

## An exceptional decision for an exceptional situation!

**While 2020 has been the most chaotic year of this millennium, bringing the world, a country, and with it, many areas of activity, to a halt.... 2021 promises to be the year of renewal!**

**It is in this dynamic, marked by a strong desire on the part of the government to revive the economy and win back industry, that GL events is pooling its strengths by associating :  
2 international industrial events, from 7 to 10 September 2021 at Eurexpo Lyon, France  
MEASUREMENT WORLD and GLOBAL INDUSTRIE.**

### ONE DECISION, SEVERAL OPPORTUNITIES TO ENHANCE THE ATTRACTIVENESS OF THE EVENTS:

Located in the heart of France's leading industrial region and close to several European countries, the attractiveness of the city of Lyon is well established. Historic destination of Industry, then of Global Industrie, it has been able for several years to accompany the development of Exhibitions and offer them great business prospects.

The simultaneous holding of **MEASUREMENT WORLD** with the **International Metrology Congress (CIM)** and **GLOBAL INDUSTRIE** offers an even more representative panorama of the Industry, with an amplified technological offer oriented towards the industry of the future. A winning synergy that also underlines the international character of this major gathering and naturally enhances the market expertise of the visitors.

This exceptional situation is obviously an opportunity for MEASUREMENT WORLD & CIM to benefit from the entire ecosystem and user markets of GLOBAL INDUSTRIE, while guaranteeing greater media coverage of the events.

### A UNION WITH INDEPENDENCE

By bringing together professional events, there is always a risk of fading the legibility and, above all, the clarity of the contents that make them up. This is why the events will remain distinct, with their specific entrances and access systems, and their offers.

To facilitate the traffic of visitors, the badges will allow them to move from one event to another.



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**MEASUREMENT WORLD, the international meeting for the sector**, mobilises specialists in analysis, control, optics, process and vision, and promotes all French and European technological know-how. An indissociable highlight, jointly organised with MW, the **International Metrology Congress** brings technical expertise, the R&D environment and a highly qualified target audience.

#### Key figures

**4 days** of exhibition

**6 000 sqm** of exhibition, including a Metrology Village (connect with the CIM)

**250** exhibitors

**1 000** participants to the congress, from 45 countries and 35% of international participants.

#### In partnership with



**Further information and free registration - coming soon – on [www.measurement-world.com/en](http://www.measurement-world.com/en)**

Let's connect to MEASUREMENT WORLD



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