

# HANNOVER MESSE

24 – 28 April 2017  
Hannover • Germany

[hannovermesse.com](http://hannovermesse.com)

# 2017

**Polska**  
Partner Country 2017



Deutsche Messe

Get new technology first



A must for decision-makers: the world's leading industrial show.



**64%** top decision-makers among the trade visitors at HANNOVER MESSE 2016



For President Obama it is the “world’s leading show for industrial technology”. For Chancellor Merkel it is the “biggest industrial show of all”. Heads of state and business leaders from 70 countries regard HANNOVER MESSE as a ‘must-see’ event in their annual calendars. Roughly one third of the visitors and more than half of the exhibitors come from abroad – above all from China and the USA. Every year around 2,500 media representatives from all over the world report on the event. HANNOVER MESSE is the premier showcase for innovations. It is the key to unlocking new markets and sets the trends that will determine our common future.

It was in Hannover that the world experienced the breakthrough of Industrie 4.0. HANNOVER MESSE 2017 will have a determining impact on the digitization of production processes. The second keynote topic is “Integrated Energy”. No other trade show presents such a comprehensive and integrated overview of tomorrow’s energy systems.

HANNOVER MESSE is a unique opportunity to stimulate growth and identify new customers in previously untapped markets. Only HANNOVER MESSE boasts seven leading trade shows under a single umbrella, plus all the key technologies and ideas at the same time and the same place.

*Jochen Köckler*  
Dr. Jochen Köckler,  
Member of the Managing Board  
of Deutsche Messe

*Marc Siemering*  
Marc Siemering,  
Senior Vice President  
HANNOVER MESSE

**Innovative force**  
Get new clients with innovative solutions



**Trends**  
Identify and exploit the latest market trends

**Networking**  
Establish business contacts across industrial boundaries



**Pioneering spirit**  
Fresh impetus for global industry

**Transfer of know-how**  
Tune into the determining developments



**International scope**  
Take the leap to new markets

The most important platform for **innovations and business.**



In its role as the world's leading industrial technology show HANNOVER MESSE is the first choice for product launches.



More and more companies deliberately gear their innovation efforts to HANNOVER MESSE – a fact confirmed by the major industry associations. The following factors argue in favour of HANNOVER MESSE: global media coverage, international scope and content, a high proportion of trade visitors, an unrivalled brand image and especially the relevant statistics.

Based on decades of experience, the 6,500 exhibitors expected at HANNOVER MESSE in 2017 can count on reaching an expert audience of decision-makers who are willing to invest. With more than five million leads per trade show, HANNOVER MESSE is the perfect place for unveiling new products and technological developments, as well as for generating new business leads.

**Unique selling points**

- Meeting-place for senior decision-makers from business and politics
- High proportion of trade visitors, intensive media coverage
- International scope and worldwide lead generation



**6,500** exhibitors from all over the world are expected at HANNOVER MESSE 2017.

**HERMES AWARD – the international technology prize**



For the past 13 years HANNOVER MESSE has presented the HERMES AWARD to outstanding examples of technological innovation. Each exhibitor at HANNOVER MESSE 2017 will be entitled to submit innovative and proven solutions which are on show for the first time at Hannover. The winners can be sure of worldwide attention, plus an attractive PR package worth € 100,000.

# Integrated Industry – Integrated Energy.



In Hannover global industry leads the way to the future. High-calibre forums investigate how digital factories and integrated energy systems will change the world.

## Industrie 4.0 and the Industrial Internet

HANNOVER MESSE and Industrie 4.0 are an unrivalled combination. For numerous years the keynote theme “Integrated Industry” has been spearheading the transition to the digital future. The Forum “Industrie 4.0 meets the Industrial Internet” reveals the extent to which previously separate approaches are now converging. Flexibility is the key to future competitiveness. HANNOVER MESSE 2016 revealed that Industrie 4.0 and the Industrial Internet are no longer just a future projection. Hundreds of ready-to-run solutions were presented. In 2017 thousands of such practical solutions will be on display.



## Integrated Energy

Conventional power stations no longer have a monopoly. Numerous industrial enterprises are now involved in the generation process. Users are becoming suppliers – and vice versa. Where is the decentralized power generation market headed? The leading trade fair “Energy” at HANNOVER MESSE gives answers to this question. The Integrated Energy Plaza will provide a complete and integrated overview of tomorrow’s energy systems in the areas of generation, distribution, efficient utilization and mobility.



