

Subcontracting Trade Fair starts next week in Tampere with 900 companies

After a long wait, Finland's leading industrial fair will be held on 21-23.9.2021 at the Tampere Exhibition and Sports Centre. In three days, the Subcontracting Trade Fair and AlihankintaHEAT will offer visitors a unique overview of the industry's prospects and the future of the industry, with more than 900 exhibitors. The theme of the trade fair to be held safety first is Business from Data.

The Asta fair for construction and housing held at the beginning of September successfully opened the Tampere Trade Fairs group after a long pandemic break. The group's largest trade fair event is currently being built at the Tampere Exhibition and Sports Centre health safety first.

- Subcontracting Trade Fair has brought together industry companies and experts in good and more challenging times for 33 years. Hopefully, the pioneer role as a courageous leader will also work now that society needs to be opened up safely to events as well. There are more than 900 exhibitors involved, so the industrial crowd is really seen under the same roof at the end of a long wait. After the past virtual year, it is clear that there is a strong need for industry players to meet their customers and partners face to face. Hopefully, event visitors will also be allowed to go to the fair to do business, and companies' teleworking and travel instructions would not become an obstacle. Fortunately, restrictions are finally being eased, so there is still hope to get the professionals on the go. We definitely emphasize health safety and the most important guideline is to come to the fair in good health, says the event's Project Manager, Marketing and Communications Director **Tanja Järvensivu** of Tampere Trade Fairs.

Business from Data - main partner Business Tampere

The theme of the Subcontracting Fair and AlihankintaHEAT 2021 is Business from Data, through which is wanted to highlight the importance of data in the future industry. Intelligent industry, security and productivity are highlighted as perspectives. The theme is strongly reflected in the program of the fair. On the opening day, the Finnish Association of Purchasing and Logistics LOGY will traditionally award the Main Supplier of the Year and the Subcontractor of the Year. *Opening and fair program: alihankinta.fi/en/program*

The main partner of the event this year is Business Tampere, the economic development agency of the Tampere region. The main partner offers an interesting program for industry professionals, and experts in the field can be met at the Business Tampere regional café throughout the fair. On the second day of the fair, 22.9., Business Tampere announces the winner of the Industrial Action of the Year 2021 award. *Column, Business Tampere: [Tampere region invests in joint development](#) Subcontracting news: alihankinta.fi/en/fair-info/news/*

See you safely in Tampere

Subcontracting and AlihankintaHEAT 2021 will be carried out in accordance with the applicable policies, restrictions and health safety measures of the Tampere Region Corona Fist, the Regional State Administrative Agency of Western and Inner Finland and THL. As a responsible event organizer, the Tampere Trade Fairs Group has progressed health safety first in all preparations for the fair, invested heavily in hygiene and safety instructions, and worked closely with the authorities. In cooperation with the authorities, a mask obligation has also been set for the September 2021 events. The Subcontracting Trade Fair utilizes a voluntary Covid-19 passport based on strong recommendation. Entry to the fair is only recommended if you have received full vaccination protection, have had a corona infection in the last six months or have been tested negative provided by a covid test. However, a separate certificate is not required for visitors upon entry. The most important instruction is to arrive at the event in good health. In front of the Exhibition and Sports Centre, there will be a test point by 9Lives Oy during the event, where it is possible to get yourself or your company's personnel tested at own cost.

Subcontracting Trade Fair presents the metal, electronics, plastics and rubber industries, industrial ICT solutions, and design and consulting in these fields. In normal years, the event has gathered more than a thousand exhibitors from twenty countries and approximately 18,000 trade fair guests in Tampere. Tampere Trade Fairs Group organizes the event in cooperation with the Technology Industries of Finland, the Rubber Manufacturer's Association of Finland, LOGY Association and the Finnish Plastics Industries Federation. The event has been held in Tampere since 1988.

Health safety arrangements for Subcontracting Trade Fair: alihankinta.fi/corona

Pre-accreditation of media: alihankinta.fi/fi/messuinfo/medialle/

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

Tampere Trade Fairs Group, www.tampereenmessut.fi/en, firstname.lastname@tampereenmessut.fi

Tanja Järvensivu, Marketing and Communications Director, Subcontracting & AlihankintaHEAT Project Manager, tel. +358 50 536 8133

Sirkka Laine, Communications Specialist, tel. +358 40 612 9081