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World's leading trade fair for joining, cutting and surfacing

SCHWEISSEN & SCHNEIDEN 2023 brings digitization to life

Get connected: Interactive rally connects exhibitors across the trade fair grounds

Digital solutions ensure the efficient use of materials, resources and increasingly scarce personnel in all aspects of joining, cutting and surfacing. The advantages in the interplay of machine, man, AI and software are brought into focus by the world's leading trade fair SCHWEISSEN & SCHNEIDEN with an interactive rally. Under the motto "Get connected - get digital," it will connect participating exhibitors by means of an app from September 11 to 15. The software guides trade visitors to various booths where they can learn more about the specific areas of application of digital solutions. "Together with the IndustryFusion Foundation and the DVS - Deutscher Verband für Schweißen und verwandte Verfahren e.V. (German Welding Society), we are making digitalization a tangible experience," Christina Kleinpaß, Project Manager of SCHWEISSEN & SCHNEIDEN at Messe Essen, is pleased to say.

IbEDA Sicherheitsgeräte und Gastechnik was the first company to register for the new rally. IbEDA Managing Director Georg Brügge: "We estimate that in the next five years, customers in our industry will also predominantly use digitized, networkable and thus future-proof products. Since we consider the topic of digitalization of gas supply systems to be forward-looking, we are pleased to participate in this joint campaign by Messe Essen, IndustryFusion Foundation and the German Welding Society." As part of the rally, the company from Neustadt/Germany will provide information about resource savings and security of gas supply thanks to smart digitized processes, among other things.

App guides trade visitors to innovative solutions

An app will guide interested trade fair visitors to SCHWEISSEN & SCHNEIDEN exhibitors who are taking part in the rally. At the same time, the app serves as a participation certificate with which users can secure the chance to win attractive prizes. The application is being developed in cooperation with DVS. DVS Managing Director Dr.-Ing. Roland Boecking explains: "Digitalization in welding technology enables the functional fusion of manufacturing processes and information



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technologies as well as innovative digital welder training and further education. Therefore, the rally is an excellent opportunity to experience a whole new level of workflows in work and business processes."

Exhibitors can register for the rally until June 30

The impetus for putting digitization solutions in a special spotlight at SCHWEISSEN & SCHNEIDEN came from the IndustryFusion Foundation (IFF). The association is committed to intelligent networking of the manufacturing industry. Igor Mikulina, President of the IFF Foundation Board, looks to the future: "Digital solutions in welding and cutting technology have the potential to raise productivity to an entirely new level of efficiency: Against this background, the non-profit IndustryFusion Foundation, in cooperation with DVS and Messe Essen, will focus on the concrete added values of digitized product solutions at the world's leading trade fair - right through to the immense benefits of cross-manufacturer networking of the entire manufacturing process."

Exhibitors who would also like to take part in the digital rally can still register until June 30 at www.schweissen-schneiden.com.