



April 2021

## **EuroBLECH launches brand-new Digital Innovation Series for 2021 – First event in April focusses on Forming Technology**

**EuroBLECH is launching the Digital Innovation Series 2021, providing an essential marketplace and business platform for the international sheet metal working industry which has been impacted by the ongoing Covid-19 crisis. The event series will deliver a set of targeted curated digital events to allow companies from across the globe to come together on one platform to exchange knowledge and expertise, discover innovations as well as conduct business meetings to discuss manufacturing solutions. The series of events will take place during the course of this year.**

The organiser of EuroBLECH, Mack Brooks Exhibitions, has announced a new online event series for the international sheet metal working community. The event series provides a dedicated virtual market place for innovative manufacturing solutions, knowledge transfer and worldwide business contacts on a brand-new online platform. The EuroBLECH Digital Innovation Series is a much-anticipated trade and networking event for the global sheet metal working community, presenting a broad programme for trade professionals including virtual product presentations, expert webinars, and a new meeting option. Visitors can participate for free and register online now.

Hosted online from 27 – 28 April 2021, the first event of the Digital Innovation Series will be focussed on Forming Technology including Sheet Metal Parts & Materials as well as Tool Technology and will offer visitors the opportunity to discover latest developments and innovations of exhibitors. A webinar series will address challenges and provide fresh inspiration to boost productivity and efficiency, increase margins and present new technology solutions.

“Following the launch of the EuroBLECH Digital Innovation Summit in October last year, we have listened to the feedback of all participants. Many wanted to see more targeted content and a much clearer focus on products and innovations”, explains Evelyn Warwick, Event Director of EuroBLECH. “Hence, with the launch of the brand-new Digital Innovation Series, we are acting upon the feedback we have received, with three curated digital events. The first one is set to take place in April, with a spotlight on forming technology. Visitors will be able to participate in live product presentations, arrange meetings and use a new chat functionality to get in touch with suppliers. In addition, a webinar programme focussed on forming technology will provide latest insights into this technology sector”, continues Evelyn Warwick.

**EXPLORE & DISCOVER, CONNECT & ENGAGE and LEARN & INSPIRE: Digital Innovation Series offers three-in-one experience**

The EuroBLECH Digital Innovation Series Event in April is a two-day online trading, networking and webinar event for professionals from the entire sheet metal working technology chain. Visitors can virtually meet relevant technology suppliers, watch informative product presentations, follow talks and webinars on current industry issues, and ultimately source the best technological solutions for their manufacturing processes.

**EXPLORE & DISCOVER: Product Showcases and Exhibitor Directory**

The Exhibitor Directory offers an easy starting point to browse the full EuroBLECH Digital exhibitor list by name. A simple click leads to further exhibitor information, including product showcases, product videos, contact information, and more.

**CONNECT & ENGAGE: Networking and Virtual Meetings with Suppliers**

A new matchmaking system helps suppliers and buyers make smart networking decisions by suggesting relevant people to meet. Participants can tailor their networking activities by requesting and pre-scheduling their meetings before the event. Arranging a meeting is very easy and intuitive, with no third-party software required. A new chat function allows visitors to get directly in touch with exhibitors.

**LEARN & INSPIRE: Daily Webinars on the latest industry and technology trends**

A daily programme of webinars by industry experts provides an opportunity to gain useful insights into the latest market developments as well as technical expertise concerning new industry applications and solutions in Forming Technology, including Sheet Metal Parts & Materials as well as Tool Technology. Further details on topics and speakers will be published soon.

Further information is available at [www.euroblechdigital.com](http://www.euroblechdigital.com).

**Key Details for Participants:**

**The EuroBLECH Digital Innovation Series – April Edition takes place online from 27 – 28 April 2021.**

**The opening times are 8am to 4pm GMT+1.**

**Visitor participation is free, and online visitor registration is now open:**

**<https://euroblechdigital.com/index/registration>.**

**ENDS**

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