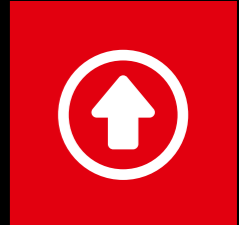
**i4.0**

**400** applications of Industrie 4.0

In 2016 “Integrated Industry” became practical reality in Hannover.

# Identifying trends, pooling knowledge, **creating hotspots.**

More and more innovative products and technologies are being launched on today's markets. The key strength of HANNOVER MESSE is its ability to filter out the trends of the future – and to set new trends.



## Robotics

At HANNOVER MESSE visitors can experience – live and in action – how robots handle components, interact with humans and transport objects autonomously from A to B. The Application Park Robotics, Automation & Vision provides the perfect presentation platform for robot manufacturers, software specialists and suppliers of industrial image processing systems. Other highlights include the Industrial Automation Forum and the Robotics Award.



## Energy Efficiency

The efficient utilization of energy is the unifying theme at HANNOVER MESSE – at the Industrial Automation Forum, at the presentations under the umbrella of Industrial Supply, at ComVac and MDA and at the EnergyEfficiencyCenter in Hall 27. Decision-makers are fully aware of the enormous energy-saving potential inherent in production systems, pumps and electric motors. They come to Hannover in search of new solutions that will allow them to exploit this potential.

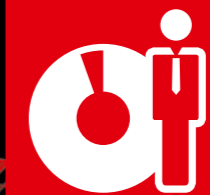


## Predictive Maintenance

In the past components and systems were replaced only after they had failed. Today's smart systems can accurately predict when malfunctions will occur. Interconnected sensors and analysis tools create the basis for Predictive Maintenance. At HANNOVER MESSE 2017 the successful special display "Predictive Maintenance 4.0" will embrace automation, power transmission and fluid power. At the various forums the focus will be on the role of predictive maintenance in reducing costs and enabling new business models.

## Smart Materials & Components

Lighter, stronger, smarter. To remain competitive industrial enterprises have no option but to reduce their consumption of energy and materials. New materials and new production processes provide the basis for creating lightweight, high-quality components. The newly designed Industrial Supply Forum will bring you and your customers up to date on these issues.



**95%** trade visitors

The visitors to HANNOVER MESSE have clearly defined interests.

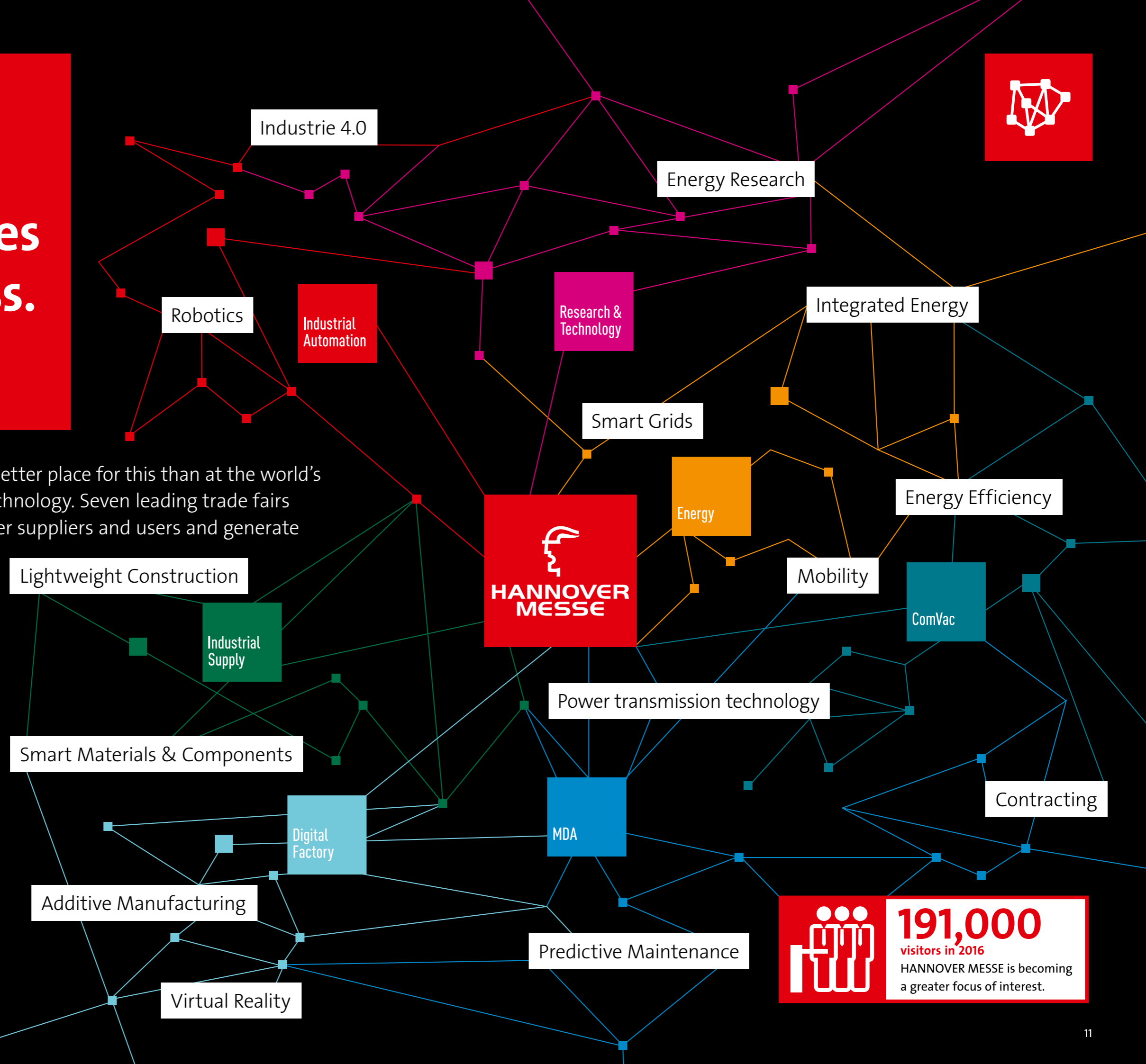
# Networking adds value and generates new business.

