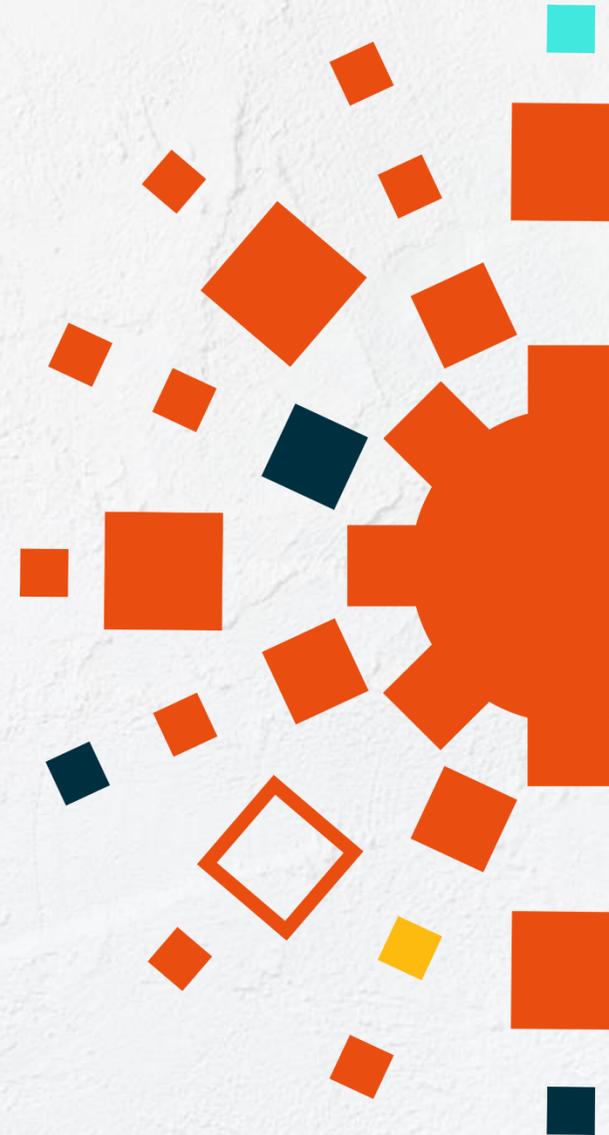


**NOGen**

**Automatica**

**June 27-30, 2023**

**Munich, Germany**



# Automatica – About the event



Event type: Automation/Robotics

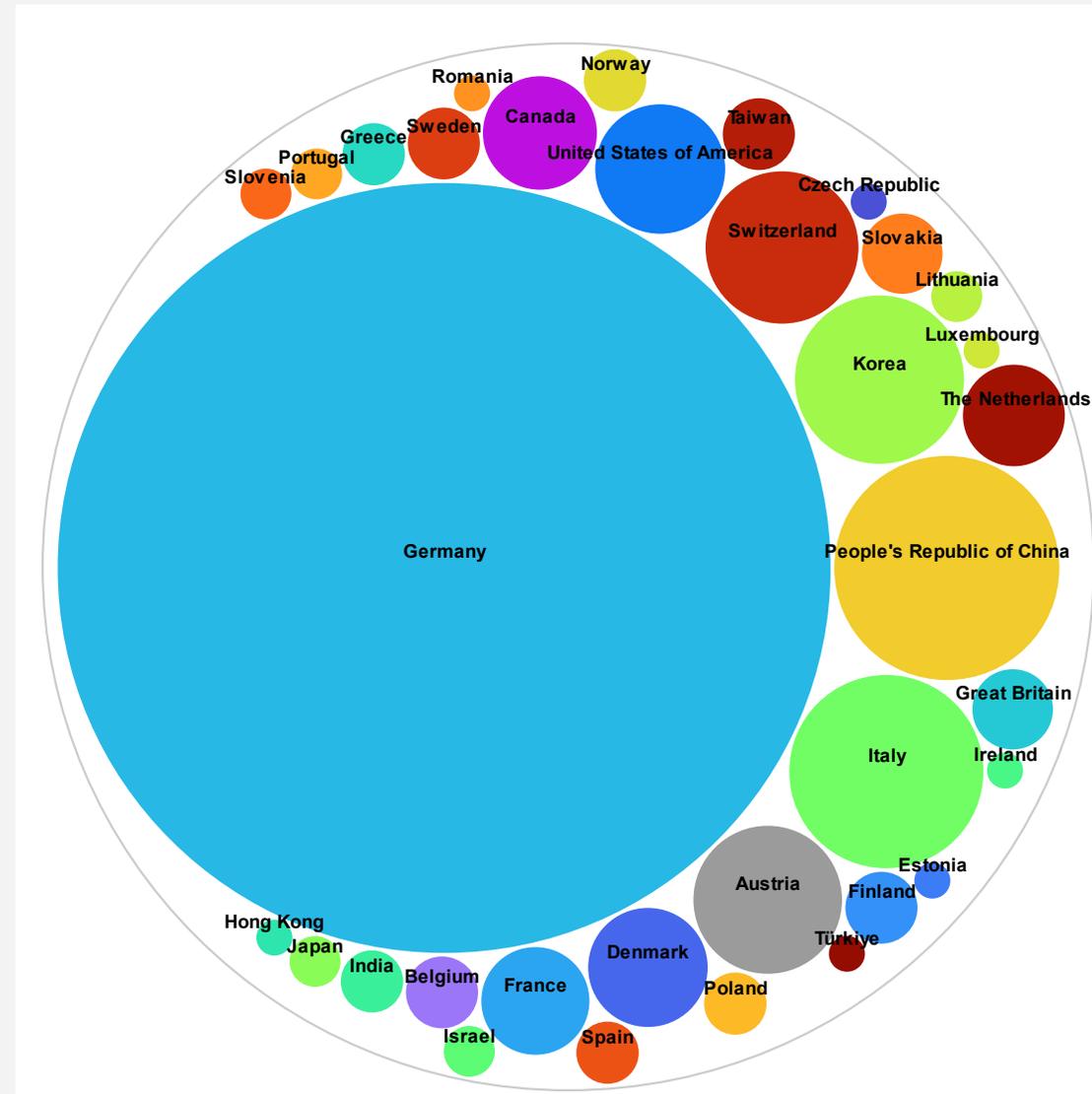
Location: Munich, Germany

Description and years in operation: Held every 2 years, since 2004 (2022 and 2023 were back to back in-person shows after pandemic). Next show is June 24-27, 2025

Event sector focus: Industrial Automation, all manufacturing sectors

Number of exhibitors: 650 exhibitors – see distribution graphic - German companies dominant with 461 exhibitors

