

SMI Machinery Beijing – Branch of SMI S.p.A.

I) The global spread of Covid-19 brought trade shows and exhibitions to a halt in 2020, with large cancellations all over the world. We've been forced to change our habits, our behaviors, our consumption patterns and we have been obliged to minimise social contacts.

This has also led to the cancellation or postponement of exhibitions and events that have always been a good occasion to create or consolidate social relations and to show innovations. While major economies still struggle with the impact of coronavirus, SMI Machinery Beijing Co. Ltd. China, a branch of SMI S.p.A., took part in this important event that generally attracts international participants. At this year's edition there weren't as many visitors as in the past; yet, many exhibitors weren't there because of the travel and health restrictions connected with coronavirus spread. We had anyway the opportunity to discuss with some important customers, who eventually decided to visit CBB.

II) During 2020, despite the physical distance we have had to keep, SMI has never stopped being by customers' side. In addition to online services like AR smart glasses and all online help desk services, our company has decided to create a Virtual Expo, a digital space dedicated to the interaction between us and our current and future customers. Anyway, in addition to this virtual tour experience organised by SMI headquarters, it was a good idea to be physically present at CBB in order to get some important information from the market and talk about future plans of our customers.



III) The number of clients visiting the trade fair was definitely lower than that of previous years. There were a few high level contacts, paying us a visit to discuss some possible projects.

Further to the global corona pandemic and the associated travel restrictions, investments in machinery and equipment are temporarily in stand-by, waiting for a better economical scenario. However, the exhibition showed us that there is a high level of interest in new technologies for efficient, hygienic and flexible beverage bottling and packaging plants like those supplied by SMI: hi-tech solutions inspired to Industry 4.0 and Internet of Things (IoT) concepts, which deliver increasingly more efficient, flexible, environment-friendly, ergonomic, easy to use and control systems.

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