A view over the fence – there is no better place for this than at the world's leading trade show for industrial technology. Seven leading trade fairs taking place in parallel bring together suppliers and users and generate new business.

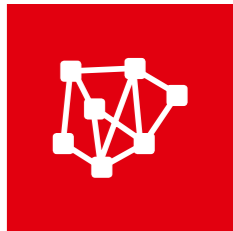
Seven international leading trade fairs at the same time and the same place: HANNOVER MESSE 2017 will cover a unique thematic spectrum embracing R&D, industrial automation and IT, innovative industrial supply solutions, plus energy and environmental technology. These seven fairs are all interrelated, thus opening up excellent cross-industry business opportunities. Regardless of which hall you occupy you will benefit from the presence of important user industries.

## Set trends – generate synergies

- Special displays focusing on trend topics
- Cross-industry overview of key issues
- Interrelated leading trade fairs
- Suppliers meet users

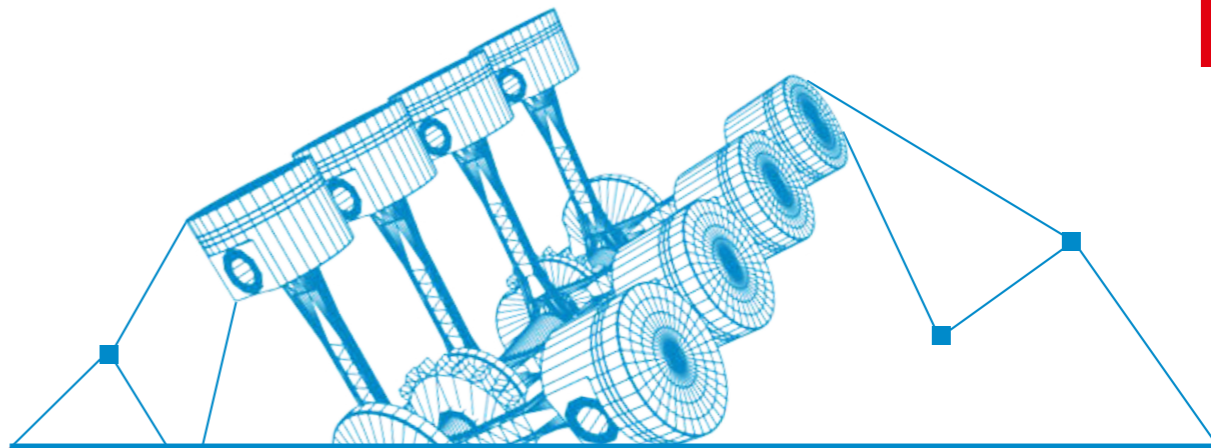



**191,000**  
visitors in 2016  
HANNOVER MESSE is becoming a greater focus of interest.



# All the key technologies at a single venue.

HANNOVER MESSE is based on a unique concept. The combination of seven leading trade fairs at the same time and the same place unleashes creative energy and builds new business relationships worldwide.