Number of visitors: 41,000+ (33% international)



# Automatica - Canadian exhibitors

Apera AI Inc.

Eigen Innovations

Mecademic Robotics Inc.

Planar Motor Inc

RoboDK Inc.

SuperTrak CONVEYANCE

Symphoni

Teledyne

Vention

VKS Ltd.

Vancouver BC

Fredericton NB

Montreal QC

Vancouver BC

Montreal QC

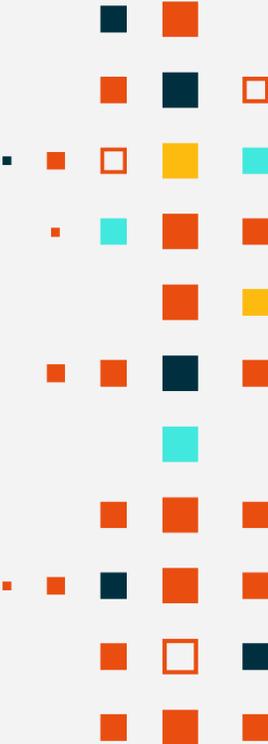
Cambridge ON

Kingston ON

Krailing, Munich

Montreal QC

Chateaugay QC



# Automatica – NGen Media

6 video interviews conducted with Canadian companies exhibiting at Automatica.

Typical LinkedIn engagement was 1300+ views, 2500+ impressions per company featured



