

## Naiara Zubizarreta

**ADDIMAT** 

## Topic

## Additive Manufacturing Market Evolution and Industrial Applications

The AM technology has matured enough to offer competitive production solutions. No one doubts that additive manufacturing is just another manufacturing technology. But we do still have challenges. Implementing additive manufacturing into existing production processes takes time and requires close collaboration between users and suppliers. We are witnessing a shift from viewing AM as a novel technology to recognizing it as a practical solution to specific industrial challenges. Specialization has become a key strategy, with companies focusing on specific verticals to offer tailored solutions that respond directly to customer needs. Spanish AM industry is an example of this evolution and ADDIMAT, will showcase some of the key industrial applications that reflect this transition.

## About the Speaker

Naiara has been the Director of ADDIMAT, the Additive & 3D Manufacturing Technologies Association of Spain, since its foundation in 2015. Under her leadership, ADDIMAT has grown to include 105 members and is responsible for organizing Spain's leading events in the sector, such as the ADDIT3D trade show, ADDITIVE TALKS, the INDUSTRY SUMMIT, and the biennial MANUFACTURING CONGRESS. The ADDIMAT team works closely with its members to design and implement strategies and activities that accelerate the adoption of additive manufacturing in the country.

Naiara holds a degree in Industrial Engineering and has extensive knowledge of Spain's additive manufacturing ecosystem. She plays a key role in deploying European strategies in collaboration with other national associations coordinated by CECIMO. She also serves as chair of the CTN 324 standardization committee of UNE (Spanish Standardization Body) and cooperates with the European SMART EUREKA cluster office as an expert in additive manufacturing, overseeing the progress of funded R&D projects.

ADDIMAT is part of AFM CLUSTER, 78 year 78-year-old organization that represents advanced and digital manufacturing in Spain, which groups together 800 businesses in 7 industry associations.