## Industrial Automation

Industrial Automation is the heart of HANNOVER MESSE. This Leading Trade Fair for Factory and Process Automation, System Solutions and Industrial IT showcases all the vital components of Industrie 4.0. More than 1,200 exhibitors focus on the future of automation – for example, smart factories, human-robot collaboration and smart products and services.



## Motion Drive & Automation

MDA – the Leading Trade Fair for Power Transmission and Control – is an unrivalled showcase for linear motion systems, anti-friction bearings, gearboxes, pumps... In short, MDA shows vital elements for the factory of the future. Other highlights include the special display “Predictive Maintenance 4.0”, the VDMA and EPTDA pavilions, and the high-profile MDA Forum. This all ensures highly effective customer communication at the heart of the world’s No. 1 industrial show.



## Digital Factory

Digitization and software are the passport to Industrie 4.0 and hence form the centrepiece of Digital Factory. The Leading Trade Fair for Integrated Processes and IT Solutions delivers answers to all IT-related questions along the industrial process chain. With the aid of CAx, PLM, ERP, MES, Visualization and Additive Manufacturing the exhibitors at Digital Factory help to integrate the core areas of industrial production.



## Energy

“Integrated Energy” – under this heading the Leading Trade Fair for Integrated Energy Systems and Mobility has been setting new standards since 2016. This leading trade fair builds bridges for the new world of energy – bridges between decentralized power generation, intelligent networks, storage technology and mobility.

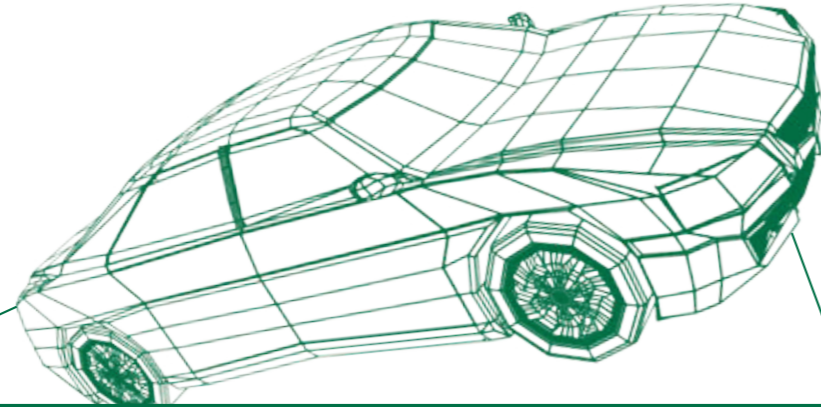


# 5.6 million

business contacts in 5 days. HANNOVER MESSE promotes new partnerships.

## ComVac

Staged every two years, the Leading Trade Fair for Compressed Air and Vacuum Technology is located in the immediate vicinity of major user industries and attracts international market leaders. The spotlight is on the latest products and systems that deliver clear benefits in terms of efficiency and sustainability – e.g. in the fields of generation, treatment, distribution and application in plant and machinery.



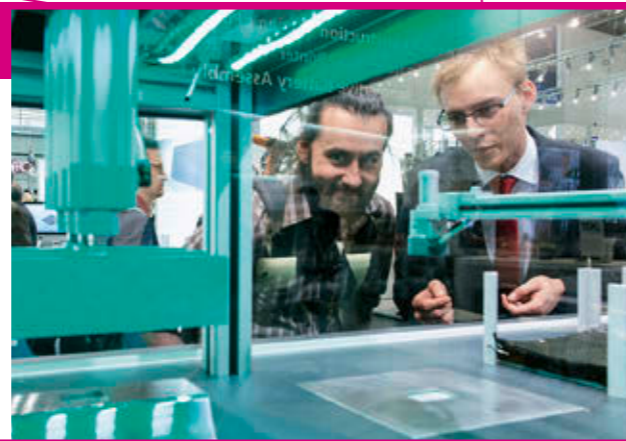
## Industrial Supply

Industrial Supply is the global sourcing platform for innovative subcontracting solutions and lightweight construction. Experts from a complete range of user industries come here to gather information. Thanks to the integration of the new SurfaceTechnology Area, Industrial Supply 2017 will also showcase all the relevant surface treatment technologies.



