



Event Program Forums – Conferences – Special Events



Welcome to HANNOVER MESSE 2017

A broad range of forums, conferences and special events offers you the chance to learn more about the key issues affecting industry today. Here – at the world’s biggest and most influential trade fair for industrial technology – you can compare notes, pick up valuable know-how and check out the latest innovations, giving you the edge you need to keep your business on track and ahead of the pack.

Integrated Industry – Creating Value

Lead Theme for HANNOVER MESSE 2017

The age of Integrated Industry is standing at the door. Energy systems will be digitally controlled. Mature Industry 4.0 technologies are hitting the market. HANNOVER MESSE will drive this development even further - with a record number of examples of concrete applications.

Poland is the fair’s official Partner Country in 2017



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.

www.hannovermesse.de/en/supporting-program/partner-country/index-2.xhtml

News corner - March 2017

HANNOVER MESSE event search

The HANNOVER MESSE event search is online at www.hannovermesse.de/en/supporting-program/event-program/search/

NEW events in the 4th issue

All events which are included in the event program since the 3rd edition have been marked with the term (NEW) in the table of contents

NEW for HANNOVER MESSE exhibitors:

Registration of exhibitor events held at their stands

Exhibitors can enter and manage events staged at their tradeshow stands using the online database via OBS. The exhibitor events entered there will be published approx. two months before opening day of the show. These events can be searched online, using the events search function as well as the exhibitor and product search function.

The 5th issue of the event program appears as from 29th March 2017.



Event overview

Visitor target groups

See which events might be of interest for your sector/function	Date	Automotive industry, component suppliers	Chemical industry	Electrical engineering & electronics	Energy industry, environmental engineering	R&D, engineering design	Management	Skilled trades	Maintenance	Investor, Finance specialist	Plastics processing industry	Aerospace	Mechanical & plant engineering	Medical equipment	Metal processing industry	Production planning	Manufacturing	Students (university / technical college)	Technical procurement	Consumer goods industry
	April																			

Partner Country Poland

Polish-German Business Summit	24																				
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Industrial Automation

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ROBOTICS AWARD 2017	25																				
11th German-Japanese Economic Forum: Industry 4.0 – 'Creating value' in Germany and Japan	26																				
automotiveIT Forum Production & Logistics	26																				
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3rd Additive Manufacturing Symposium Modern Production with Additive Manufacturing	27.																				
3rd Additive Manufacturing Symposium Develop Added Value by using Additive Manufacturing	28.																				

MDA – Motion, Drive & Automation

MDA Forum	24 - 28																				
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Energieforum „Life needs Power“	24 - 28																		
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Industrial Supply

Industrial Supply Forum	24 - 28																		
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Technology Cooperation Days	25 - 27																		

Young Tech Enterprises

Young Tech Enterprises Forum	24 - 28																		
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Global Business & Markets

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Event overview

Trends of HANNOVER MESSE 2017

Overview of HANNOVER MESSE Trends	Date																			
	April	Cobots	ComVac	Digital Factory	Digital Twin	Energy	Energy Efficiency	Global Business & Markets	Industrial Automation	Industrial Supply	Industrie 4.0	Integraed Energy	Integrated Industry	Job & Career	Motion, Drive & Automation	Partner Country Poland	Predictive Maintenance	Research & technology	Smart Materials & Coatings	Young Tech Enterprise

Partner Country Poland

Polish-German Business Summit	24																				
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MDA – Motion, Drive & Automation

MDA Forum	24 - 28																				
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Industrial Supply

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Young Tech Enterprises Forum	24 - 28																			
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Trends of HANNOVER MESSE 2017

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Further Global Business & Markets events will be published in the next issues.

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Program Partner Country Poland



Polish-German Business Summit

Hall 3, Stand H32, Business Forum 1

Monday, 24 April 2017, 11:00 a.m. – 1:00 p.m.



Hosted by the Federation of German Industries, the Polish Confederation Lewiatan and HANNOVER MESSE, the Business Summit will focus on this year's Partner Country and the bilateral economic ties between Poland and Germany. Especially in innovative industries such as mobility and the digital economy, enterprises and companies are growing increasingly interdependent. At the Business Summit, politicians and entrepreneurs from Poland and Germany will discuss the development and prospects of bilateral cooperation in the mobility and industry 4.0 sectors.

