



SUBCONTRACTING 2020

International trade fair for industrial subcontracting

AlihankintaHEAT 2020

Networking event for start-ups and industrial companies

8–10 December 2020, Tampere Exhibition and Sports Centre. www.alihankinta.fi/en/

MEDIA RELEASE 8 June 2020

Subcontracting Trade Fair and AlihankintaHEAT to be postponed to December 2020

The top industrial trade fairs, Subcontracting 2020 and AlihankintaHEAT will be postponed from September to December. The new event dates are 8–10 December 2020. The grounds for this change were the ongoing situation as well as a survey for the trade fair visitors, which was in favour of postponing the events. Annually, 20,000 visitors from around 30 different countries and 1,000 exhibitors from more than 20 countries take part in the Subcontracting Trade Fair, which is why September was considered to be too early for holding the event.

– Tampere Trade Fairs Ltd. and the team behind the Subcontracting Trade Fair came to the decision that the events should be moved to December, due to the ongoing situation. Our visitor survey also supported this decision, as most of the trade fair visitors considered September to be too early for holding the trade fair events. Some companies also still apply travelling restrictions in early autumn, which is another reason for holding the events in December. It needs to also be taken into account that these are international events, and, for now, it is uncertain when travelling restrictions will be lifted more widely. By changing the time of the fair we wish to ensure that also trade fair visitors and clients from abroad will have the better chance to come to the events, says communications director **Tanja Järvensivu**, Tampere Trade Fairs Ltd.'s project manager of the Subcontractor Trade Fair.

Despite these changed dates, the preparations for the events will continue as normal, and the published theme, Business from Data, as well as the programme and partnerships will come to fruition as planned in December. Some of the trade fair's programme content will also be highlighted in a virtual event held alongside the actual event.

– Our visitor survey emphasised the fair's power of bringing people together. The importance of Alihankinta as an industrial meeting place is huge yearly for both exhibitors and visitors so it really makes sense to postpone the trade fair. Like fair visitors and exhibitors, we are eagerly waiting for the time we can see each other again safely in December, after a long break. The decision to postpone the fair is made based on the current situation, so we will continue to actively monitor how the situation progresses and follow the orders from authorities, Järvensivu states.

The Finnish industry comes together at the Subcontracting Trade Fair to be held in Tampere, Finland, 8–10 December 2020. This professional trade fair of industrial subcontracting brings together 1,000 exhibitors from more than 20 different countries and has 20,000 visitors from about 30 countries. The Subcontracting Trade Fair has been held annually since 1988, bringing together the entire field of Finnish industry and its leading companies. Last year, 17,731 industrial decision-makers and experts visited the trade fair. The main partners of Tampere Trade Fairs Ltd. are Technology Industries of Finland, Rubber Manufacturers' Association of Finland, Finnish Plastics Industries Federation and Finnish Association of Purchasing and Logistics LOGY.

FURTHER INFORMATION: www.alihankinta.fi, @Alihankinta, #Alihankinta, #AlihankintaHEAT
Tampere Trade Fairs Ltd. www.tampereenmessut.fi, firstname.lastname@tampereenmessut.fi
Tanja Järvensivu, Communications Director, tel. +358(0)50 536 8133, @TanjaJarvensivu
Nelly Rauhala, Communications Specialist, tel. +358(0)44 484 2910, @NellyRauhala