releases>

Additional information about AUTOMATICA: <http://automatica-munich.com>

Photos of the last trade fair:

[http://media.messe-muenchen.de/AUTOMATICA/#1384851344701\\_29](http://media.messe-muenchen.de/AUTOMATICA/#1384851344701_29)

### **Messe München International**

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

Page 4

Contact person for the press:

**AUTOMATIC**

Ivanka Stefanova-Achter – Press Contact, Messe München International

Tel. (+49 89) 949 - 21488

Email: [ivanka.stefanova-achter@messe-muenchen.de](mailto:ivanka.stefanova-achter@messe-muenchen.de)

**VDMA Robotik + Automation**

Patrick Schwarzkopf, Managing Director, VDMA Robotics + Automation

Tel. (+49 69) 6603 - 1590

Fax (+49 69) 6603 - 2590

E-mail: [patrick.schwarzkopf@vdma.org](mailto:patrick.schwarzkopf@vdma.org)

[www.vdma.org/r+a](http://www.vdma.org/r+a)