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| Press Invitation |  |  |
| Elmia AB |  |
| 2018-11-08 |  |
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**Press Invitation: Elmia Subcontractor**

**The manufacturing industry’s foremost arena**

**The coming megatrends. The rapid development of new, disruptive technologies. A changing global market. It is no longer “business as usual” and Elmia Subcontractor faces that fact head on. Meet the industry, hear the debates and find the smartest solutions at Sweden’s biggest industry event!**

The digital transformation is upon us and there is a long list of new, disruptive technologies that are taking an ever-increasing slice of the market. This is creating totally new opportunities but is also challenging the industry to adapt and keep up with developments. Elmia Subcontractor provides a comprehensive picture of today’s key issues for a strong future – both on the stage and in the exhibitor stands.

“Our goal is to give a good, overall picture of the supply chain’s capacity and unique abilities,” explains Karla Eklund, business manager of Elmia Subcontractor. “The large number of exhibitors, together with a range of other events, makes the fair a clear indicator of how the manufacturing industry is developing and what the future has to offer.”

In order to clearly present what is happening and to inspire development, several separate arenas are being held throughout the hall fairs. **Subcontractor IoT Arena** offers actual cases from various sectors of the industry with fascinating connected products and services. **Subcontractor InnoDex** has about 100 international innovations on display this year in such fields as materials, lightweight and additive manufacturing. At **Pop-up Expo** various startups exhibit daily, offering skills and solutions that will soon be invaluable for the established companies in the industry. In addition to the well-established **Subcontractor Connect**, which this year has a record number of purchasers, another event is **Ignite Elmia,** is a new matchmaking service that pairs established suppliers with smart startups.

**Welcome to the industry’s Business Unusual!**

[Find the complete programme here](https://www.elmia.se/en/subcontractor/For-Visitors/daily-programme/)

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