## Research & Technology

Thanks to its unique interdisciplinary line-up, Research & Technology offers user industries a clear insight into future tech trends. Researchers come here to find partners who will transform their revolutionary technologies and materials into marketable products. No other R&D event offers such great potential for future collaboration.

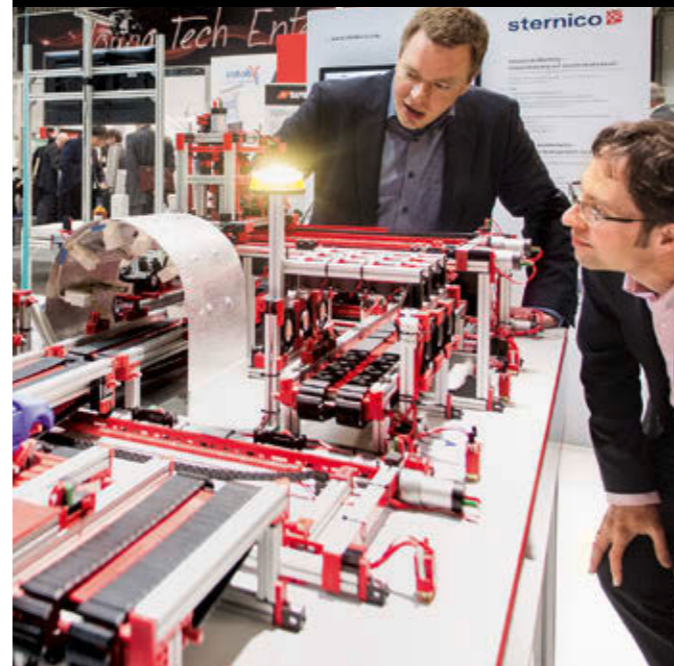


**2,500**

journalists from all over the world report on HANNOVER MESSE

# Industrial startups and spin-offs: Young Tech Enterprises!

Young enterprises are a driving force behind competitiveness, thanks to their high-tech innovations and ground-breaking business models. At Young Tech Enterprises they can find the right business partners.



Anyone who wants to establish a company and launch new industrial products on the market must answer the following questions. Is my business idea truly unrivalled? In which legal framework will I be operating? Where can I find the necessary R&D personnel? Who will assist with the marketing of my products. And where can I obtain the necessary funding?

Young Tech Enterprises supplies answers to all these questions. The premiere in 2016 was a major highlight at HANNOVER MESSE. In 2017 creative startups will enjoy even greater opportunities to find investors, partners and customers.

Young Tech Enterprises is a marketplace for all those who are developing industrial applications – e.g. innovations in established disciplines such as electrical engineering, mechanical engineering, lasers and process engineering, as well as software. It is also a gold mine for established enterprises that are looking for new high-tech ideas.



# New human resources for tomorrow's challenges.



How will we work in future? In connected, mobile and flexible work groups? Hand in hand with robots? Digitization is changing everything. Get the know-how and human resources in Hannover to meet tomorrow's challenges.



## Tec2You

Many young people are as yet undecided about their future careers. Tec2You, the initiative aimed at technologically interested pupils and students, puts companies in touch with potential recruits. At HANNOVER MESSE they can find out what is right for them.



Digitization is changing the entire working world. It is revolutionizing established job profiles and creating new ones – e.g. in the area of automotive electronics and human-machine interaction. How should business enterprises react? What are the defining characteristics of tomorrow's workforce? Numerous forums and workshops will address these issues. In other words, HANNOVER MESSE is a unique source of information for HR managers.

At the same time HANNOVER MESSE is the ideal place to recruit new personnel. Various careers conferences, young talent programs and recruitment platforms bring together employers and potential employees – before, during and after the show.

### Support for your workforce development:

- Special events for effective recruitment
- Workshops and forums on the topic of further training
- Information about new career profiles created by Industrie 4.0
- Technology for productive human-machine collaboration



## job and career

This centre for recruitment and skills development offers detailed information about training opportunities and career openings in industrial enterprises. With the aid of the multimedia "Job Wall" young talents can identify their dream employers – either global players or specialists operating in niche markets.



## WoMenPower

Staged on the Friday of HANNOVER MESSE, the special conference WoMenPower consists of keynotes, workshops and an exhibition. Around 1,400 female and male professionals come together to discuss career-related issues and forge new networks.

