

No. 2
Munich, 22. April 2021
Presseinformation

automatica *sprint* to take place online

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- Encouraging industry response: Numerous international industry leaders already registered
- Premiere of the robotics & AI platform munich_i on June 22, 2021

In close consultation with the advisory board, it has been decided that automatica *sprint* will be held online. The new trade fair format in the automatica portfolio will provide the robotics and automation industry with a digital platform for exchange, knowledge and business on June 22–24, 2021. Thanks to the flexible concept, numerous international key players have already confirmed their attendance in advance. The munich_i Summit, a high-tech platform for artificial intelligence (AI) and robotics, will premiere on June 22 within the framework of automatica *sprint* and offers great added value.

“The automatica *sprint* trade fair concept enabled us to ensure planning security for our customers right from the start. The format was designed as both an in-person and a digital event, so that its feasibility was guaranteed”, says Falk Senger, Managing Director Messe München and responsible for automatica *sprint*. “The industry’s positive response to the online format to be held proves, that we are answering the need of the hour in these unprecedented times”, Falk Senger continues.

Confirmed exhibitors from the robotics sector include ABB, Epson, FANUC and KUKA. In addition, BOSCH REXROTH, FESTO, Hahn Automation, Mikron, Siemens, Schunk and TEAMTECHNIK from the assembly and handling technology sector have registered. Other confirmed exhibitors include: Basler,

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IDS, MVTec and VMT, who will be presenting developments in industrial machine vision.

Wilfried Eberhardt, Chief Marketing Officer of KUKA AG and Chairman of VDMA Robotics + Automation, looks forward to the online edition with great anticipation: “The community has a tremendous need for orientation, exchange, inspiration and innovation. With the digital implementation of *automatica sprint*, we finally have an opportunity to come together again as an industry.”

munich_i: Public debate on AI and robotics

Within the framework of *automatica sprint*, *munich_i* will also be held for the first time as a newly created and globally unique online-only platform for robotics and artificial intelligence. The **munich_i Hightech-Summit on June 22, 2021** is held under the auspices of the Bavarian Minister President Dr. Markus Söder and represents a key component of the cooperation between *automatica*, the Munich School of Robotics and Machine Intelligence (MSRM) and the Technical University of Munich (TUM). Under the leadership of Prof. Dr. Sami Haddadin, Director of MSRM and holder of the Chair for Robotics and System Intelligence at TUM, and Prof. Dr. Alena Buyx, Director of the Institute for History and Ethics of Medicine and holder of the Chair for Ethics in Medicine and Health Technologies at TUM, summit participants can expect more than 20 presentations on responsible technological change as well as the interaction of human and artificial intelligence with a focus on the societal areas of work, health and mobility under the theme “intelligence empowering tomorrow”.

Participation in the high-tech summit is included in the ticket for visitors to the *automatica sprint* digital platform. The presentations will be given in English.

Further information on the [munich_i](#) Summit, including an overview of the entire program, background information on the speakers etc. is already available online.

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About automatica and automatica *sprint*

automatica is the world's leading marketplace for automated smart production. It is the trend setting event for companies from all industry sectors, providing access to innovations, knowledge and trends with a high degree of business relevance. automatica focuses and shapes the transformation of industrial production from automated to autonomous facilities. Messe München GmbH and VDMA Robotics + Automation, conceptual sponsor of the trade fair, are behind the industry-driven concept of automatica.

The community is counting on automatica to provide an attractive marketplace and a workable solution in these times of the pandemic. Therefore, a new event concept, adapted to the conditions of the Covid-19 era, has been developed together with all stakeholders for June 22–24, 2021: automatica *sprint*. The regular automatica takes place every two years and is usually held in Munich in June. The next automatica will take place in Munich from June 21 to 24, 2022.

Messe München

Messe München is one of the world's leading networking platforms. In reflection of the claim "Connecting Global Competence", Messe München acts as a global networking platform and brings together decision-makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest topics relevant to society. These include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world. With its location in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, Messe München has four venues at its disposal to fulfill all its customers' individual requirements. Messe München is very successful both in its domestic market in Munich and around the globe. The company is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. With its network of affiliated companies and foreign agencies, Messe München is present in more than 100 countries.