

**28 - 29 APRIL 2015 | MILAN**

Atahotel Expo Fiera

14<sup>TH</sup> EDITION

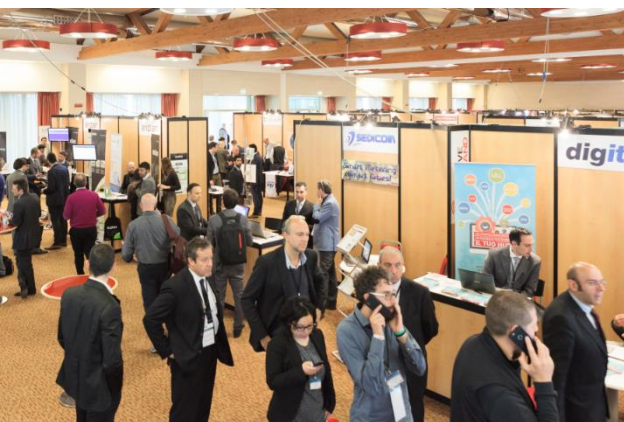
# Internet of Things

Everythings will be connected

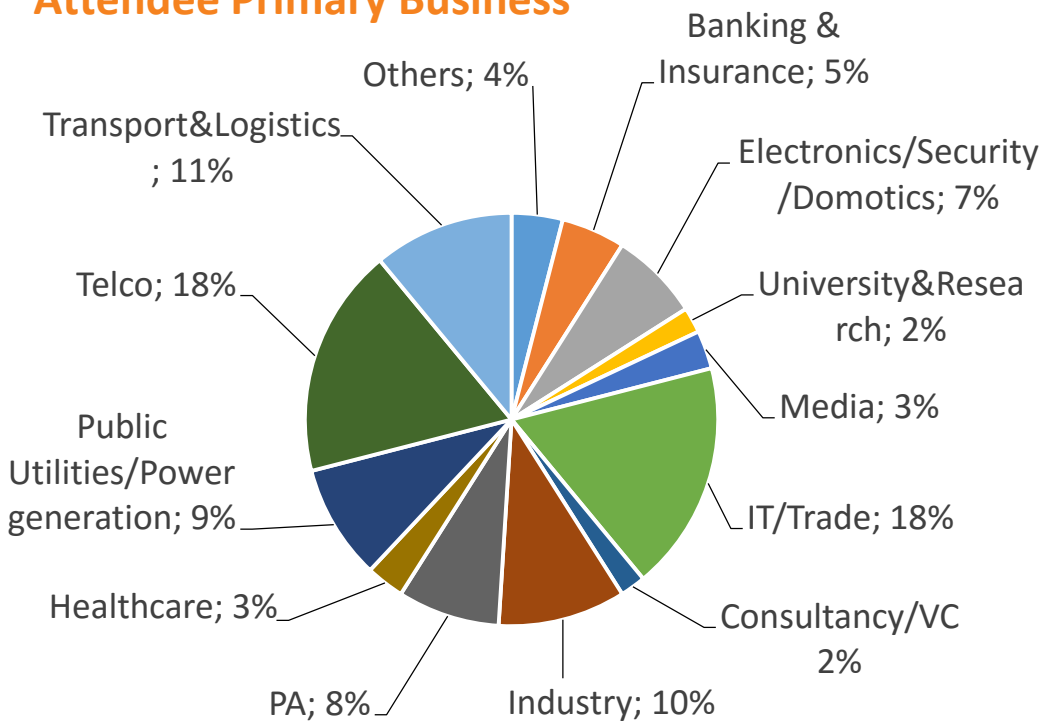


**END OF SHOW REPORT**

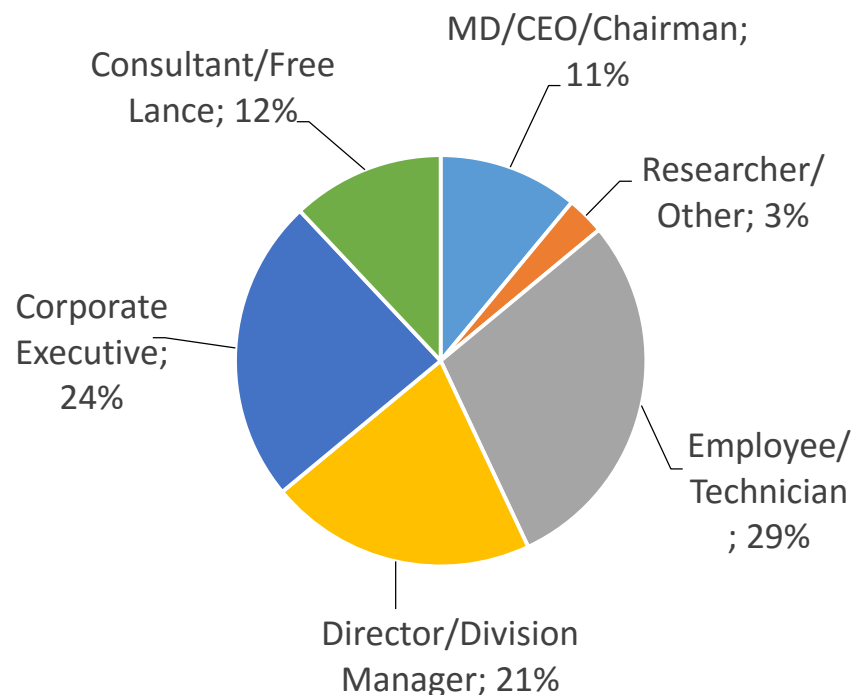
**1235 Visitors from 21 Countries – 60 Sponsors and Exhibitors – 254 Business Meetings – 26 Partners**



