Press Release

ANFIA AT AUTOMATION & TESTING 2023:
FOCUSING ON INNOVATION FOR THE AUTOMOTIVE INDUSTRY

In the ANFIA exhibition area, ANFIA Service - the Association's service company specialising in consultancy, training and technical publications on Quality, Environment, Safety and Ethics for companies operating in the automotive sector - will be joined by our associate companies Keysight Technologies and OMRON.
In addition, the conference "Advanced Simulation as an Engine of Innovation" will be held on 23 February at 10.30 am, with keynote speeches from our associate companies BeonD, Danisi Engineering, MathWorks and Keysight Technologies

Turin, 13th February 2023 - ANFIA returns to the **17th edition of Automation & Testing** (A&T - Turin-Oval Lingotto Fiere, 22-24 February 2023), the trade fair dedicated to Innovation, Technologies, Reliability and Skills 4.0, with an exhibition area (stand: B22 B24) and a technical conference focusing on innovation for the automotive industry, in line with the event's slogan "from ideal to feasible".

The ANFIA exhibition area will host ANFIA Service - the Association's service company specialising in consultancy, training and technical publications in the field of Quality, Environment, Safety and Ethics for companies in the automotive supply chain - together with associate companies Keysight Technologies and OMRON.

Based on many years of experience, **ANFIA Service** offers training and consultancy services that are constantly renewed in content and training methods, in line with new market developments and with particular attention to the organisational needs of the industry, following an approach that has proved successful in recent years. In an economic scenario that requires strategies aimed at increasing the competitiveness of companies and facing difficulties and changes on time, the constant updating of personnel skills, which can only be achieved with the support of continuous, qualified and effective training, remains one of the winning elements in achieving these objectives aimed at innovation and progress.

Keysight Technologies delivers advanced design and validation solutions that help accelerate innovation to connect and secure the world. Keysight's dedication to speed and precision extends to software-driven insights and analytics that bring tomorrow's technology products to market faster across the development lifecycle, in design simulation, prototype validation, automated software testing, manufacturing analysis, and network performance optimization and visibility in enterprise, service provider and cloud environments. For the Automotive industry, in particular, Keysight enables innovators to push the boundaries of engineering by quickly solving design, test, and emulation challenges to create the best AV and EV experiences. For innovation in the electronic and autonomous mobility market, Keysight accelerates the development workflow with intelligent insights that reduce risk and speed time-to-market.

OMRON is well aware of the challenges that characterise today's automotive market: the sheer number of vehicle powertrains and the extreme customisation of the finished product are some factors that complicate and stress production processes. And complicated processes are synonymous with inefficiency. Therefore, to regain a competitive edge in the market, OMRON offers solutions that it has developed and integrated with response to the needs of companies and, in particular, the customers that it supports every day and who recognise it as a reliable partner in the technological transition to flexible manufacturing. The A&T fair will be an opportunity to discover the Harmonised Automation concept and see the OMRON 3D vision system designed for bin-picking applications in conjunction with the collaborative anthropomorphic robot. A solution that makes it possible to automate manual processes without sacrificing flexibility while guaranteeing efficiency and reliability (https://industrial.omron.it/).

On 23 February at 10.30 am in the COMPETENCE POINT - RELIABILITY hall, ANFIA is organising the conference **"Advanced Simulation as an Engine for Innovation". (Online registration:** https://www.aetevent.com/programma**)**.

Simulation is now an established part of the automotive industry as today's vehicles have reached a high level of complexity with many new systems, sensors and actuators. The days when the prototype was the first point of contact in developing a new vehicle are now a distant memory. Without a prototype, there was a feeling that nothing was being developed. The more components and prototypes were produced, the greater the sense that the project was approaching its final stages. The use of simulation techniques, instead, is now the only way to deal with current and, above all, future levels of complexity, thanks to the possibility of carrying out a large number of tests and checks in an incredibly compressed time and cost frame.

The workshop, moderated by **Alberta Aversa, Assistant Professor of the Department of Applied Science and Technology of the Politecnico di Torino and member of A&T Industrial Scientific Committee,** with contributions from **Andrea Airale - CEO of BeonD,** who will focus on virtual simulation models for analyzing the cell, the module or the battery package at different levels both from structural and thermal point of view, **Claudio Ricci - Head of Advanced Vehicle Dynamics of Danisi Engineering** talking about the simulation techniques related to the whole vehicle, **Eliana Rossi - Wireless Automotive Solution Architect of Keysight Technologies,** who will highlight the testing of the parts of the vehicle, particularly the autonomous driving systems and **Luigi Milia - Automotive Industry Manager of MathWorks**, talking about the importance of simulation also as an enabling factor of the digital transformation regarding the automotive industry, in which the vehicle becomes a technological platform strongly determined by the software.

The discussion will examine how innovation is achieved thanks to the increasingly thorough use of simulation, a discipline capable of transforming the product into a mathematical model capable of reproducing its actual behaviour, thus predicting its performance and problems before its "physical" creation. This discipline operates on at least two levels, one strictly linked to the automotive product, in particular its components, and the other, which is more general, focusing on the simulation of the car's environment.

A fundamental objective is to achieve a high degree of "correlation", i.e. to develop simulation models that are increasingly reliable and close to reality, using multi-domain platforms that allow the interaction of mechanical, hydraulic, electrical, electronic and software systems to be simulated.

For more information: ANFIA Press Office
Miriam Gangi – m.gangi@anfia.it
Ph. +39 011 5546502
Mob. +39 338 7303167

ANFIA – Italian Association of the Automotive Industry
Born in March 1912, over these one hundred years, ANFIA mission has always been to represent the interests of its associate members and ensure effective communication between the Italian motor vehicle industries on the one hand, and the Public Administration and Italian political bodies on the other, with regard to all technical, economic, fiscal, legal, statistical and quality-related issues referred to the automotive sector. The Association is structured in three product-based Groups, each one chaired by a President. Components: motor vehicle parts and components manufacturers; Car Coachbuilders and Designers: companies working in the sector of design, engineering and style of motor vehicles and/or parts and components for the automotive sector; Motor vehicles: motor vehicles manufacturers in general, including trucks, trailers, camper vans, special means of transport.

www.anfia.it

twitter.com/ANFIA_it

www.linkedin.com/company/anfia-it

The Automotive Production Chain in Italy
5,528 companies
273,300 employees (direct and indirect), more than 7,3% of the employees in the Italian manufacturing sector
86.2 billion Euros of turnover, which means 9.9% of the Italian manufacturing sector turnover and of 5.2% the Italian GDP
76.3 billion Euros of tax levy of motorization