

Industrialfairs, Agoria and Indumotion reconsider the frequency and timing of the trade shows Indumation.be and Indumation Network Event

Last week, Industrialfairs (that organises Indumation.be, Machineering, INE, ABISS and Prototyping MNE among other events) has decided – with the support of the key technology companies represented within the federations Agoria and Indumotion – to reconsider the timing of the two technological industrial automation events mentioned above.

Several technology companies have indeed pointed out that the scheduled date of Indumation.be 2021 (i.e. early February) was too early to fully benefit from the revival of the economy in the post-coronavirus era. They also stressed that participating in a trade show like Indumation.be requires not only a major effort in terms of budget, but also extensive and careful preparation. Moreover, Indumation.be brings together more than 10,000 visitors and 1,200 stand staff, and at present the formal requirements for such a large-scale event have not yet been officially laid down in these particular times. In order for Indumation.be to continue to grow successfully, all criteria – including timing – must be met for every organisation involved.

The fact that Indumation.be and Machineering come one after another very quickly – for many exhibitors in the same fiscal year – made it even more necessary to take this decision for the long term, in the interests of the market, exhibitors, visitors and the future-oriented nature of the 5 trade shows organised by Industrialfairs.

In concrete terms, this means that the 6th edition of Indumation.be – the fastest growing automation trade show in the Benelux – will be postponed to 2, 3 and 4 February 2022.

However, there is a demand from exhibitors and visitors for a smaller-scale automation event in the course of 2021. That is why Industrialfairs will be organising a special edition of Indumation Network Event XL on 4 March 2021. The basic concept, i.e. a 1-day VIP event with a strictly limited, high-quality visitor audience, will be retained, but the event will be held at Kortrijk Xpo. Many exhibitors already expressed their desire to participate in this XL edition. Given the small-scale nature of the event, it will obviously comply with all the relevant Covid-19 regulations.

With its smaller number of visitors (approx. 6,000 over 3 days), the Machineering2021 trade show will take place a few weeks later, more specifically on 24, 25 and 26 March, and will therefore come just at the right moment as Belgium's number one trade show for advanced engineering and manufacturing technology.

As a result of this rescheduling, the biennial networking events INE and Prototyping MNE will now each take place in a different year, which the sector sees as a good thing. As for the date and frequency of ABISS, the annual networking summit for the digitalised industry, both will remain unchanged, which means that the next edition will take place, as planned, on 8 October 2020 in Kortrijk Xpo.

The federations Agoria and Indumotion and the exhibitors of Indumation.be unanimously support this decision and are already getting ready to meet their customers in person on Thursday 4 March 2021 at INE XL in Kortrijk Xpo. Incidentally, registration for the latter event and Indumation.be 2022 will soon be open to returning exhibitors.

The following testimonials also show that exhibitors and federations support all these decisions.

Marc Lambotte (Agoria CEO):



"Exceptional times call for exceptional decisions. The Indumation.be trade show was supposed to celebrate its tenth anniversary in 2021, but unfortunately this is not going to happen next year. The health of exhibitors and visitors comes first, which is why this is the only right, socially responsible decision for Agoria. As a technology federation, this trade show is very close to our hearts, and we will continue to enthusiastically support successful initiatives like INE and Indumation.be. We are looking forward to continuing our collaboration with you on the newly announced dates."

Hugues Maes (President at Indumotion):



"As president of Indumotion, I am deeply saddened that the Indumation.be trade show will not take place in 2021, but we are fully supportive of this wise decision. The health of exhibitors and visitors is paramount, which is why this is the only right decision for our federation. As co-promoter of the trade show, we will of course continue to fully support the concept of both INE and Indumation. And as a federation, we naturally express our unconditional support for the upcoming editions!"

Thierry Van Eeckhout (Vice President for Sales Digital Industries at Siemens):



"We are, of course, very sorry that Indumation.be 2021 will not go ahead, but we are 100% behind this decision, which is the only right move one can make in these extraordinary times. We will certainly miss the live experience of the technological highlights and new developments, as well as the interaction with the visitors of the event, but – together with all the other market players – we will make sure that we are twice as strong in 2022. Indumation is still a very unique opportunity to remind people of the role that the industry plays in Belgium and in the world."

Marc Cortois (General Manager at WAGO BeLux):



"Safety for people and the environment is an absolute core value for WAGO. We therefore support this logical decision, and remain fully behind the organisation and the Indumation.be concept. For that matter, we are already looking forward to the next edition!"

For any further information, please contact the Indumation.be team:

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Note to the press (not for publication):

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