



VISIONI, IDEE E STRUMENTI PER L'IMPRESA MANIFATTURIERA

FUTUREFACTORY: VISIONS, IDEAS AND TOOLS FOR THE MANUFACTURING BUSINESS

2 0 2 0 C O N V E N T I O N S

# THE PROJECT

«**FutureFactory**» was born in 2012 as a **multi-channel communication project** aimed at all the players of the **manufacturing market**, with the aim of comparing ideas, sharing examples of excellence and suggesting concrete solutions for the Italian manufacturing enterprise of the future. “FutureFactory” hopes to involve, through active participation, academics, business managers, entrepreneurs, employers’ associations, trade unions, consultants and representatives of the world of supply for the manufacturing market. The project unfolds across different mediums: a rich program of conventions, in-depth articles on the magazine *Sistemi&Impresa*, the web magazine **[www.fabbricafuturo.it](http://www.fabbricafuturo.it)**, and a book series.



# THE TOPIC

**Manufacturing companies**, witnesses to a **Made in Italy** whose market value is in constant growth, **have entered a technological, cultural, social and organizational transformation**. The economic scenario, international as well as national, is extremely volatile, making it increasingly more complex for our enterprises to compete in the global playing field. The logics of consumption have also changed: products are more and more personalized, serial production has given way to mass customization and production cycles are dominated by speed. Clients are participating in the design of products, from which they wish to draw immediate fulfillment, and there is no product that cannot be reinvented in terms of service.

**To win the competitiveness challenge** it is necessary to intervene on multiple fronts: **from rethinking business models and management processes, to the updating of technological infrastructures and the modes according to which innovation is produced, all the way to the sustainability of industrial production**. Given that it will be human beings who will govern these transformations, the representation and management of human relations will have to evolve within a factory that, in order to look towards the future, will be in need of **increasingly more qualified skills**.

# THE 2020 CONVENTION CALENDAR

- |   |                 |                           |
|---|-----------------|---------------------------|
| 1 | <b>BRESCIA</b>  | February 27 <sup>th</sup> |
| 2 | <b>VENICE</b>   | March 18 <sup>th</sup>    |
| 3 | <b>BOLOGNA</b>  | May 7 <sup>th</sup>       |
| 4 | <b>LECCO</b>    | June 4 <sup>th</sup>      |
| 5 | <b>ANCONA</b>   | June 18 <sup>th</sup>     |
| 6 | <b>FLORENCE</b> | July 9 <sup>th</sup>      |
| 7 | <b>TURIN</b>    | October 1 <sup>st</sup>   |
| 8 | <b>BARI</b>     | November 5 <sup>th</sup>  |



# **VISITOR TARGET** **COMPANIES**

Operating in the  
manufacturing sector

Based in the relevant  
geographical areas

With number  
of workers >100

Entrepreneurs  
and Directorate General

Managers of technical directorates  
(production, operations, logistics,  
research and development, IT)

Organization and HR Managers

# **VISITOR TARGET** **PROFILES**

# ACCESS TO THE CONVENTIONS



**Access to the conventions  
requires the payment of a fee of 150€ + VAT  
and includes the following:**



Event documents (presentation slides)



Refreshment services

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## Early Registration Offer

Within **4 weeks** of every event, includes

- **A discounted fee of 100€ + VAT**
- **Possibility of changing the name of the participant**
- **Complete fee refund if unable to attend**

Within **3 weeks** of every event, includes

- **Possibility of changing the name of the participant**
- **Complete fee refund if unable to attend**

Refund requests must be placed with the organizational secretariat within a week of the date of the event, otherwise it will be impossible to provide a refund.

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Access is free for entrepreneurs and managers in the manufacturing business selected and invited by the magazine *Sistemi&Impresa*.

08.30 - 16.30

# MORNING PLENARY SESSION

SCENARIOS AND TRENDS OF ITALIAN MANUFACTURE

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16.45 - 17.45

## PARTNER-LED DEMO WORKSHOP

1

2

3

4

# THE KEYNOTE SPEAKERS



## **Managers and Entrepreneurs**

who represent exceptional  
manufacturing companies  
in the region



## **Academics**



Representatives of  
**partner companies  
that offer products,  
services, solutions  
and consulting for the  
manufacturing market**



# THE EXHIBITION AREA

Every convention foresees a **coffee break** mid-morning and a **buffet lunch**.

Breaks are held in a designated area adjacent to the conference room, which hosts **the desk of Partner, Sponsors and Exhibitor Companies**.