Organizer	Bundesverband der Deutschen Industrie e.V. (BDI) D – Berlin www.bdi.eu	
Co-Organizer	Konfederacja Lewiatan P – Warszawa http://konfederacjalewiatan.pl/en/	Deutsche Messe AG D - Hannover
Language	 	simultaneous translation
Attendance	By invitation only (registration as of beginning of March)	
Contact	Valerie Ross BDI e.V. Tel. +49 30 2028-1623 v.ross@bdi.eu	

Program Industrial Automation

Chinese / German Smart Industry Networking Forum



Tagungsbereich Halle 19 / 20, Saal New York 1

Tuesday, 25 April 2017, 5:00 p.m. – 9:00 p.m.

A Chinese / German Forum with a Focus on Smart Industry. Chinese as German Enterprisers, Engineers and Experts will discuss and exchange about manufacturing, energy efficiency, machine construction and innovative Technologies.

The Forum will examine nowadays Standards of integrated Technologies, and the Challenges regarding Partnerships between Chinese and German Enterprises.

Combined with a Roundtable, a B2B Business Meeting will be open to each Participant. The Evening closes with a Business - Diner. For the whole Conference Simultaneous- as Consecutive Translators will ensure a fruitful Exchange.

Organizer	Feelnow GmbH D – Berlin www.feelnow.de	
Partner	China Center Bavaria D – Ingolstadt www.china-zentrum-bayern.de	GFBM Akademie D – Berlin www.gfbm-akademie.de
	R3coms D – Berlin http://r3coms.com	ZAB Brandenburg D - Potsdam www.zab-brandenburg.de
Language	 	simultaneous translation
Attendance	Participation fee: EUR 25,00 (incl. V.A.T.). This includes an interpreter and snack / lunchbreak. Registration required online HERE	
Contact	Tian Chen Feelnow GmbH Tel. +49 176 5798 2374 tian.chen@feelnow.de	

Program Industrial Automation

ROBOTICS AWARD 2017 – The prize for applied robotics solutions

Hall 14, Stand L19

Tuesday, 25 April 2017, 3:30 p.m. – 5:00 p.m.



HANNOVER MESSE will present again the ROBOTICS AWARD – the prize for applied robotics solutions – under the patronage of the Lower Saxony State Minister for Economics, Labor and Transportation, Olaf Lies. This prestigious award has been presented since 2011 on behalf of HANNOVER MESSE in cooperation with the Robotation Academy and the trade journal Industrieanzeiger in recognition of the applied robotics solutions of international companies.

Robot-supported automation is by now a fixture of the economy. Robots are employed in virtually every branch of industry – even small and medium-sized enterprises are making increasing use of them.

Be part of the action when the three best solutions are announced during HANNOVER MESSE.

Organizer	Deutsche Messe AG	
Co-Organizer	Konradin Verlag R. Kohlhammer GmbH Redaktion Industrieanzeiger D - Leinfelden-Echterdingen www.industrieanzeiger.de	Robotation Academy GmbH D - Hannover www.robotation.de
Language		
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders	
Contacts	Viola Karlheim Deutsche Messe AG Tel. +49 511 89-31132 viola.karlheim@messe.de	Tanja Gerhardt Deutsche Messe AG Tel. +49 511 89-31012 tanja.Gerhardt@messe.de

Program Industrial Automation

11th German-Japanese Economic Forum Industrie 4.0: 'Creating Value' in Germany and Japan

Hall 3 (Global Business & Markets), Stand H32, Business Forum 1

Wednesday, 26 April 2017, 1:30 p.m. – 6:00 p.m. (09:50 a.m. – 12:30 p.m. – Guided Tours Industrie 4.0)

Programm online!
Program/Registration
[LINK](#)

Industry 4.0 determines the production of tomorrow. Under the heading "Creating Value", the topics of standardization, cyber security, SMEs and interoperability are at the forefront of the 11th German-Japanese Economic Forum 2017. The Forum has established itself as a discussion and contact platform with high-caliber lectures from the German and Japanese industry in the last few years and counted more than 350 participants in 2016. Deutsche Messe is offering a guided tour around Industrie 4.0 exhibits before the forum gets underway. The forum will end with the traditional reception.