Planar Motors at Automatica in Munich

Mitch Debora and 40 others

6 comments · 4 reposts



Like

Comment

Repost

Video views: 2,372 total

Hide stats

Video views

Targeted to: All followers

2,372

Total

Organic

4,308

Impressions

41

Reactions

3.95%

Click-through rate

6

Comments

4

Reposts

170

Clicks

5.13%

Engagement rate



Bridget Bohan and 11 others

7 reposts



Robo DK at Automatica in Munich



Eigen at Automatica in Munich



Mecademic at Automatica in Munich



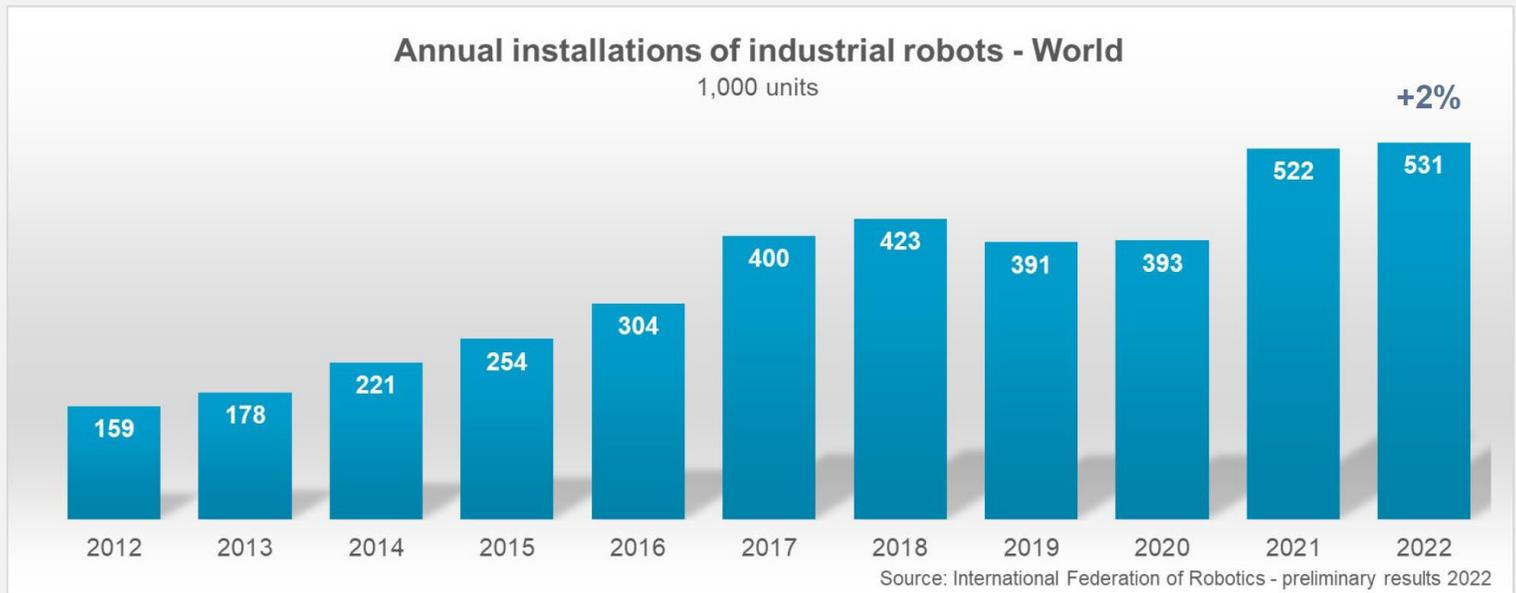
8

1 comment

# Automatica – Event announcements

International Federation of Robotics interim report released

**Global installations 2022: 531,060 units (+2%)**



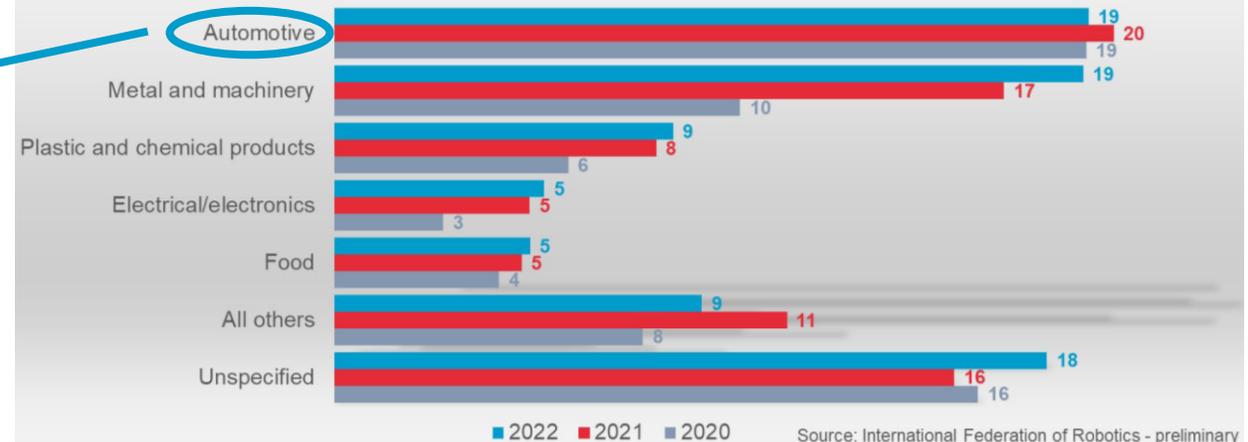
# Automatica – Event announcements

International Federation of Robotics interim report – automotive high cap ex/capability