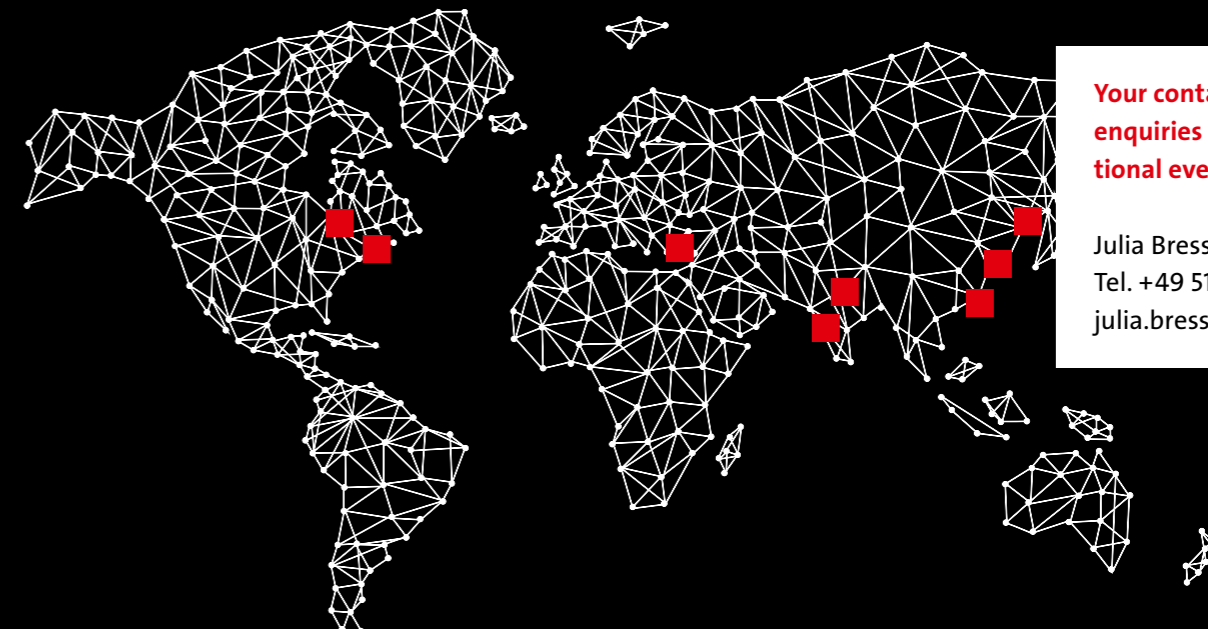
Your springboard to **world markets.**



## Global Player: **HANNOVER MESSE.**

Growth markets require effective business platforms. We create such platforms – at more than 100 trade fairs in Istanbul, Shanghai, Mumbai, Chicago and elsewhere.

Modern enterprises operate globally. The Partner Country presentation and other special formats at HANNOVER MESSE provide a springboard to growth markets in Asia, America and Europe.



Your contact for initial enquiries about our international events world-wide:

Julia Bress  
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julia.bress@messe.de



### Partner Country in 2017: Poland

Following in the footsteps of India and the USA, Poland is looking forward to its role as Partner Country at HANNOVER MESSE 2017 – and not only because Germany is its largest trading partner. Poland's industry has an impressive track record in terms of growth and innovation. The country's development plans centre on reindustrialization, the promotion of innovative enterprises, and expansion onto foreign markets. Poland will showcase its entire technological spectrum in Hannover – with special emphasis on IT and energy.

### Global Business & Markets

Global Business and Markets – Europe's largest external trade platform – forges links between industrial SMEs and representatives of foreign markets. Within the framework of high-profile forums around 5,000 decision-makers come together to discuss joint ventures, sourcing and outsourcing. In the INVESTMENT LOUNGE experienced consultants are on hand to provide valuable advice on international expansion strategies.

