

PRESS RELEASE

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Andreas Breyer
Manager Media Relations

Mobile +49 151 1242 8585
E-Mail press@emva.org

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Networking and program highlights at EMVA Business Conference 2025 in Rome

- Keynotes address geopolitical and socio-economic topics
 - Italian vision industry highlighted in two talks
- Record number of pre-booked of B2B-meetings

Barcelona, May 20th, 2025. Just about two weeks after the world has watched the Conclave in the Vatican, the 23rd EMVA Business Conference takes place from 22 – 24 May in the eternal city of Rome. Around 110 vision-tech CEOs and other decision makers from machine vision enterprises and institutes out of 14 nations from Europe and overseas meet in Italy's capital.

The opening keynote traditionally addressing macro-economic topics this year is given by Marcelo Carvalho with his talk "European Business Outlook – Navigating through the New Reality". In addition, the vivid machine vision eco system in the host country Italy will be introduced by iMAGE S-CEO and EMVA Board member Marco Diani. Furthermore, pasta, the Italian national dish, is represented in the program by no one less than the Technical

Development Manager Automation at Barilla who titled his talk “Understanding Vision Tech in the Food Industry”.

Many different aspects of core machine vision technology will be addressed by the other speakers in the technical part of the conference program. This includes Industrial Computed Tomography; FT spectral imaging; Railway Specific Challenges and Requirements for Fully Automated Train Operations; Imaging Trends in Defense & Security; and a talk about the future of vision sensing technology revolutionizing the way we perceive and process visual data.

The panel discussion at the beginning of the second conference day gets back on the economy and is titled “De-globalization – Managing the Change”. “Acquisitions and Inorganic Growth Considerations” is the title of another talk, a strategic topic which has been shaping the industry in the last two decades. The closing keynote by resilience coach Charlie Cannon, on the other hand this time is laid out as interactive session as it addresses Resilient Performance for Changing Times.

Besides of attractive and informative talks the EMVA Business Conference is recognized as a quite special event in the machine vision calendar because of the extraordinary networking opportunities offered. In this respect, one record has already been broken: More than 170 face-to-face meetings amongst attendees have been pre-booked in the forerunning of the conference, more than ever before during an EMVA Business Conference. On top, the evening socializing events on Thursday and Friday offer plenty of additional opportunities to connect with other participants in a pleasant atmosphere.

More information on the conference website www.business-conference-emva.org.



About EMVA

Founded in 2003, the European Machine Vision Association (EMVA) is a non-for-profit and non-commercial association representing the Machine Vision industry in Europe that is open for all types of organizations having a stake in machine vision, computer vision, embedded vision or imaging technologies: manufacturers, system and machine builders, integrators, distributors, consultancies, research organizations and academia. The EMVA hosts four international vision standards, and all members – as the 100% owners of the association – benefit from the dedicated networking, standardization, and cooperation activities of the EMVA. www.emva.org.