Partners, Sponsors and Exhibitors will be able to enjoy breaks to foster **relationships with participants**.

# THE KEYNOTE-SPEAKER DINNER



The evening before the event, a dinner will be held for all keynote speakers, with the aim of initiating introductions and relationships between participants.

It is a useful moment to exchange ideas over topics of discussion for the event, thus making the convention's content richer and more stimulating.

Participants to the dinner will be keynote speakers from Partner and Sponsor companies as well as speakers from companies invited by ESTE.

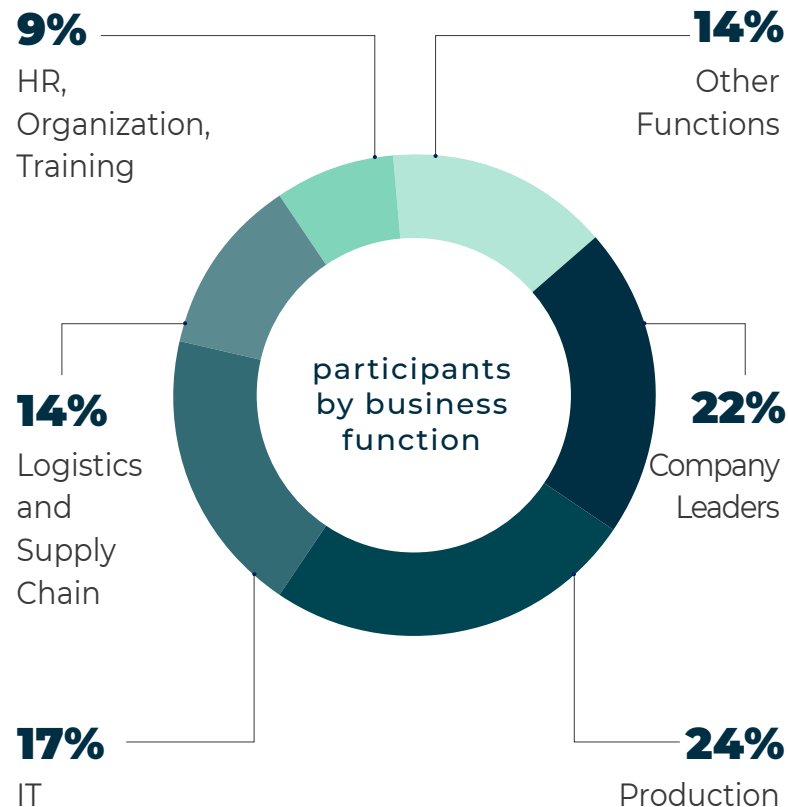
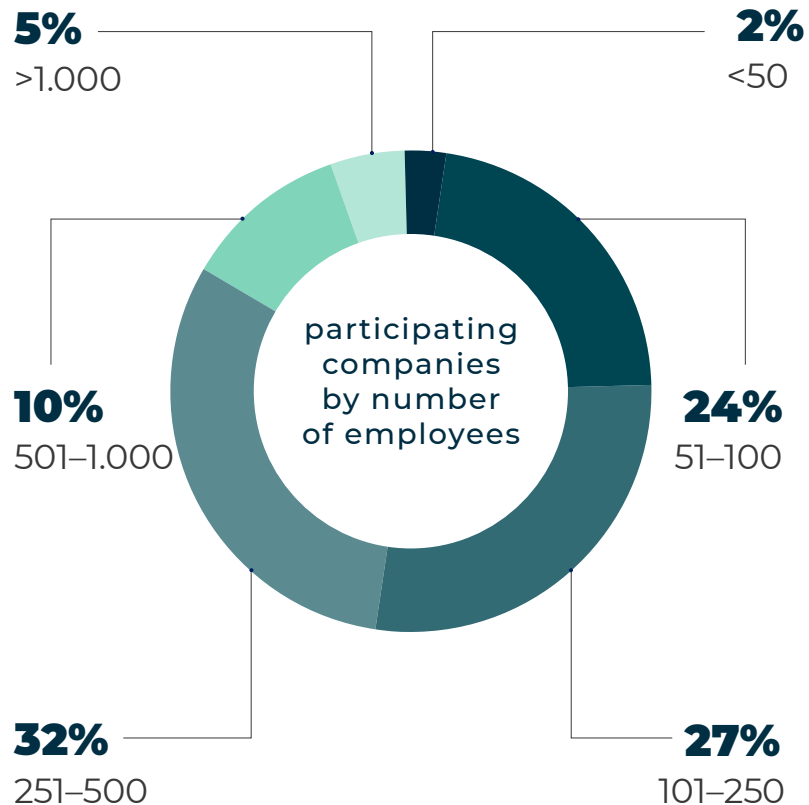
## Some pictures from past editions of the Convention

# PAST EDITIONS





# 2019 PARTICIPANTS



# LEAD GENERATION

## DEMO WORKSHOP (RESERVED FOR PARTNERS)

Every *FutureFactory* convention foresees up to  
**4 Demo Workshops** led by Convention Partners.

