



## Successful edition of ABISS took 1,072 Industrial Digital Innovators on a journey to discover their digital next steps!

Press release – Kortrijk, 11 October 2021

On Thursday 7 October, the Industriefairs team once again brought together decision-makers from the industry and took them on a journey to discover their digital next steps. Digital transformation has become an integral part of the industry landscape, and this was reflected in the large attendance for this 6<sup>th</sup> edition of ABISS.

64 technology partners and 15 speakers specialised in their respective fields brought together no fewer than 745 physical and 327 digital visitors for a digital check-up at ABISS 2021. The event attracted C-levels, department heads and decision-makers from all branches of the industry. All these people were looking for concrete solutions to manage processes in a smart, secure, connected and digital way.

ABISS offers the wider industry the opportunity to learn more about the 'next big things' in digital transformation. Prescribers from both the process and discrete industries all turned to ABISS. Here are some figures that will help you better understand the profiles of our visitors:

### **Visitor profiles:**

Over 38 % of our visitors are part of the general management or are owners / directors of their companies.

62 % of the visitors are decision-makers from a business unit, of which:

- 14,8 % from Innovation / Technology / IT & Digital assets departments
- 13,3 % from Engineering / Design departments
- 12,7 % from Production / Assembly / Operations / Scheduling departments
- 10,9 % from Supply chain / Automation / Maintenance departments
- 10,3 % from Marketing / Sales & Aftersales / Planning & HR departments

After one year and a half of safety measures and restrictions of all kinds, many were really eager to start networking again. It was therefore an extremely pleasant reunion for many. The liberating feeling of being able to talk face to face and network without any pressure was very much present. But people did not only connect physically. In fact, ABISS Digital (the digital twin of the physical event) was also a great success: 327 unique digital visitors attended at least one of the expert classes or demos. This clearly showed that the know-how and solutions offered by our experts and technology partners were so well appreciated that even those who could not make it to the physical event took the time for a digital visit.

Industrialfairs will be organising [Indumation.be](https://www.indumation.be) in Kortrijk Xpo early next year (2-4 Feb 2022). This key Belgian factory, process & infrastructure automation show will be held in the same physical and digital format. ABISS is an annual event that will be back on Thursday 6 October 2022 at Kortrijk Xpo. More detailed information about ABISS and the 4 other trade fairs dedicated to industry technology can be requested by sending an e-mail to [news@industrialfairs.com](mailto:news@industrialfairs.com) ([www.industrialfairs.com](https://www.industrialfairs.com))

Photos from ABISS 2021: <https://www.abissummit.be/en/photos>