

by **IMEM**

# SILC

SANTANDER  
INTERNATIONAL  
**LIFT CITY**  
2022





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# Santander International Lift City 2022





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**200 industry  
professionals from all  
continents attended  
Santander  
International Lift City**



# SILC

SANTANDER  
INTERNATIONAL  
LIFT CITY  
2022



A conference that  
becomes a  
permanent talent  
**think tank** for the  
lift industry

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**SILC 2022, A  
CONFERENCE  
WITH A  
FAR-REACHING  
PURPOSE**



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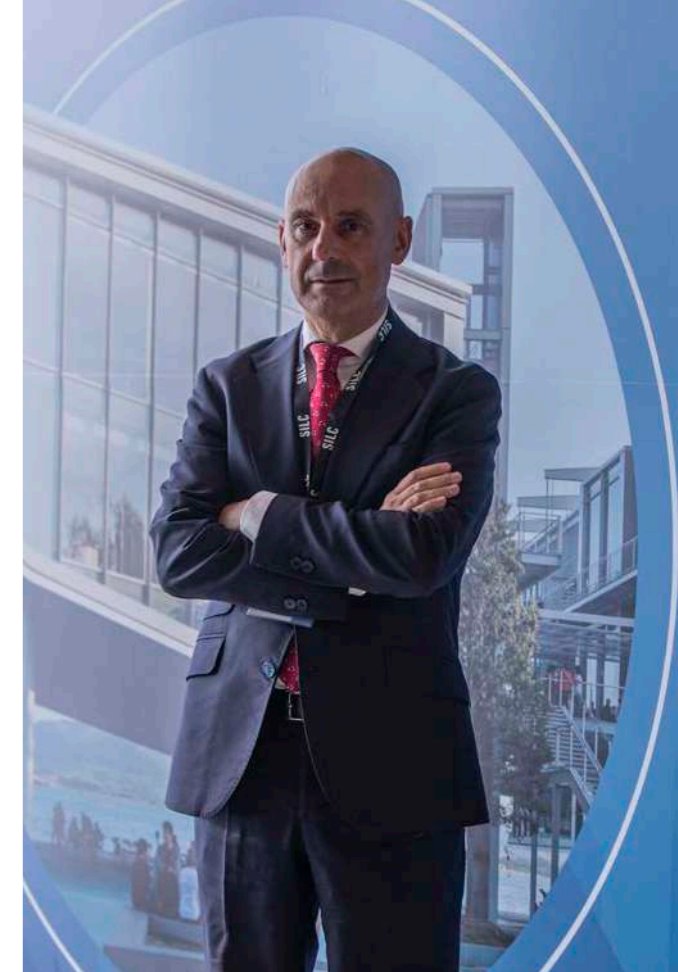
Santander International Lift City  
SILC held its first edition in  
Santander, Spain, from 28 to 30th  
of September 2022.





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This specialized congress, conceived in an unprecedented and visionary format, is born to become a permanent think tank to strengthen the lift industry.





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Organised by IMEM Lifts and focused primarily on innovation and digitalization, SILC 2022 gathered together 200 industry professionals from all continents and 30 different countries.

SILC featured speakers from leading specialised firms in the elevator world -IMEM, Wittur and Danfoss- as well as from the academic field and some allied industries.





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The congress was opened by  
the Mayoress of Santander.  
**Ms. Gema Igual.**





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And the President of Cantabria, Mr. Miguel Ángel Revilla, who both spoke in the Auditorium of the Botín Centre, an emblematic and avant-garde building designed by architect Renzo Piano.







The authorities of Cantabria welcomed the launching of SILC and emphasised its potential as a forum for reflection and talent on an international scale.



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From the point of view of  
**ANTONIO PÉREZ**  
**Director of IMEM Lifts**

“SILC is a response to a pressing need, as the sector’s growth and sustainability rely on joining forces to become stronger, more knowledgeable and better prepared for the rapidly changing environment shaped by technology. It is crucial to boost and improve the relationship model between manufacturers, companies and sector professionals to build a solid network and face future challenges more confidently”.





