



ALIHANKINTA 2020

International industrial subcontracting trade fair

AlihankintaHEAT 2020

Networking event for industrial and start-up companies
22.–24.9.2020, Tampere Exhibition and Sports Centre

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Alihankinta believes in the future – Business from Data as the trade fair theme

The Alihankinta 2020 Subcontracting Trade Fair and networking event AlihankintaHEAT are scheduled to be held at Tampere Exhibition and Sports Centre on 22.9.–24.9.2020. Preparations for Finland's leading industry trade fair are proceeding as planned, while the fair organisers at Tampere await new government policies on how the coronavirus pandemic will affect public events in the autumn. This year, the theme of the Subcontracting Trade Fair and AlihankintaHEAT is **Business from Data**. This year's fair also introduces three theme partners who will discuss the importance of data for the manufacturing industry from the perspectives of smart industry, security and productivity.

– These are still exceptional times in our lives. All of us are looking forward to meeting people face to face again, albeit with carefully planned event safety measures. Preparations for the Subcontracting Trade Fair and AlihankintaHEAT are going well and according to plans, despite the coronavirus pandemic. Even though we strongly believe in the future, we are constantly monitoring the situation and awaiting new government policies about large public events, as are other fair organisers as well. We hope to get some decisions in early June, after which we will immediately inform our customers on how those decisions may affect events in the autumn, says **Tanja Järvensivu**, the Project Manager of the Subcontracting Trade Fair and Communications Manager of Tampere Trade Fairs.

Three perspectives, three theme partners

The theme Business from Data is discussed from three perspectives: smart industry, security and productivity. Every perspective has its own designated theme partner who knows the field and can share expert knowledge on the topic. The theme partner for smart industry is **Harri Kulmala**, the CEO of DIMECC Ltd. Professor of Cybersecurity at Aalto University, **Jarno Linnéll** is the theme partner for security, while the theme partner for productivity is the Executive Vice President at Konecranes Plc, **Juha Pankakoski**.

All three perspectives highlight the importance of data for the manufacturing industry. It is clear that the importance of data for the industry is only going to increase in the future. As the theme partner for smart industry, Dr. Kulmala says, a growing part of new openings and business growth in the field is based on data, its analysis and its utilisation either jointly or separately with other operators.

– A dozen of industrial companies have set a goal of creating an industrial data operator by the end of the year 2020. The purpose of this is to not just share data but to provide all sharing parties with new ideas, raw material for utilising machine learning methods, and an opportunity to use digital technology to improve their current products – even physically. Data is not shared for fun, it is constantly used to create new services, writes Dr. Kulmala.

A theme discussion 'Business from Data – smart, secure and productive' will be held on the opening day of the fair. The theme will be extensively visible in other programme content of the fair as well.

Read the column: [CEO Harri Kulmala, DIMECC: Those sharing data will win the next industrial Olympics](#)

Read more on the theme: <https://www.alihankinta.fi/en/business-from-data/>

The event's carbon dioxide emissions are compensated by the carbon sink 'Alihankintametsä'

Starting this year, the carbon footprint of the Subcontracting Trade Fair is compensated by a carbon sink called #Alihankintametsä, generated by planting 640 silver birch seedlings at a site in Lempäälä. Puuni Oy acts as partner for compensating carbon footprint, enabling Tampere Trade Fairs to compensate some of the trade fair emissions with a carbon sink. The business-from-data company Puuni's calculations indicate that Alihankintametsä, almost half a hectare in size, will absorb the green house emissions equivalent to approximately 60 New York flights during its hundred years of permanence.

Read more: <https://www.alihankinta.fi/en/carbon-neutral-event/>

The international industrial Subcontracting Trade Fair (Alihankinta) hosts 1,000 exhibitors from more than 20 countries and 20,000 visitors from approximately 30 countries. Held annually in Tampere since 1988, the fair presents the whole avenue of Finnish industry and its top companies. Last year, the fair was host to 17,731 industrial decision-makers and experts. Main cooperation partners of Tampere Trade Fairs include Technology Industries of Finland, Rubber Manufacturers' Association of Finland RMAF, Finnish Plastics Industries Federation FIPIF, and Finnish Association of Purchasing and Logistics LOGY.

ADDITIONAL INFORMATION: www.alihankinta.fi/en/, #Alihankinta, #AlihankintaHEAT, #AlihankintaHUB

Twitter: @Alihankinta, LinkedIn: <https://www.linkedin.com/showcase/alihankintahub>

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