

January 2008

**The 26th MICAD event
Joined INDUSTRIE Paris
from 31 March to 4 April in Paris Nord Villepinte**

Exposium, the organizer of the two leading events dedicated to CAD and PLM, is pleased to announce the merger of its MICAD et IND.ao exhibitions into a single event: the Research, Development and Collaborative Design Exhibition, to be held in 2008, as part of INDUSTRIE Paris from 31 March to 4 April in Paris Nord Villepinte. This decision comes after consulting many exhibitors, users and experts in a bid to meet their needs and expectations.

A new exhibition in an exhibition

MICAD (Information Systems, Technologies, Methodologies and Services for Design, Manufacturing and Product Lifecycle Management) and **IND.ao** (IT and New Technologies for Industry) are coming together to make this major annual gathering, held in the 1st quarter of the year, bigger and stronger.

This decision was part of an overall aim to expand the activities represented at INDUSTRIE Paris. **MICAD & IND.ao** is focused on every component of a company's Information System. This gives managers in SMEs and R&D departments a better grasp of developments in design tools which they need to bring more quality, speed and cost-reductions to production and meet customer demand more closely.

Experts to conceive conferences

The main purpose of merging the two exhibitions was to place the user at the heart of an event which showcases the latest innovations, offers a programme of talks tailored to key issues (managing leadtimes, the acquisition of new tools and processes) and features a technical platform. This new organization will ensure visitors gain a maximum of information and instruction from the exhibitors and experts on hand.

To make this new offering a success, MICAD & IND.ao has sought the advice and support of leading experts from trade unions, associations and industries representing the various fields concerned.

A first step towards a new strategy of exhibitions

A significant communications campaign will be deployed to ensure professionals from the activities traditionally covered by MICAD and IND.ao are all invited to the event. A special effort will be made targeting new functions and new sectors now directly concerned (or which require) design, simulation, collaboration and production technologies. In addition to this merger, EXPOSIUM is looking further afield to the future of CAD AND PLM-focused events to define a strategy for 2009 in close association with the various parties involved: publishers, users and industry partners.

The content will be unveiled at **MICAD & IND.ao 2008**.

FOR MORE INFORMATION: www.industrie-expo.com

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