### Canada

- CanWEA
- Solar Canada

### USA

- Chicago
- ComVac NORTH AMERICA
- Industrial Automation NORTH AMERICA
- Industrial Supply NORTH AMERICA
- Motion, Drive & Automation NORTH AMERICA
- Surface Technology NORTH AMERICA

### Turkey

- Istanbul
- ICCI
- WIN EURASIA Automation
- WIN EURASIA Metalworking

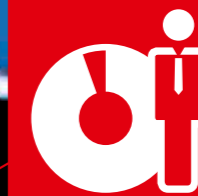
### India

- Mumbai
- WIN INDIA

### China

- Beijing
- Industrial Automation BEIJING
- Shanghai
- ComVac ASIA
- Industrial Automation Show (IAS)
- Industrial Supply ASIA
- PTC/MDA ASIA
- Shenzhen
- Industrial Automation SHENZHEN
- PTC/MDA Zone SHENZHEN

**“You have to come here to understand the future.”**



**71%** are planning to return  
Positive echo among the visitors

HANNOVER MESSE is the summit meeting for international industry. It is the ideal place to forge alliances and do business. This is what the exhibitors have to say:



**Renate Pilz, owner and Chairwoman, Pilz GmbH & Co. KG:**

*“I attach special importance to the broad exchange of know-how and information at HANNOVER MESSE. We meet people from business, politics and the scientific community, and talk with the users of products and technology. This year once again HANNOVER MESSE aroused keen international interest. The numerous productive talks we have had in the last few days make HANNOVER MESSE a real ‘gateway to the world’ for us.”*



**Dr. Till Reuter, CEO, KUKA AG:**

*“With its keynote theme ‘Integrated Industry – Discover Solutions’ HANNOVER MESSE ranks as the world’s leading industrial show and is very much in tune with current trends. This year’s Partner Country, the USA, is one of the core markets for KUKA. Our US sales already amount to around € 1 billion – and this figure is rising. For many of our customers the potential benefits of digitization are still abstract. We want to convince them and accompany them on the road to the Factory of the Future.”*

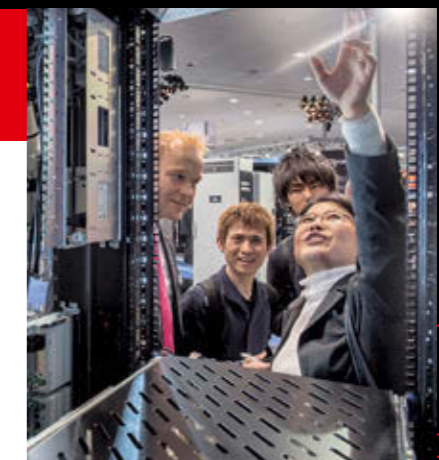
**Christopher Mennekes, Managing Partner, MENNEKES Elektrotechnik GmbH & Co. KG:**

*“Thanks to its diverse professional audience HANNOVER MESSE has acquired global importance. The trade fair Energy is characterized by its broad spectrum of exhibitors. It offers answers to mobility questions, as well as numerous (and in some cases very specific) solutions to the energy issues of the future.”*



**Dr.-Ing. E.h. Friedhelm Loh, Chairman, Rittal GmbH & Co. KG:**

*“German industry is pooling its innovative powers under the heading ‘Industrie 4.0’. With its products and innovations Rittal is an active supporter of this concentrated and strategically important technology. HANNOVER MESSE is unique: a meeting-place for technology leaders, a shop window for innovations, and an event you have to attend in order to understand tomorrow’s world.”*



# Customized services for your success.



Benefit from our early booking price – valid until 15 September 2016

## Your place at the Exhibition Grounds

Simply tell us which trade fair interests you and we'll look after the rest for you.

Are you new to HANNOVER MESSE? No problem: we will assist you with booking space, stand construction, visitor management and branding.

Your products and services are as individual as your customers? Then your presentation at the world's leading industrial show should be tailored to your special requirements.

### From Basic to Premium

Your presentation at HANNOVER MESSE can be tailored to your specific requirements. Alternatively, you can choose one of our "fair-packages", which consist of stand construction plus a wide range of services (including lead management). In all cases you can count on our full support before and during HANNOVER MESSE. Simply contact your HANNOVER MESSE team.

### Your contact for assistance



I look forward to helping you organize your participation in HANNOVER MESSE.

**Emanuel Marra**  
Tel. +49 511 89-34466  
hannovermesse@messe.de

### Individual presentation

A custom-built stand is an effective way to showcase your product innovations. We help you by providing extensive services and marketing support.

