



Deutsche Messe



12-15 March 2020 ■ Tüyap ■ Istanbul



## Industry 4.0 Festival Area at WIN EURASIA 2020 – The biggest trends driving the industrial transformation in Turkey's economy

5G technologies, virtual product development, product life cycle management (PLM), enterprise resource planning (ERP), production control, data analysis, digital supply chain and value-added production are the main themes of the Industry 4.0 Festival Area.

Moreover, cloud technology and industrial security, artificial intelligence, machine learning and communication (M2M), digital twin, Industrial Internet of Things (IIoT), VR / AR and Big Data Management, Additive Manufacturing and Digital Process Automation technologies contribute to the Industry 4.0 Festival Area.

Visitors will reach all the target audience under one roof. WIN EURASIA attracts more than 77.000 trade visitors. In short, the Industry 4.0 Festival Area is a special platform visited by top CIO/CTO decision makers.



### WIN the Future – Industry 4.0 Festival Area now in Hall 1

At Industry 4.0 Festival Area, industry decision-makers can find the software and IT solutions they need for the digital process. This special area embraces the entire value chain and supply chain - and in 2020 will focus on four key trends in intelligent production that are of particular interest to industrial users.

The Industry 4.0 Festival Area meets entire value chain and digital supply chain management needs.

Industry 4.0 Festival Area will be at Hall 1 with a total area of almost 2200 sqm.

- Industry 4.0 Forum Area & Presentation Slots
- Panel & Special Events
- New 5G Special Area & Smart 4.0 Manufacturing Line & WIN 4.0 Application Park & Digital Factory-IIoT

>77,403  
trade visitors

incl.  
>18,500  
decision-makers



>55  
innovative  
Industry 4.0  
solutions

15%  
from  
abroad

# NEW: Smart 4.0 Manufacturing Line – Continues to accelerate the digitalization. The factory of the future. On display today

The Smart 4.0 Manufacturing Line demonstrates how manufacturers can successfully leverage Industry 4.0 technology to gain competitive advantage in a rapidly transforming value chain. As a premier In 2019 visitors could experience a live demonstration of a smart factory, under the leadership of Leuze Electronic in cooperation with other key players.



5G Special Area	Smart 4.0 Manufacturing Line	WIN 4.0 Application Park	Digital Factory - IIoT	Industry 4.0 Forum Area
Hall 4	IAMD	Digital Factory-IIoT	: 372 sqm.	
IAMD	Hall 3	WIN 4.0 Application Park	: 234 sqm.	
		5G Special Area	: 198 sqm.	
IAMD	Hall 2	Smart 4.0 Manufacturing Line	: 156 sqm.	
		Industry 4.0 Forum Area	: 285 sqm.	
Hall 1	INDUSTRY 4.0 FESTIVAL AREA	Total Industry 4.0 Festival Area : 1245 sqm.		

Click the link for Smart 4.0 Manufacturing Line

## WIN 4.0 Application Park – Marked the way for digital transformation in the industry

Companies that are planning to see the latest Industry 4.0 solutions should head straight for Industry 4.0 Festival Area. WIN 4.0 Application Park has become an application area for suppliers and users of robots/cobots, automated guided vehicles, factory automation. The key players come here to present their ideas for Industry 4.0. Efficiency solutions is high up on the WIN 4.0 Application Park.



### Industry 4.0 Festival Area: Price includes the following services:

- Min.15 sqm.\* special stand construction
- 1 table
- 4 chairs
- 1 welcome desk
- 1 bar chair
- Stand logo visuals\*\*
- Lockable cabinet
- 1 waste bin
- Raised wood floor with lighted
- Electrical connection (Max. 5kW)
- Air connection (6 Bar)
- Internet connection
- Spot lights
- Company introduction in Industry 4.0 Festival Area Mini Guide (Max. 350 text)
- 1 free parking card
- 1 hour forklift

\*Every additional 10 sqm: 4 chairs, 1 table, 1 welcome desk and 1 bar chair will be provided.

\*\*Extra visuals: € 12 per sqm.

“Digital Transformation in Factories” package\* 15 min. product presentation in the Industry 4.0 Forum Area, Hall 1

€ 1.250 \*\*

\*Slots are limited

€ 250 \*\* per sqm.

Early Bird Promotion:  
After 25th November, per sqm. will be € 260

\*\*Plus Value Added Tax.



Click the link for Full Interview Video



Eren Gönenli / Deputy General Manager, Anot

Hello, we have an application demo on Smart 4.0 Manufacturing Line in Industry 4.0 Festival Area. As Anot Automation, we wanted to present the solutions of different technologies related to today's industry 4.0 in a single area to the visitors. Here, as Leuze Electronic, Pizzato and Anot Automation, we offer a concept that we have developed before the fair. We wanted to emphasize that a custom production can be made. In our flexible production line, we had an intense interest during the fair period. We are really satisfied with the interest.



# NEW: Latest 5G products and solutions will be presented at the 5G Special Area in Hall 1

The transition to the new 5G technology is not expected to take place on a large scale until 2020 – but then in full force. Germany will be the first country to install 5G across the board and a 5G test city will soon be launching. Asia wants to get started a little sooner: 5G is intended to be operational for the 2020 Summer Olympics in Tokyo, Japan. New broadband solutions and network technologies are the focus of Industry 4.0 Festival Area at WIN EURASIA 2020.



Click the link for  
AI & Machine  
Learning



## Meet Smart Production

Artificial Intelligence (AI) is the technology that is shaking up industry. The big companies have now all embraced machine learning, deep learning and knowledgebased processes. Systems that can learn from the big data of digitized production systems employ self-optimization and predictive analysis to avoid machine stoppages and dramatically speed up the Industry 4.0 process. AI experts and development partners are therefore highly sought after at Industry 4.0 Festival Area!



## Önder Özturan / Special Solutions & Business Development Director, Datamarket

Hello, my name is Önder Özturan. This year we attended the WIN Eurasia to introduce our product family of Compass Connected and Smart Solution and Compass IoT Suit. We think the fair is very efficient and productive. Compass IoT Suit is an effective IoT based solution platform that we have developed for the easy and quick and efficient step into the world of Industry 4.0. Today we are on the third day, we have very intense visitors from country and abroad in the first two days. We received positive feedbacks.

Click the link for  
Full Interview  
Video



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