

bedigital

# TRANSFORMING INDUSTRY

Nov 23rd-27th 2020 Bilbao (Spain)

**AFM** Advanced  
Manufacturing  
Technologies

**B!  
E!  
C!** BILBAO  
EXHIBITION  
CENTRE

EXPOSSIBLE!

# SECTORS TAKING PART:

## VISITOR PROFILE:

Managers and owners of industrial companies.  
Executives and heads of IT, digitisation,  
production, software, R&D&i, logistics, purcha-  
sing, finance, sales, HR, management and  
operations.

## VISITOR SECTORS:

- x Automotive
- x Aeronautics/Aerospace
- x Energy & utilities
- x Steel
- x Electrical & electronic engineering
- x Engineering & construction of industrial plants
- x Chemicals
- x Metallurgy
- x Railways
- x Capital goods
- x Petrochemicals
- x Ancillary industry in manufacturing of parts & components

## EXHIBITOR SECTORS:

- x Big data & Analytics
- x Artificial Intelligence
- x Cloud Computing & Services
- x Cybersecurity
- x Augmented reality / Virtual reality
- x Internet of Things. - IoT
- x Blockchain
- x Hardware
- x Software solutions (CMR, ERP, etc.)
- x Software Engineering - DevOps
- x Industrial engineering services
- x Telecommunications
- x IT
- x Robotics
- x 5G

# DIGITISING INDUSTRY, **THE KEY TO PROGRESS**

There is one benchmark event for digital transformation in industry: BeDigital.

In its third edition, the event seeks to help user industries attain digital maturity and bring about an optimal digital transformation of industry so as to make the most of their technological potential and become more innovative, productive and efficient.

With a practical format that combines an **Expo Area + Digital Talks + Innovation Workshops**, BeDigital seeks to provide distinct areas for practical demonstrations of products and services, networking with business opportunities and knowledge transfer.

**The availability of digital information, the automation of processes, the interconnection of the value chain and the creation of digital interfaces are all key in the new, connected industry model.**

## UNDER THE FRAMEWORK OF BIEMH, **A MAJOR EVENT FOR INDUSTRY**

This third edition of **BeDigital** is to be held under the framework of the 31st BIEMH, Spain's biggest international machine-tool and advanced manufacturing event. The last edition of the BIEMH attracted 1751 exhibiting firms from 21 countries, and 42,445 visitors from 61 countries.



# THREE AREAS WITH THE SAME GOAL: TO IMPROVE COMPETITIVENESS

## DIGITAL TALKS

Talks on strategic and technological topics, given by renowned domestic and foreign speakers.

The Digital Talks at the previous two editions of the event attracted over 450 attendees and 60 prestigious speakers from businesses and technology centres including **Fraunhofer Institute, Tubacex, S21SEC, Garnica Plywood, Mondragon Assembly, Basque Cybersecurity Centre, Vodafone, Microsoft, Orkli, Oracle, Indra, Tecnalía, Accenture, Centro de Ciberseguridad Industrial, Siemens and SAP.**

## INNOVATION WORKSHOPS

These workshops are designed to enable exhibiting firms and sponsors to make brief presentations showcasing the latest in technological innovations, setting out case studies and offering the best solutions in digitisation. Almost 80 such workshops have been held so far, and they have proved very popular among visitors.

## EXPO AREA

This is the area where business contacts take place, where exhibitors can present and show all their new products and find a unique setting for doing business.

Exhibitors at previous editions have included such front-line firms in the sector as **Dominion, SAP, Kaspersky, Ibermática, Sarenet, Innovae, S21 sec – Checkpoint, Arin Innovation, Dassault Systemes, Minsait by Indra, Siemens, Vixion, Engie, Opertek and Semantic Systems.**



# SUCCESS STORIES

The last edition of BeDigital was a great success, as shown by surveys:

- **78% of visitors** voiced positive opinions in regard to having met their goals.
- **90% expressed their intention to come back** for the next edition.

*"This is our first year here, and we are extremely satisfied. We believe that exhibiting at BeDigital was a good investment. The whole sales team are very satisfied. We hope to be back next year."*

Carlos Martínez - Head of Marketing & Innovation at ENGIE ESPAÑA.

*"BeDigital has provided a great opportunity to share our company's know-how with highly qualified attendees. This is invaluable for our company. It was a pleasure for us to take part in this first-class event."*

Camila Rodas, Head of Marketing at MESbook.



# TRADE CONTACT:

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## COLLABORATORS:



## ORGANISERS:



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