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THE INNOVATION ALLIANCE: IN MAY, AT FIERA MILANO, THE SYSTEM EVENT DEDICATED TO ADVANCED MECHANICS. A SECTOR THAT IN ITALY WORTH 25 BILLION EUROS

Four simultaneous events – GreenPlast, Ipack-Ima, Print4All, and Intralogistica Italia – creating an integrated supply chain ecosystem, from technology for plastics and rubber processing to packaging, from printing to logistics. A key event highlighting a Made in Italy industry that exports an average of 64% of its revenue.

Milan, April 2, 2025. A resilience pact among key sectors of capital goods. This is how the upcoming edition of **The Innovation Alliance**, scheduled to take place at Fiera Milano from **May 27 to 30, 2025**, is being viewed today.

As an event that showcases **excellence in capital goods**, supplying machinery and technological solutions to major manufacturing industries, **The Innovation Alliance** confirms its role as a key reference event for the European industry. Thanks to the simultaneous presence of four leading trade shows in their respective industrial sectors – **GreenPlast**, **Ipack-Ima**, **Print4All**, and **Intralogistica Italia** – it will provide a comprehensive narrative of an ideal end-to-end supply chain: from the most sustainable technologies for rubber and plastic production to packaging and processing for both food and non-food sectors, through to customization via printing and warehouse logistics.

This system-wide approach will highlight the innovation, research, and development capabilities of **a Made in Italy excellence** worth **25.4 billion euros**, employing over **90,000 professionals**, and demonstrating a strong export orientation, with an average of **64%** and peaks of **78-79%** in sectors such as plastic production machinery and packaging. This supply chain is vital for strategic sectors of the Italian and European economy, such as food and pharmaceuticals.

With **11 halls** and a total of **1,700 companies** participating, **27% of which are international**, the event will offer a unique European showcase for technological innovation. Moreover, it will provide an opportunity to stimulate discussion on resilient solutions that can respond to the complexity of the current landscape, shaping a shared vision and propelling the industry towards new milestones.

FOCUS ON INNOVATION: THE MARKET'S RESPONSE TO THE GERMAN SLOWDOWN AND US TARIFFS

The export of Italian capital goods is currently facing two crucial challenges: Germany's economic slowdown and the United States' protectionist policies. These are two strategic geographical areas that, together, account for over **25% of the total exports** of the Italian sectors represented by The Innovation Alliance. While on the European front, businesses are calling for concrete

measures to boost competitiveness – such as lower taxes, investment incentives, and reduced bureaucracy – concerns over new US tariffs continue to grow.

Despite this challenging scenario, Italian markets are showing resilience. Forecast data from **AISEM (material handling), ACIMGA and ARGI (printing and converting), AMAPLAST (plastics and rubber processing machinery), and UCIMA (packaging and processing)** – the Italian associations monitoring the performance of the sectors represented at the event – indicate a generally **stable order intake for the current year,** albeit with sector-specific variations. In fact, a **moderate increase in exports is projected for 2025**.

In such a demanding context, innovation – the common thread of **The Innovation Alliance** – remains the primary driver of market growth and stability. The event will showcase high-tech solutions to enhance production efficiency and sustainability. From increasing automation – with robotics integrated into processes – to the adoption of Artificial Intelligence, IoT, and Augmented Reality, as well as remote design and assistance, companies are investing in research and development to maintain their international leadership. Exhibited solutions will focus on resource optimization, energy consumption reduction, and new business models such as servitization, which transform the relationship between manufacturers and end users by providing continuous support and tailored solutions.

More than just a technological showcase, **The Innovation Alliance** will also be a hub for discussion and strategy. By facilitating dialogue across different actors along the same supply chain – from plastic processing technologies to packaging, from printing and converting to logistics – the event will not only highlight the best innovations serving the industry but will also foster new synergies. These will be essential for tackling global challenges and maximizing returns on investment in innovation, research, and development.