

Advanced Manufacturing Madrid wins the award for Best International Trade Show from British media Exhibition News

Madrid, 21 March 2022.- Advanced Manufacturing Madrid, the event that brings together the three shows MetalMadrid, Composites and Robomática Madrid, has been awarded the "Best International Trade Show Award", in recognition of business growth, audience attraction, visitor experience, marketing campaign success and exhibitor satisfaction at the show.

The EN Awards ceremony, organised by the British publication Exhibition News, took place in London on Friday 18 March. A total of 20 awards were presented to the best events of the exhibition industry in 2021 in different categories.

This award further consolidates the success of the last edition of MetalMadrid, Composites and Robomática Madrid, which was held on 17 and 18 November at IFEMA. After two years of absence, the event brought together 596 participating companies and 12,630 unique visitors, equalling the pre-pandemic figures. In just two days, more than 64,000 commercial interactions took place, 10% more than at the last edition.

"We are very proud to be the best international event, but above all of the community we have created. Without our exhibitors and sponsors who year after year trust us and the thousands of professionals who come to the event, this award would not have been possible," shares Oscar Barranco, Divisional Director of Easyfairs Spain and Portugal.

Advanced Manufacturing Madrid has become the benchmark event in Spain for keeping up to date with the future of industrial transformation, offering new and innovative products and services for all production processes: metallurgy, welding equipment, machine tools, machining centres, process control software, virtual reality and deep and machine learning, digital twins, robots and cobots, EPI, additive manufacturing, composite and advanced materials, and much more.

The next edition of the show will take place on 19 and 20 October 2022 and will have a new hall to accommodate all the exhibitor demand and thus extend the exhibition area, which will reach 34,800 sqm and will occupy halls 4, 6 and 8.

Matthew Barlow, Head of Sales at StocExpo, also organised by Easyfairs, received the award for Best Sales Agent of the Year.





The award was collected by Alison Willis, Divisional Director Advanced Engineering portfolio, Alison Church, CMO, Lourda Derry, COO and other colleagues from the UK & Global region to which the Easyfairs Iberia division belongs.

About Easyfairs

Easyfairs organises events as meeting points for communities wishing to visit the future.

We currently organise 200 face-to-face events in 14 countries (Algeria, Belgium, Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and UK) and manage eight exhibition venues in Belgium, the Netherlands and Sweden (Antwerp, Ghent, Mechelen-North Brussels, Namur, Gorinchem, Hardenberg, Malmö and Stockholm).

We are passionate about "making life easier" for our clients and increasing the return on their investment and time through our all-in formulas, advanced technology and customer-centric strategy. Our digital offering also provides these communities with excellent opportunities for effective networking and year-round business. We are in constant contact with our community to create engaging, customised online formats that suit all of our industries' needs.

The Easyfairs Group employs 600 highly engaged talents, implements the best marketing and technology tools and develops brands with strong appeal to our stakeholders.

In 2018, Easyfairs was named "Entrepreneur of the Year®" in Belgium and was recognised as "Best Managed Company" by Deloitte and "Great Place to Work". For the third year in a row, in 2021, Deloitte again awarded Easyfairs the status of "Best Managed Company".

The company is ranked 17th in the list of the world's leading trade fair organisers.

Visit the future with Easyfairs and find out more at www.easyfairsgroup.com.

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