## Attendee Primary Business



## Attendee Job Position



## Number of employees

From 1 to 50 employees	40%
From 51 to 250 employees	24%
From 251 to 500 employees	16%
From 501 to 3000 employees	14%
More than 3000 employees	6%

## Turnover

From 0 to 50 mln euro	41%
From 6 to 50 mln euro	27%
From 51 to 130 mln euro	10%
More than 130 mln euro	22%



## CONFERENCE TUESDAY 28

	ROOM AFRICA	ROOM ASIA A	ROOM ASIA B	ROOM ASIA C	ROOM ASIA D
MORNING 9:00 AM - 1:00 PM	<b>MS1 A</b> IoT and M2M to improve companies competitiveness		 DISRUPTIVE BROADBAND CONFERENCE		
	<b>MS1 B</b> The IoT / M2M Innovation World Cup				
	<b>MS1 C</b> Surviving and thriving in the world of M2M: what are the key areas of focus required to deliver revenue growth?	<b>TSA</b> IoT, SIM 2.0, Smart ID and Mobile Payments: drivers for embedded commerce			<b>IO3</b> HW / SW technologies, products and platforms to build quickly "market ready" IoT solutions
AFTERNOON 2:00 - 5:00 PM	<b>IO2</b> IoT for Digital Marketing: how to match Smart Things, Smart Tag, Web and Social for the best UX	<b>SS2</b> Internet of Things, the new accelerator for Smart Building and Smart Lighting development	<b>IO1</b> IoT: a development tool for digital economy in Italy	<b>SS3</b> Smart Mobility: intelligent infrastructures for citizens and enterprises mobility	<b>BS1</b> Smart Metering for Smart Grid and Smart City
	<b>TSB</b> Emerging standards in IoT/M2M's world and the development platforms available				

## CONFERENCE WEDNESDAY 29

	ROOM AFRICA	ROOM ASIA A	ROOM ASIA B	ROOM ASIA C	ROOM ASIA D
MORNING 9:00 AM - 1:00 PM	<b>MS2</b> Smart Energy: "Internet of Energy" as support of "Smart" clients and markets	<b>BS2</b> M2M technologies and solutions: which are the news in the market?	<b>ET2</b> M2M/IoT for business: technologies, infrastructures and solutions for connected enterprises		<b>DW</b> Enterprise Europe Network and Horizon 2020
	<b>ET1</b> Cloud, Big Data and Cybersecurity: the pillars where build every IoT solutions	<b>BS3</b> Smart Factory: the 4 <sup>th</sup> industrial revolution came through M2M/IoT			<b>SS1</b> Smart Home and Smart Energy: Smart Things turn your ordinary home into a smart home
AFTERNOON 2:00 - 5:00 PM			<b>DW</b> High-tech rehab: innovation empowers disruptive care		
				<b>DW</b> Pitchfire event	



A large **EXPO & DEMO AREA** allowed our partners and sponsors to present their innovative solutions at their best with direct interaction with visitors



The second edition of **M2M+ Industry Summit**, an intense and reserved two-day conference took place on the occasion of **M2M FORUM 2015**, where took part more than 120 professionals coming from all over the world.



**Eminent speakers** shared with the audience their vision about the new horizons of M2M/IoT, innovative ideas and projects, offering precious insights about the evolution of the sector

## PARTICIPATING COMPANIES M2M+



## Represented Countries:

India, France, Germany, Spain, Italy, Turkey, Hungary, UK, Netherlands, Israel, Portugal, Switzerland, USA

[www.m2mplusforum.com](http://www.m2mplusforum.com)



One of our major goal is to **offer our attendees as many networking occasions as possible** to help them building strong relationships with potential business partners and clients

**M2MATCH** the **unique European MATCHMAKING EVENT** on M2M, organized by Enterprise Europe Network and Innovhub. The service is **free of charge**

### **PRESTO – HOSTED BUYERS PROGRAM**

Exclusive **one-2-one business meetings** between Sponsors/Exhibitors and a selected group of **INTERNATIONAL HOSTED BUYERS** in energy, automotive, telco, e-health, security

### **NETWORKING DINNER**

In a sophisticated club located downtown, the guests had a unique chance to **interact with M2M/IoT top players and foster BUSINESS OPPORTUNITIES** in a relaxed environment. Speakers, Sponsors, Partners and Key M2M Users attended the dinner.

