

**ENGEL presents product and technology innovations  
in a completely new virtual format**

## **Welcome to the ENGEL live e-xperience 2020**

Schwertberg, Austria – September 2020

**True passion, real innovation, virtual experience – this is the message from ENGEL at the first ENGEL live e-xperience from 13 to 16 October 2020. ENGEL is setting new standards with a completely new virtual and interactive trade fair concept in a year that will not let the Fakuma show happen. Live exhibits, an online specialist congress and one-on-one meetings with familiar local contacts and other experts ensure that the ENGEL live e-xperience is on a par with a physical trade fair.**

"Even in times of Covid-19, there is plenty going on in the ENGEL R&D pipeline", as Dr. Christoph Steger, CSO of ENGEL emphasises. In order to present the innovations originally planned for Fakuma 2020 to its customers and prospects despite contact restrictions and travel restrictions, the injection moulding machine manufacturer and system solutions provider has developed a completely new virtual trade fair and event format.

### **Focus on personal contacts**

Personal contacts are still the focus of the ENGEL live e-xperience. Visitors to the virtual trade fair can arrange appointments with their sales contact or a technology expert in the run-up to the event. Meetings take place via video conferencing using Microsoft Teams. During a meeting, the trade fair visitor can be guided through the exhibits online. ENGEL has put all seven machine exhibits into operation in its technology centre at the ENGEL headquarters in Schwertberg, and will be providing insights into the new machine concepts and process technologies via video recordings.

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be the first

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In addition to the machine exhibits, there is an experience zone where visitors to the virtual event can join in with the action themselves. Tailored to the needs of process engineers, production managers or maintenance staff, for example, target group-specific tasks are being presented that can be easily and efficiently solved with ENGEL's inject 4.0 products. This makes it possible to experience digitalisation at first hand. Visitors can try out working in a smart factory in the experience zone.

### **Live and individual**

"The ENGEL live e-xperience is a live event", emphasises Steger, which is also clearly reflected in the keynote programme. ENGEL experts are presenting their topics on two days of the conference, and each day will be repeated once. The audience can use the chat function to ask questions during the presentation and join in the live discussion following each presentation. The four-day event programme is kicking off on the first day with a keynote speech by Dr. Stefan Engleder, CEO of ENGEL.

The five expert talks, in which ENGEL's product and technology experts are providing an outlook on the future of injection moulding, are a special highlight. The talks focus on the smart machine control unit, data analytics, digital service concepts, innovative automation solutions and new processing technologies. The ENGEL experts are exploring the current state of development and discussing the new opportunities that are opening up live with the participants.

All presentations and expert talks will be available for download in the media library after the show.

Registered visitors can put together their own individual lecture and discussion programme, join in live discussions or experience the innovative world of ENGEL at any other time. Never before has it been so easy to join in, and it's free of charge.

Registration for ENGEL live e-xperience starts on 21 September. For further information on the exhibits and the lecture programme, go to: **[www.engelglobal.com/ENGELexperience](http://www.engelglobal.com/ENGELexperience)**



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Picture: ENGEL

### **ENGEL AUSTRIA GmbH**

ENGEL is one of the global leaders in the manufacture of plastics processing machines. Today, the ENGEL Group offers a full range of technology modules for plastics processing as a single source supplier: injection moulding machines for thermoplastics and elastomers together with automation, with individual components also being competitive and successful in the market. With nine production plants in Europe, North America and Asia (China and Korea), and subsidiaries and representatives in more than 85 countries, ENGEL offers its customers the excellent global support they need to compete and succeed with new technologies and leading-edge production systems.

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