



FOR IMMEDIATE RELEASE

PATHWAY TO MANUFACTURING PROSPERITY CONFERENCE PROVIDES STRATEGIES FOR POST RECESSION MANUFACTURING

Renowned Manufacturing Leaders from NASA, the International Trade Administration, Avery Dennison, Davi U.S. to Discuss Pressures, Policies, Priorities Surrounding Manufacturing Competitiveness in a Global Economy

CLEVELAND, OH (May 17, 2010) - Penton Media's *IndustryWeek* and *New Equipment Digest*, in partnership with the Italian Trade Commission through its Machines Italia project and in collaboration with FEDERMACCHINE, are pleased to announce the "Pathway to Manufacturing Prosperity Conference: Strategies for Post Recession Manufacturing." To be held May 20, 2010 at the Elysian Hotel in Chicago, this executive-level conference will explore how today's global manufacturing realities are altering the business landscape and how the savviest of companies are responding.

"I am a firm believer that the manufacturing base in the U.S. is still strong, and reports stating its death have been greatly exaggerated," shares Pasquale Bova, Trade Commissioner of the Italian Trade Commission's Chicago Office. The experts of *IndustryWeek* and *New Equipment Digest* along with the Italian Trade Commission believe there is much opportunity for the U.S. manufacturing market, and now is the time for the industry to act.

"The manufacturing industry continues to be pressured on many fronts, and manufacturing executives grapple with an ever-expanding list of challenges for their organizations. At *IndustryWeek* and *New Equipment Digest*, our objective is to support industry leaders with the information resources they need to advance their organizations and the collective industry. We are excited to be able to host an event that we believe will offer industry leaders not only the information but the motivation to expand their vision and compete effectively in a global market," said John DiPaola, vice president of the Penton Media Manufacturing & Supply Chain Group.

The select group of manufacturing leaders in attendance will discuss key trends in global manufacturing and share proven strategies to help their fellow North American manufacturers achieve global competitiveness.

The conference will feature a spectacular line-up of renowned manufacturers who will present their real-world experiences in operating successfully in the global economy and offer insights on how to prosper through world-class manufacturing leadership.

The conference will present several prominent manufacturing experts including:

- **Nicole Y. Lamb-Hale, Assistant Secretary of Commerce for Manufacturing and Services, International Trade Administration**

Ms. Lamb-Hale will keynote the conference and will be discussing the state of American manufacturing, priorities, and policies going forward as well as how the National Export Initiative can help American manufacturing competitiveness.

- **Dean A. Scarborough, Chairman, President, and CEO of Avery Dennison**

Mr. Scarborough will discuss how Avery Dennison navigated the recession and positioned itself for long-term, profitable growth by focusing on operating excellence, protecting its investments in the future, and redefining its relationships with customers and markets.

- **Alberto Maria Sacchi, President, Federmacchine**

Mr. Sacchi will examine labor costs, infrastructure, intellectual property, and other factors that will impact manufacturers no matter where they are located.

- **Mario Calvo-Platero, U.S. Editor, Il Sole 24 Ore**

Mr. Calvo-Platero will address the factors that will help determine the success or failure of manufacturers around the world and offer a potential outlook / forecast for the next few years.

- **Casey Blaze, Manufacturing Liaison for the Manufacturing Division of the NASA Glenn Research Center, and Alessandro Zannini, President of Davi U.S.**

Mr. Blaze and Mr. Zannini will present a case study outlining the successful partnership between NASA and Davi in ensuring the right manufacturing equipment was used to build the advanced space vehicle, ARES I, that together with the new ORION crew vehicle will replace the Space Shuttle in NASA space exploration for the next two decades.

The Pathway to Manufacturing Prosperity Conference: Strategies for Post Recession Manufacturing is a Machines Italia project of the Italian Trade Commission in cooperation with Federmacchine and produced by *IndustryWeek* and *New Equipment Digest*. For more information on the conference and registration details visit www.industryweek.com/itc.

About Penton Media, Inc.

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As a leading solution provider to North American companies' custom machinery and technology requirements, Italy will continue to help local companies maintain their "Made in North America" markings by providing them with the right machinery and technology to give them the competitive edge they need in light of global competition and emerging markets. Machines Italia is a partnership between the Commission and 14 leading machinery manufacturers' associations providing local companies a direct link to the solutions they require. Call **888-ITALTRADE** write info@italtradeusa.com or visit www.machinesitalia.org.

About FEDERMACCHINE (Industrial Machinery Manufacturers Federation)

Italy boasts exceptional competences in the capital goods sector, the fulcrum of every manufacturing supply chain, and as a consequence ranks high in world production and export. The main talents of Italian manufacturers are flexibility, creativity and innovation, as well as the offer of defined services, not only in terms of technical and maintenance assistance, but also of a consultancy service that is thorough in every aspect. Common to all Italian operators in this sector is the principle of sharing technology; this is an essential premise to the understanding of even the most unusual or detailed customer requirements. As a result, the Italian capital goods industry satisfies the demand of the markets of different locations, production requirements and levels of industrialization. Constantly engaged in the optimization of their offerings, Italian companies are represented by FEDERMACCHINE, the national federation of associations of manufacturers of capital goods intended for the development of industrial and handicrafts manufacturing processes, as a reference for customers worldwide. www.federmacchine.it

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