Basic price, halls	from € 214 m <sup>2</sup> *
Basic price, open-air site	from € 81 m <sup>2</sup> *

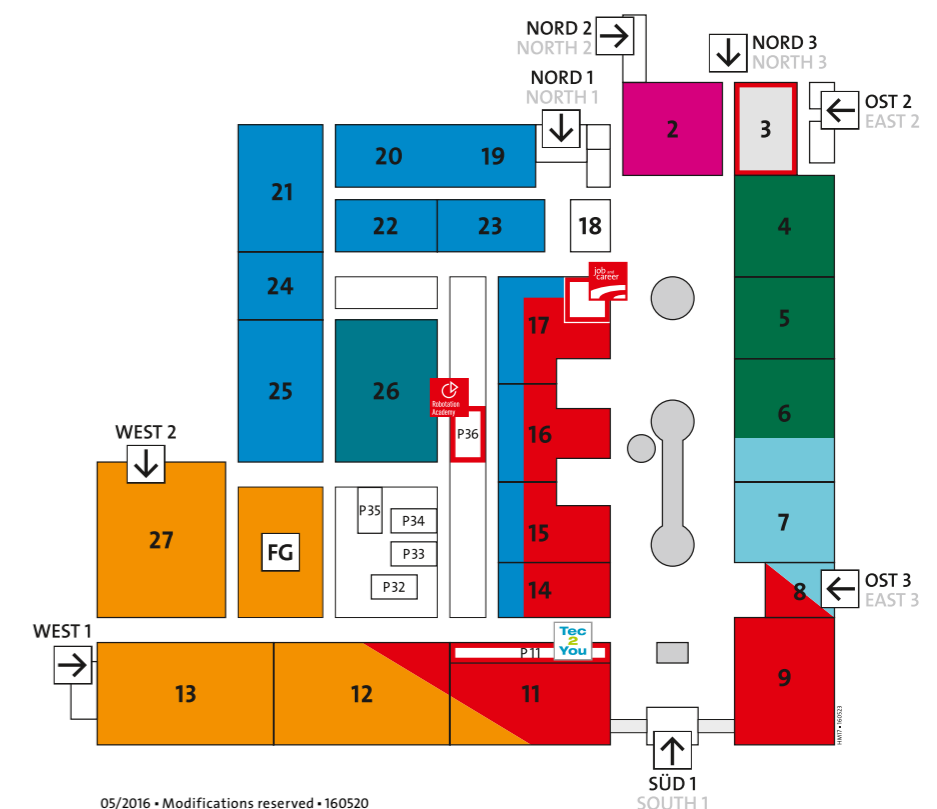
### All-inclusive packages

To minimize time and effort when preparing for the show you can choose one of our attractive "fair-packages", which consist of stand space and stand construction as well as basic utilities and services. You can calculate the cost of your package online at: [www.hannovermesse.de/en/fairpackage](http://www.hannovermesse.de/en/fairpackage)

Basic package	from € 4,133**
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- **Industrial Automation**  
Halls 8, 9, 11, 12, 14–17
- **Motion, Drive & Automation**  
Halls 14–17, 19–25
- **Digital Factory**  
Halls 6–8
- **Energy**  
Halls 11–13, 27, Open-air site (FG)
- **ComVac**  
Hall 26
- **Industrial Supply**  
Halls 4–6
- **Research & Technology**  
Hall 2

- Young Tech Enterprises  
Global Business & Markets  
Partner Country (Hall 3)
- Tec2You  
(Pavilion 11)
- job and career  
(Hall 17)
- Robotation Academy  
(Pavilion 36)



### Guided Tours

Take advantage of our "Guided Tours" in order to attract a steady flow of visitors to your stand. Contact: Yvonne Schulz, Tel. +49 511 89-31349, [yvonne.schulz@messe.de](mailto:yvonne.schulz@messe.de) [www.hannovermesse.de/en/guided-tours](http://www.hannovermesse.de/en/guided-tours)

### Full details online

Detailed information, planning tools and the current price list can be found online at: [www.hannovermesse.de/en/participation](http://www.hannovermesse.de/en/participation) And there's no need to wait: you can register now by using our handy Online Business Service OBS at [www.obs.messe.de](http://www.obs.messe.de)

\* Early booking price applies until 15.9.2016. \*\* Early booking price for 9 m<sup>2</sup> "Basic" row stand. All prices are subject to VAT.



# Deutsche Messe

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Contact details for our local sales partners worldwide are listed at  
[www.messe.de/salespartner\\_gb](http://www.messe.de/salespartner_gb)

You can find the current map of the Exhibition Grounds online at  
[www.hannovermesse.de/en/maps](http://www.hannovermesse.de/en/maps)

You can find us on the following networks