In 2015, **254 meetings** took place



## Main Sponsor

Digital Solutions

EUROTECH

Microsoft

SAMSUNG  
BUSINESS

vodafone

## Sponsor


## Startup

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## Exhibitor


## Speech Sponsor




Brokerage Partners			Event Partner

Endorsers					

Supporting Organizations					



3M ITALIA	ENEL	LUXOTTICA GROUP SPA	SELEX ES
A2A ENERGIA	ENI SPA	MAGNETI MARELLI	SIA
ABB ENERGY AUTOMATION	EUROP ASSISTANCE ITALIA	MEDIASET	SIRTI SPA
AIR LIQUIDE	FASTWEB WHOLESale	MELLIN GRUPPO DANONE	SNAM RETE GAS
ALLIANZ TELEMATICS	FERSERVIZI FERROVIE STATO	MILANO SERRAVALLE	SWISSCOM AG
AMERICAN EXPRESS SERVICES	FIAT CHRYSLER AUTOMOBILES	N&W GLOBAL VENDING	TECH MAHINDRA LIMITED
ARISTON THERMO GROUP	FINMECCANICA SPA	NESTLÉ	TECHINT
AUTOSTRADe TECH	FRANCE TELECOM	NTT DATA	TELEKOM SRBIJA
AZERFON	GALATA S.P.A.	OCTO TELEMATICS S.P.A.	TERNA RETE ITALIA
BARILLA SPA	GE LIGHTING	OLIVETTI	THALES ITALIA
BH TELECOM	GRUPPO CIMBALI	ORANGE BUSINESS SERVICES	T-MOBILE
BOSCH REXROTH	GUNNEBO	PETRONAS	TRELLEBORG WHEEL
BT GLOBAL SERVICES	HELLA SPA	PIRELLI ENERGY	SYSTEMS
BTICINO	HONEYWELL	POSTEMOBILE	TURKCELL
CARLO GAVAZZI	IBM	RANCILIO	TÜV SÜD
CISCO	INDESIT COMPANY	REPOWER ITALIA SPA	URMET
CLIMAVENETA	ITALTEL	REVERBERI ENETEC	VARTA MICROBATTERY
CNH INDUSTRIAL	JDP CORPORATE SOLUTIONS	RFI -FERROVIE DELLO STATO	VERIZON
CONTINENTAL AUTOMOTIVE	JOHNSON CONTROLS	RIELLO SISTEMI SPA	WHIRLPOOL EUROPE
CPL CONCORDIA	KEVIN SCHURTER	SAIPEM SPA	WIND
DEUTSCHE TELEKOM	KPN IOE	SAMEDEUTZ-FAHR	XEO4 SRL
DIGICOM SPA	LANDI RENZO SPA	SANPELLEGRINO WATER	CSI PIEMONTE
ECONOCOM	LEGRAND	SAP ITALIA	ELISA VIDERA
EI TOWERS	LIEBERT HIROSS	SAPIO SRL	ENSO DETEGO GMBH
ELECTROLUX	LIQUIGAS S.P.A.	SCHNEIDER ELECTRIC	AVEA
			TEXA

**Selection of 100 companies that attended M2M Forum in 2015**

Thanks to its leadership, **M2M FORUM**, is a prestigious showcase for **M2M/IoT professionals worldwide**.

The event is an important and efficient opportunity for sponsors' visibility through many diversified channels and thanks to established partnerships with the most relevant and renowned realities of this field.

## DIRECT MARKETING

**Informative newsletters** to be sent to a mailing list of more than **40.000 contacts**.

## CO-MARKETING

**Exchange of visibility agreements and marketing activities** in cooperation with some field associations and the most important verticals portals.

## MEDIA PARTNERSHIPS





**THANKS** to our sponsors and partners' trust and a deep knowledge of the market players, **in 2015 a targeted audience got involved for a M2M+IoT Experience** packed with **19** conference sessions, **254** business meetings, exclusive networking opportunities and a large and lively expo/demo area



**In 2016 we'll do it better...** do not miss the occasion to invest in a guaranteed business revenue and promotional feedback, **be part of M2M FORUM 2016**, since 2002 the leader European M2M/IoT event.

**STAY TUNED!**

**[www.m2mforum.it](http://www.m2mforum.it)**