

Future Factory is back: on June 10th and 11th the event which brings together the entire printing, packaging and converting community

The event combines an analysis of global scenarios with the industry's perspective towards sustainability, digitalization and servitisation.

"The future at human service" is the claim of Future Factory 2021, the new edition of the annual event by Acimga, after the great global success of the internationalization path of 2020. A claim which wants to emphasize, in this specific global context, the need to reposition the human being at the center of the scene, in all industrial strategies too, both in the relationship between company and customer, but also in human relations within the company itself, as an added value closely related to the concept of brand reputation. The regular appointment with the printing, converting, and packaging supply chain will once again look at the future of print, providing an always new perspective through the voices of international guest speakers.

Future Factory 2021, once again hosted by Matteo Bordone, journalist, columnist and blogger, ensuring continuity with the past edition and with the 2020 Streaming Roadshows, will be held on the 10th and 11th of June, in *phygital* form, with both a live audience and in streaming to reach a wide international audience. During the two days there will be overviews of the current scenarios, together with concrete focuses and insights from the industry on the core issues of sustainability, industry 4.0, servitisation and human resources, vertical themes within the sector, but that also embrace a much broader context.

Among the speakers, for a perspective on the economic context looking at technological innovation, Alec Ross, Senior Adviser for Innovation of the Secretary of State during the Obama administration - a role created to modernize diplomatic processes and strengthen areas of development in US foreign policy, and part of the Obama-Biden transition presidential team. Ivana Pais, Associate Professor in Economic Sociology at Università Cattolica del Sacro Cuore researching platform economy and digital work, will address the theme of the Platform Model, the distinctive organizational form of the XXI century at the center of an equally distinctive managerial challenge. Paola Mariani, Associate Professor of International Law at Università Bocconi in Milan in the courses of "International law and EU Law" and "EU private international law", will offer her expertise focusing on economic issues related to international law. Important representatives from national and international associations along the whole supply chain will provide new points of view on the industry looking at future scenarios for the coming years.

"To face the challenges that the world sets in front of us in this delicate phase of global transition, companies must respond jointly and vertically within the entire supply chain, according to specific guidelines – says Aldo Peretti, President of Acimga-. Future Factory is an international event which aims at creating value for our trade fair, Print4All, a significant event for the entire global converting, package printing, labelling, commercial and industrial printing community."

Future Factory is organized by Acimga with the support of ITA - Italian Trade Agency the Governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy. Future Factory is a new dialogue opportunity for the whole sector and is the main event in the roadmap towards the Print4All fair, scheduled on 3-6 May 2022.

Acimga is the association inside Confindustria representing all printing, packaging, and converting technologies, uniting 82 companies for an industrial sector worth about 3 billion in turnover, 60% of which from exports. Italy is in the top 3 manufacturers for these machines globally (along with Germany and China) with its strengths being mechanical technologies, combined with the latest electronic innovations.

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