## Metal/machinery meets automotive

Annual installations of industrial robots by customer industry - Europe  
1,000 units



# Automatica – Event announcements

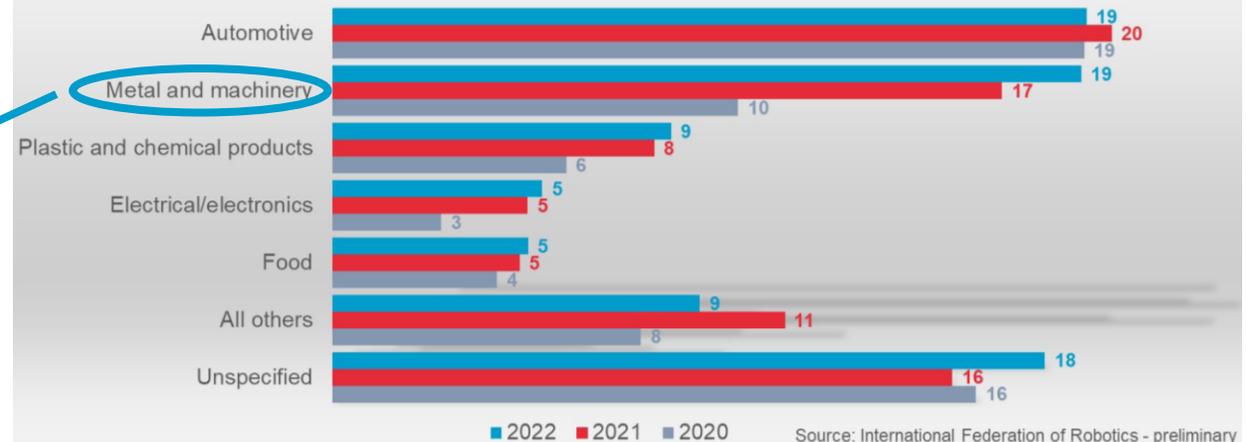
International Federation of Robotics interim report – Europe adopting lower cost, machine tending robots

“Tight labor markets driving demand for automation in many countries”



## Metal/machinery meets automotive

Annual installations of industrial robots by customer industry - Europe  
1,000 units



# Automatica – Impressions of event

“By attending the show, we had the opportunity to directly engage with suppliers, see the hardware in action, and discuss our specific requirements. This direct interaction greatly accelerated our timeline for adopting new technology. We were able to evaluate different options, compare features, and make an informed decision much more efficiently than if we had relied solely on online research or product brochures.”

“Another significant benefit we derived from attending Automatica was the inspiration for innovation that often arises from seeing applications from the same field. Witnessing real-life applications and demonstrations of new technologies in action sparked ideas and motivated us to think outside the box. We discovered novel approaches to solving challenges in our industry and gained fresh perspectives on how to optimize our processes. This inspiration and exposure to cutting-edge advancements were something we couldn't have obtained remotely or through other means.”



# Automatica – Conclusions

Very well organized, comprehensive and focused industrial automation event. Critical importance for Canadian Automation & Robotics ecosystem to have face-to-face meetings with customers and potential supply chain partners, providers.

Large but easily navigable showground, with plenty of easily accessible catering inside or outside.



 **Rainer Brehm** • 2nd  
CEO Factory Automation bei Siemens  
2w • 🌐 [+ Follow](#)

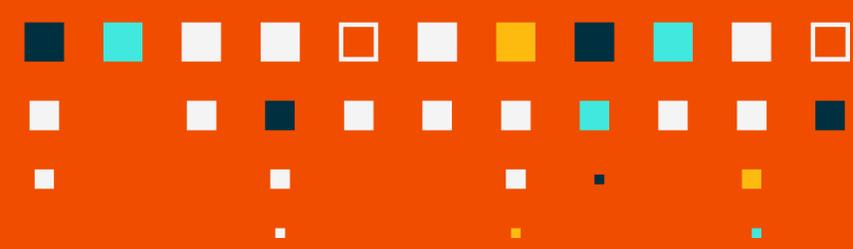
Only together 🤝 we will solve the current challenges. [Planar Motor Inc.](#) sealed their collaboration with us at [#automatica](#) 🌟

Planar motor technology is an intelligent way of moving products with a new dimension in terms of flexibility, dynamics and scalability. The technical integration and the combination with products and solutions from [Siemens](#) will revolutionize mechanical processes and create enormous added value for our customers around the world.

Thank you, Dr. [Xiaodong Lu](#), for this great cooperation.

[Siemens Industry](#) [Holger Schuermann](#) [Michael Thomas](#)





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