



SUBCONTRACTING, ALIHANKINTAHEAT 2020
Online virtual event 8. – 10.12.2020
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The number one industry fair brought together people online – Almost 5000 viewers followed the live program broadcast during the event

The first Subcontracting and AlihankintaHEAT virtual event in history, which took place completely online 8.-10.12. 2020, gathered a large crowd behind the screens. Almost 5000 viewers followed the live program broadcast from the Tampere Exhibition and Sports Centre and the average viewing time of the live program was almost 30 minutes. In total, the Subcontracting virtual fair was visited by 5000 visitors over the three days and a total of 830 meetings were arranged at the Brella networking service. The current state and future of the manufacturing industry as well as the Business from Data theme sparked discussion and interest throughout the event. The Subcontracting Fair and AlihankintaHEAT will be held the traditional way on 21.-23.9. 2021 at the Tampere Exhibition and Sports Centre. The theme remains Business from Data.

– Although Finland's largest industrial village opened its doors this year only virtually and in a smaller form than traditionally, it was great to get a piece of the familiar Subcontracting atmosphere this autumn as well together with 250 exhibitors. In many ways, as event organizers, we faced a new situation that forced a digital leap due to the corona virus, and as a whole we are satisfied with the success of the virtual pilot. It is good to continue the development work of Subcontracting towards a hybrid model, in which, in addition to physical fairs, there is a virtual part bringing added value. The Business from Data theme and the companies' program contents were of great interest, says Subcontracting Fair's project manager, communications director **Tanja Järvensivu** of Tampereen Messut Group.

– However, the players in the manufacturing industry are already in dire need of real face-to-face encounters and those cannot be replaced by virtual networking opportunities. For 32 years, traditional Subcontracting has been the highlight of the autumn for our customers, which is not just a presence at the stand and a presentation of the company's offerings, but an entity filled with good vibes, subcontracting spirit, as well as maintaining networks and finding new contacts day in day out. I sincerely hope that by next autumn we will be able to overcome the pandemic together and once again safely face the happy atmosphere in full exhibition halls, Järvensivu adds. **Column:** [Subcontracting made a digital leap – virtuality is no substitute for face-to-face encounters](#)

Successful players were rewarded in live broadcast

In the virtual event, the Finnish Association of Purchasing and Logistics LOGY ry awarded Novatron Oy (Pirkkala) as the Main Supplier of the Year and Mectalent Oy (Oulu) as the Subcontractor of the Year. The awards, presented since 1987, want to promote the competitiveness and networking of the Finnish manufacturing industry. **News:** [Novatron Oy is the Main supplier of the Year 2020 / Mectalent Oy is the Subcontractor of the Year 2020](#)

Tribe Tampere, on the other hand, shared the recognition of Finland's most startup-friendly company to Stora Enso in the live broadcast. The recognition was now awarded for the third time and aims to raise awareness of the opportunities for large companies to work with startups, and encourage companies to invest in the development of startups and the exploration of new areas of business. **News:** [Stora Enso is Finland's most startup-friendly company 2020](#)

Face to face meetings in the autumn of 2021 - with a thousand exhibitors

The next time the industry players will gather on 21.-23.9.2021, when the Subcontracting Fair and the AlihankintaHEAT event will be organized the traditional way as a physical event at the Tampere Exhibition and Sports Centre.

– Traditional Subcontracting gathers a thousand exhibitors to Tampere every year, and the majority have already secured their place at next autumn's fair. We want to keep the same Business from Data theme so that the 750 exhibitors who were not present at the virtual event can also take advantage of the fair theme. Smart industry and the secure and productive use of data will be an industry topic for a long time to come, so there will be enough content for the upcoming event as well. Welcome to the fair next autumn, Järvensivu wishes.

For the first time, Finnish industry gathers virtually online on 8.-10.12.2020 in the Subcontracting virtual event. The Subcontracting Fair, which has been organized since 1988, presents the entire Finnish industry and its leading companies every year. Last year, the international fair had more than a thousand exhibitors and the event gathered 17,731 trade fair guests in Tampere. The Subcontract virtual event involved approximately 250 exhibitors, of which 38 were foreign companies. The next physical Subcontracting Fair is scheduled to be held in Tampere on 21.-23.9.2021.

FURTHER INFORMATION: www.alihankinta.fi, @Alihankinta, #Alihankinta, #AlihankintaHEAT
Tampereen Messut Group, www.tampereenmessut.fi, firstname.lastname@tampereenmessut.fi
Tanja Järvensivu, Communications Manager, Project Manager, Subcontracting Fair, tel. 050 536 8133, [@TanjaJarvensivu](https://www.instagram.com/TanjaJarvensivu)
Nelly Rauhala, Communications Specialist, tel. 044 484 2910, [@NellyRauhala](https://www.instagram.com/NellyRauhala)