A MEETING WITH PROGRESS.

GENIKU  
BOTÍN  
CENTRO

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**GLOBAL  
MARKETS AND  
TECHNOLOGIES IN  
TRANSFORMATION**



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SILC 2022 first day featured contributions from experts in two main topics : global economy and technology. Experts in international trade, industry regulation and digitalisation had the opportunity to discuss innovative proposals with representatives from the entire value chain of the lift industry for a more cooperative and efficient relationship model within the industry.





## PABLO DE LA TORRE

***Commercial Head of International Business  
Santander Bank Spain***

Mr. De la Torre emphasized the need that such a sophisticated and technology-dependent industry has to identify the right markets to source components and those in which to sell their products.





## CARLOS BECKER

*HO. Marketing and Business Development  
Vodafone Spain*

Mr. Becker shared the latest advances in 5G and offered some insight into how this technology could revolutionize the world of elevators in a very short time.





## DR. GINA BARNEY

*Gina Barney Associates*

Doctor Barney touched on the evolution of load and safety aspects in elevators, and how these affect regulations. She also analysed how the industry can tackle all the future digitalisation solutions while remaining stable, compliant and able to deal with the many and varied relationships it works with.





## GIUSEPPE DE FRANCESCO

*Executive Management Team at Wittur Group*

Mr. De Francesco delved into the subject of data collection and management to improve elevator maintenance services.





