

## **On 8 October, ABISS2020 was the first to put "physical" networking – the new normal style – back on the map**

Last week, the Industrialfairs team, which organises industrial technology trade fairs (Indumation.be, Machineering, INE, ABISS and Prototyping MNE), achieved quite a feat. Like many other people in the sector, the team members had to deal with serious difficulties, including the fear and uncertainty of exhibitors and visitors with regard to the possibility of meeting each other physically again.

However, on Thursday 8 October, the 68 technology partners managed to network with 583 physical visitors and 248 digital visitors, which allowed them to discuss the latest trends and solutions for industrial digitalisation. Given the circumstances, saying that the industry is going digital at a rapid pace is definitely an understatement.

In total, ABISS2020 was thus able to welcome 831 C-levels and department heads from all branches of industry, who were looking for specific solutions to manage processes in a smart, secure, connected and digital manner.

With this first *phygital* networking format, Industrialfairs could be setting the tone for the sector. Because a phygital event combines the best of both worlds: visitors can decide at any time – until the last hour – whether they prefer to attend the trade show/summit **physically** (on site) or **digitally** (via the web app). ABISS Digital gives both digital and physical visitors the opportunity to interact online with all exhibitors and colleagues/visitors, but also to follow all Expert Classes/demos via live stream – all this until 1 week after the end of ABISS on 8 October.

It was a journey of trial and error to be the first to get our heads above water in the sector, but the discussions and surveys with both visitors and exhibitors soon proved that this was clearly a worthwhile experience, as it allowed participants to regain their appetite for more. Below you will find a few testimonials, as well as links to the event report and pictures. The common thread here is that ABISS2020 was the first "autumn industrial event", which was a boost for anyone who wanted to get back on track after all the "fully digital events" and who were eager to meet people physically in an environment that was, of course, safe and well adapted.

Next year, Industrialfairs will organise INE XL in Kortrijk Xpo, the all-inclusive networking version of Indumation.be (4 March 2021 - Kortrijk Xpo), as well as Machineering, the manufacturing technology fair (24-26 March - Brussels Expo), with the same "physical + digital" approach that may very well be even more efficient. ABISS, for its part, is an annual event that will be back on the agenda on Thursday 7 October 2021 at Kortrijk Xpo. Feel free to request further information about ABISS and the other 4 trade fairs for the industrial technology sector via [info@industrialfairs.com](mailto:info@industrialfairs.com) ([www.industrialfairs.com](http://www.industrialfairs.com)).