

PRESS RELEASE: SCM Group North America's Chief Executive Officer, Giuseppe Riva, to guest speak on panel as Bloomberg presents [The Future of Manufacturing: The New Education Era](#) in Atlanta, GA

ATLANTA - On the morning of Thursday October 25th, Bloomberg Live will present [The Future of Manufacturing: The New Education Era](#) in Atlanta, GA. This briefing event will convene senior leaders across manufacturing, business, and technology to network and examine how the digital enterprise is advancing manufacturing jobs and the approach companies are taking to address the challenges of digital transformation.

During the event, **Giuseppe Riva, CEO of SCM Group North America**, will join a panel of thought leaders for an interview, **The Smart Industrial Era: Rethinking The Business of Manufacturing**. As an early adopter of companies utilizing augmented reality (AR) technology in the manufacturing industry, SCM Group is in a unique position to enlighten peer executives in the C-Suite on how manufacturing and engineering is being redefined with advanced technologies and how they are thinking about mergers and acquisitions to keep up with digitization of manufacturing in America.

"In the industrial machinery global market, new production technologies are based on digital developments and Industry 4.0 concepts and becoming more and more strategic. This is the reason why SCM Group has developed innovative solutions in order to improve and strengthen our services to customers by making every production phase more customizable. As one of the most forward-thinking, technology-based companies in the North American market, I'm pleased Bloomberg is giving SCM the opportunity to share our vision as a progressive, growth-oriented corporation in the manufacturing industry", states Giuseppe Riva. "It will be an honor to contribute and share insight to the panel discussion together with Microsoft, MIT, Siemens and other worldwide leaders."

The program is a collaborative effort among Bloomberg's platforms offering SCM North America, the only participating company in the woodworking industry, the unique opportunity to share their message with a global audience of influencers. Bloomberg news reporters will also be at the event covering the program for Bloomberg.com - where it will also be live streamed. The event is on-the-record and open to external press. As a leading media and business information company, Bloomberg has convened some of the world's top executive and global leaders.

Join the Bloomberg Live Stream Thursday, October 25 at 9:30 a.m.:

<https://www.bloomberg.com/live/stream>

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