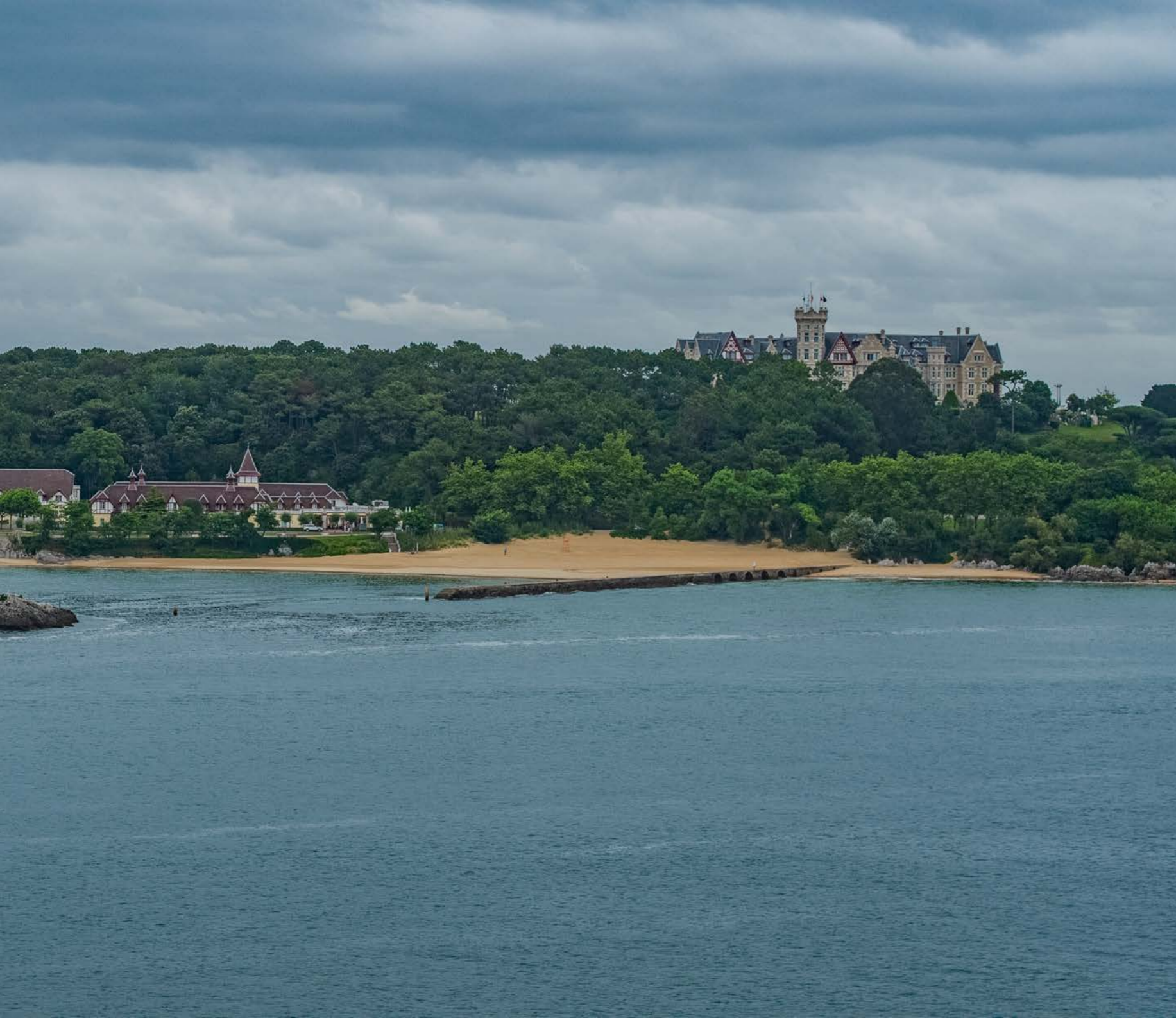
## MICHAEL MÜLLER

*Global Director Cranes & Lifts, Danfoss*

Mr. Müller gave an overview of the challenges and trends that digitalisation brings to frequency converters, or drives, no longer considered simple power processors.







**SILC 2022 ALSO  
FOR BUILDING  
PROFESSIONALS**



The first round of presentations was broadcast live to Palacio de la Magdalena, which was attended by more than one hundred guests including construction companies, architects, engineers and consultants

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This was followed by a series of presentations by Mr. José Carlos Frechilla, General Director of the Spanish Federation of Lift Companies (FEEDA), Mr. Daniel Barallat, Head of IOT at Vodafone Spain, and Mr. Fernando Romay, former Spanish basketball player.







**DIGITALIZATION:  
AN UNSTOPPABLE  
REALITY**



On the second day of the conference, the participation of industry partners took the shape of an open forum that aims to transcend a mere bi-annual event and become an established, permanent think-tank to benefit the elevator industry as a whole

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IMEM's R&D team, together with key representatives of its partners Vodafone, Wittur and Danfoss, held a series of roundtables to portray their vision on the application of digital transformation to the vertical transportation sector.

IMEM and their partners are already working on a global platform available 24/7/365 where the company, suppliers, partners and customers share a 360° vision throughout the value chain and the product life cycle.

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Embracing all these new technologies that imply elevators, organisations and users dialogue and share information in real time also brings up privacy issues that need to be addressed by an upgraded cybersecurity.





SILC attendees visited one of the most important nature reserves in Cantabria: an old mining area where around 120 different animal species now live in the most natural conditions possible. More than twenty kilometres of tracks zigzag across this nature park, leading visitors to incredible gorges, peaceful lakes, evocative rock figures and natural spaces where the animals roam free.

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**Cabarceno Nature Park**

by **IMEM**





SILC 2022 ended with live music and a closing banquet, where attendees were able to unwind and enjoy Cantabrian gastronomy in a unique setting characteristic of the region.



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**THE GENESIS  
OF A THINK-  
TANK FOR THE  
INDUSTRY**



The debate generated at SILC 2022 highlighted the need to face jointly within the sector the challenges that digitalization brings. As IMEM CEO Antonio Pérez expressed

“Digitalisation is a reality and it is unstoppable, and investment in new technologies is not negotiable for companies in the lift sector”.

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SILC will be open to all manufacturers, providers and agents of the elevator industry, as its objective lies not only in the individual interests of companies, but in the common interest to develop the sector from within.

Next edition of the conference is scheduled for 2024, but IMEM has already announced that there will be related activities organised before that date.







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