



Essen, January 15, 2025

SCHWEISSEN & SCHNEIDEN 2025 goes digital:

Premier of the IF Digital Award

Exhibitor applications now open

This is how digital the joining, cutting and surfacing industry is: with the first IF Digital Award powered by SCHWEISSEN & SCHNEIDEN, digital solutions will be in the spotlight on the international trade fair stage in Essen. From September 15 to 19, 2025, visitors can choose their digital favorite and win attractive prizes. As of now, exhibiting companies have the opportunity to submit their innovative products relating to the megatopic of digitalization for the first IF Digital Award.

“The desire and will for digitalization in the metalworking industry is there. With the new award, we want to make the benefits more visible on the market – and, as we all know, the market gathers at SCHWEISSEN & SCHNEIDEN,” explains Igor Mikulina, President of the IndustryFusion Foundation (IFF). “The conditions for awarding this prize are ideal.” Alongside the DVS – German Welding Society, the IFF is one of the supporters and partners of the new award initiative. DVS Managing Director Dr.-Ing. Roland Boecking: “The topic of digitalization is an important pillar for us as an umbrella association in order to make an industry fit, which is currently facing challenges such as a shortage of skilled workers and efficient production. An award specifically for digital products provides orientation and promotes innovative strength.”

Focusing on joining, cutting and surfacing technologies, the newly created IF Digital Award is aimed at exhibitors who have developed pioneering digital solutions in these key processes. The “IF” in the name stands for both “IndustryFusion” and the word “if” – an invitation to all those who offer digital products or processes at SCHWEISSEN & SCHNEIDEN and want to advance digitalization together.



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Media attention and visitor frequency

The IF Digital Award is an audience award. Trade visitors form the jury and cast their votes via the trade fair app. Those who vote have the chance to win high-quality prizes such as an e-bike, tablet or VIP package for SCHWEISSEN & SCHNEIDEN 2029. This ensures added value and a high visitor frequency.

The official award ceremony will take place at the IFF stand on the last day of the trade fair. The three award participants with the most votes will receive a trophy in bronze (3rd place), silver (2nd place) and gold (1st place) according to the ranking – as well as a marketing package with an award emblem, logo and image material for their own corporate communications. The IF Digital Award will be accompanied by an extensive advertising and media campaign in the run-up to SCHWEISSEN & SCHNEIDEN – offline in relevant trade journals and online on the social web. So it's worth taking part – for exhibitors and visitors alike.

Simply apply online

Applications can be submitted conveniently online via the closed exhibitor area. Every exhibitor who has booked a stand for SCHWEISSEN & SCHNEIDEN 2025 will receive access data and thus the opportunity to apply for the IF Digital Award.

All information on the IF Digital Award is summarized at a glance on the following website: [IF Digital Award | SCHWEISSEN & SCHNEIDEN 2025](#)