These are real, practical demos that will follow an intervention during the plenary session and throughout which project Partners will be able to develop and elaborate upon a topic of interest though the testimonies of Clients or product demos. During the workshop audience participation is encouraged and facilitated.

Workshops are around 1 hour long and are held in equipped rooms adjacent to the exhibition area.



# LEAD GENERATION

## BUSINESS MATCHING

*FutureFactory* Partners, Sponsors and Exhibitors are entitled to take advantage of the **Business Matching** services provided by the organizational secretariat. These are 15/20-minute-long business appointments held on the convention day.

There is no guaranteed number of appointments.

**These services are reserved for companies that join as Partners, Sponsors or Exhibitors prior to the indicated deadlines.**

## DEADLINES

**BRESCIA**  
**VENICE**  
**BOLOGNA**  
**LECCO**  
**ANCONA**  
**FLORENCE**  
**TURIN**  
**BARI**

**January 23<sup>rd</sup>**  
**February 12<sup>th</sup>**  
**April 2<sup>nd</sup>**  
**April 30<sup>th</sup>**  
**May 14<sup>th</sup>**  
**June 4<sup>th</sup>**  
**August 27<sup>th</sup>**  
**October 1<sup>st</sup>**

## BUSINESS MATCHING

The planning of meetings happens as follows:



Partners, Sponsors and Exhibitors receive on a weekly and contextual basis the list of registered convention participants



Within the following 24 hours they provide the organizational secretariat with a list of companies they are interested in getting in touch with



The secretariat takes care of contacting the registered participants, verifying their availability and scheduling a meeting and/or in any case providing feedback of said contact



Every visitor receives a personalized Agenda the day before the event with the scheduled appointments



Throughout the event the presence of an ESTE account is foreseen to manage the appointments



# BUSINESS OFFERS



## **PARTICIPATION AS PARTNER GUARANTEES THE FOLLOWING SERVICES:**

- Participation of a keynote speaker with a 20/25-minute intervention during the convention's plenary session
- Organization of a Demo Workshop
- Business Matching services
- Excel file with record of registered and actual event participants
- 15 free invites for Staff and Clients
- Exposition desk situated in close proximity of the conference room
- Ample visibility on the ESTE website, on the event's promotional material (mailing, invites, advertising pages) and on the conference documents
- Reportage on the ESTE periodicals



## **PARTICIPATION AS SPONSOR GUARANTEES THE FOLLOWING SERVICES:**

- Participation of a keynote speaker with a 20/25-minute intervention during the convention's plenary session
- Business Matching services
- Excel file with record of registered and actual event participants
- 15 free invites for Staff and Clients
- Exposition desk situated in close proximity of the conference room
- Ample visibility on the ESTE website, on the event's promotional material (mailing, invites, advertising pages) and on the conference documents
- Reportage on the ESTE periodicals

## **PARTICIPATION AS EXHIBITOR GUARANTEES THE FOLLOWING SERVICES:**

- Exposition desk situated in close proximity of the conference room
- Business Matching services
- Excel file with record of registered and actual event participants
- 15 free invites for Staff and Clients
- Ample visibility on the ESTE website, on the event's promotional material (mailing, invites, advertising pages) and on the conference documents
- Reportage on the ESTE periodicals

# PARTICIPATION COSTS



CITY	PARTNER	SPONSOR	EXHIBITOR
BRESCIA	10.000 € + VAT	8.000 € + VAT	5.000 € + VAT
VENICE	8.000 € + VAT	6.000 € + VAT	4.000 € + VAT
BOLOGNA	10.000 € + VAT	8.000 € + VAT	5.000 € + VAT
LECCO	7.000 € + VAT	5.000 € + VAT	3.000 € + VAT
ANCONA	7.000 € + VAT	5.000 € + VAT	3.000 € + VAT
FLORENCE	7.000 € + VAT	5.000 € + VAT	3.000 € + VAT
TURIN	8.000 € + VAT	6.000 € + VAT	4.000 € + VAT
BARI	7.000 € + VAT	5.000 € + VAT	3.000 € + VAT

# CONTACTS

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