



## Micronora 2022 international microtechnology and high precision trade fair

*“A technology showcase and unique meeting point for business in Europe, Micronora 2022 will give exhibitors unparalleled visibility compared to other trade fairs. Visitors will find new partners, realise their projects and conclude contracts in technological sectors as varied as automotive, aeronautics and space, luxury goods, medical, electronics, and many more.*

**Sandra Liardon, Micronora Director**

### **How is the next Micronora international microtechnology and precision trade fair shaping up?**

The next trade fair, which will take place in Besançon (France) from 27 to 30 September 2022, is looking good. The event, the common denominator of which is precision, miniaturisation and the integration of complex functions, is attracting some highly specialised exhibitors, many of whom have already reserved their stand. Currently, nearly 80% of the exhibition area has been sold. A technology showcase and unique meeting point for business in Europe, Micronora gives exhibitors unparalleled visibility compared to other trade fairs, which explains its popularity.

Visitors will find new partners, realise their projects and conclude contracts in technological sectors as varied as automotive, aeronautics and space, luxury goods, medical, electronics, and many more.



@Micronora

### **The return of physical meetings between industrial companies and their principals is essential to improving the management of increasingly complex micro and nanotechnology projects...**

Absolutely. Exhibitors and their contacts are therefore contributing to the post-Covid recovery. Ecological imperatives and increasingly severe competition require company directors to consider investing in new production equipment and to seek innovative solutions. The next event will fully respond to these needs.

### **In your opinion, will a combination of a physical trade fair and virtual meetings be the pattern for the future?**

Definitely. The tools that enable virtual meetings, which were fine-tuned during the pandemic, are here to stay. The “phygital” world is becoming the norm, perfectly complementing the existing face-to-face offer. Since 2020, Micronora has shifted to digital, to maintain the links with its community, by organising webinars and BtoB meetings via video link.

Thanks to this successful experience, and to offer a glimpse of the technological breadth of the exhibitors at the 2022 trade fair, in partnership with the *Club Laser et Procédés*, the association that promotes laser technology and processes in industry, Micronora organised a half-day of online conferences on the theme of "Green photonics & surface treatments" in September 2021.

To continue developing awareness of Micronora and its digital presence, the 2022 event will be hybrid. We are developing a web platform called "e-micronora" to offer exhibitors and visitors additional services such as scheduling meetings, live video conferences, an interactive map, a chat facility, 2D stands, etc. This platform will let them get more out of the trade fair and prolong the Micronora experience between two events.

### **What will be the strengths of the next trade fair?**

The fair's historic event, very popular with visitors, is the Micronora 2022 Zoom, which will be dedicated to new materials and new processes in microtechnology. This is a current concern, as materials are essential to ensuring ecological transition and better, cheaper manufacturing.

Conferences organised in partnership with European experts, BtoB European meetings at the Micro Nano Event and the Microns & Nano d'Or contest will also feature at the next trade fair.

### **Practical information**

27 to 30 September 2022

Parc des Expositions Micropolis, Besançon, France

Tuesday 27 September 2022: 9am to 6pm

Wednesday 28 September 2022: 9am to 8pm

Thursday 29 September 2022: 9am to 6pm

Friday 30 September 2022: 9am to 4pm

<https://micronora.com/>

**Photo - Sandra Liardon - HD :**

[https://1drv.ms/u/s!Ag-fEfGyBq5xho1\\_VyhqZvh8w\\_fbMQ?e=IC31aX](https://1drv.ms/u/s!Ag-fEfGyBq5xho1_VyhqZvh8w_fbMQ?e=IC31aX)

**Press contacts: ab3c**

Stéphane Barthélémi – Tel. +33 (0)1 53 30 74 04 - [stephane@ab3c.com](mailto:stephane@ab3c.com)

Jean-Patrick Blin – Tel. +33 (0)1 53 30 74 01 - [jeanpatrick@ab3c.com](mailto:jeanpatrick@ab3c.com)