

EIT Manufacturing and Advanced Factories join forces to boost competitiveness and sustainability in the European industry

**The eighth edition of Advanced Factories will be held from 9 to 11 April at Fira de
Barcelona Gran Vía**

**Europe's largest industry innovation community will lead the discussion on the net
zero goal, addressing the challenges facing the manufacturing sector and the ongoing
initiatives**

Barcelona, 22 February 2024 – [EIT Manufacturing](#), the largest innovation community in the European industry supported by the [European Institute of Innovation and Technology \(EIT\)](#), a body of the European Union, and [Advanced Factories](#), the leading event in industrial automation and robotics in Southern Europe, are collaborating for the fourth year in a row to drive the transformation of the industry, with a focus on sustainability and new technologies.

“The relationship between EIT Manufacturing and Advanced Factories is solidifying and growing year after year thanks to our shared commitment to boosting the competitiveness and sustainability of European manufacturing. In this edition, we want to take the opportunity to showcase our commitment to the net zero goal in the industry, by leading this debate alongside some of the members of our innovation community”, explains **Antoni Pijoan**, Managing Director of EIT Manufacturing West.

EIT Manufacturing will once again participate in Advanced Factories, taking place **from 9 to 11 April 2024, at Fira de Barcelona Gran Vía**, sharing its knowledge and expertise on the European manufacturing industry. In this regard, Pijoan will participate as a speaker at the [Industry 4.0 Congress](#) to analyse European Union programmes aimed at SMEs, including their requirements and application processes. Additionally, the session will offer practical advice on how to take advantage of these programmes.

Blanca Chocarro, EIT Community Program Manager at EIT Manufacturing, will address the industry's challenge to achieve zero emissions by 2050, as established by the European Union. Chocarro will be joined by experts to provide a comprehensive overview of some of the initiatives driving the transition to a more sustainable industry, through successful case studies. They will also address the main challenges facing this transition in terms of technology development, assessing current progress and barriers to implementation. Efforts at European level, such as the Net Zero Industry Act, will also be discussed in this round table.

Eight years leading the transformation of the industry.

In its eight editions, Advanced Factories has established itself as the leading event for automation, robotics, and Industry 4.0 in Southern Europe. Over three days, it brings together **more than 560 exhibiting firms** to showcase the latest innovations in industrial automation systems, robotics, additive manufacturing, artificial intelligence, digital twins, data analytics, cybersecurity, or integrated production systems, among many other solutions. Additionally, the **Industry 4.0 Congress**, held within the framework of AF2024, will gather **over 320 industry experts** to discuss the main themes of this edition, such as artificial intelligence, integrated automation systems, and decarbonisation applied to automotive, electronics, mobility, food, textile, energy, and pharmaceutical sectors.

About [Advanced Factories](#) (April 9-11, 2024 - Fira Barcelona): **Advanced Factories** is an annual Expo and Congress for leaders and industrial SMEs seeking solutions in industrial automation, robotics, new 4.0 technologies, and 3D Printing to enhance their industrial competitiveness. Together with the Industry 4.0 Congress, it is the largest European congress on industrial innovation. Advanced Factories is organised by [NEBEXT](#), a company specialized in professional events focused on innovation and technological transfer, such as [AMT – Advanced Machine Tools](#), [HIP](#), [Digital Enterprise Show](#), [Rebuild](#), [Pick&Pack](#), [Rebuild](#), [Food 4 Future](#), [eMobility Expo](#) o [Tourism Innovation Summit](#), among others.

More information and press materials:

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About [EIT Manufacturing](#): EIT Manufacturing is one of the nine innovation communities supported by the European Institute of Innovation and Technology (EIT), a body of the European Union. EIT Manufacturing's main goal is to bring European stakeholders focused on manufacturing together in innovation ecosystems that add unique value to European products, processes and services and inspire the creation of globally competitive and sustainable manufacturing. EIT Manufacturing brings together more than 200 members (universities, research institutes and companies).

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