Organizers	Deutsche Messe AG D - Hannover	Ecos Consult D - Osnabrück www.ecos-consult.com	German Chamber of Commerce and Industry in Japan (AHK Japan) J - Tokyo www.japan.ahk
Patron	Federal Ministry of Economic Affairs and Energy, Berlin		
Partner	<ul style="list-style-type: none"> ▪ Deutsch-Japanischer Wirtschaftskreis (DJW), Düsseldorf ▪ Bundesverband der Deutschen Industrie (BDI), Berlin ▪ Japan External Trade Organisation (JETRO), Düsseldorf ▪ Japanische Industrie- und Handelskammer zu Düsseldorf ▪ Plattform Industrie 4.0 		
Language	 	simultaneous translation	
Attendance	Attendance free of charge. Participation fee for Guided Tour 'Industrie 4.0': 12.60 Euro (+ V.A.T.) Registration required for the Economic Forum and Guided Tour.		
Contact	Andrea Busch Deutsche Messe Tel. +49 511 89-31288 andrea.busch@messe.de	Septalinda Laschke (Registrierung) Deutsche Messe AG Tel. +49 511 89-30997 congressmanagement@messe.de	

Patron



Organizer



Partner



Program Industrial Automation

11th German-Japanese Economic Forum

Industrie 4.0: 'Creating Value' in Germany and Japan

Hall 3 (Global Business & Markets), Stand H32, Business Forum 1

Wednesday, 26 April 2017, 1:30 p.m. – 6:00 p.m. (09:50 a.m. – 12:30 p.m. – Guided Tours Industrie 4.0)

Platinum partner	Siemens K.K. J – Tokio www.siemens.co.jp		
Gold partner	Tokushima Prefecture J – Tokushima www.pref.tokushima.jp		
Premium partner	Beckhoff Japan K.K. J – Yokohama www.beckhoff.co.jp	Ernst & Young D – Mannheim www.ey.com	
	Hitachi USA – Santa Clara, CA www.hitachiinsightgroup.com/en-us/home.html	Itelligence AG D – Bielefeld www.itelligencegroup.com	
	Mitsubishi Electric Europe B.V. D - Ratingen www.eu3a.mitsubishielectric.com	Murrelektronik GmbH D – Oppenweiler www.murrelektronik.com	
Partner	EPLAN Software & Service GmbH & Co. KG D - Monheim www.eplan.de	FANUC Deutschland GmbH D – Neuhausen www.fanuc.eu/de/de	
	Mitsubishi International GmbH D – Düsseldorf http://www.mitsubishicorp.com/de/en/		
Contact	Andrea Busch Deutsche Messe Tel. +49 511 89-31288 andrea.busch@messe.de	Johanna Schilling ECOS Consult Tel. +49 541 9778-200 jschilling@ecos-consult.com	Marcus Schürmann AHK Japan Tel. +81 3 5276 8723 mschuermann@dihkj.or.jp

Platinum Partner

SIEMENS

Gold Partner


Tokushima Prefecture

Premium Partner

BECKHOFF


Building a better working world

HITACHI
Inspire the Next


NTT DATA Business Solutions


Changes for the Better


stay connected

Partner







Program Industrial Automation

automotiveIT Forum Production & Logistics


Industry 4.0 - digital, connected and smart

Convention Center (CC), Room 3

Wednesday, 26 April 2017, 9:30 a.m. – 7:00 p.m.

The automotive industry, with its worldwide unique production complexity and the enormous quality depends on sustainable production and logistics concepts. Industry 4.0 is not just a slogan or hype. Industry 4.0 ensure the future of the global automotive industry.

At this stage of industrialization, the machines organize themselves in a factory to produce custom products as quickly and efficiently as possible. Machines are given via the Internet of Things information of the components that are to edit - the future of the automotive industry is the industry 4.0. The automotiveIT forum is primarily aimed at decision makers in the automotive and supplier industry and their IT service providers.

Organizer	Media-Manufaktur GmbH Pattensen – Germany www.mediamanufaktur.com
Co-Organizer	Deutsche Messe AG Hannover - Germany
Language	
Attendance	Participation fee: Early bird until 31st March 2017 EUR 980 (+ V.A.T.) As of 1st April 2017 EUR 1,290 (+ V.A.T.). This includes fair ticket, participation at the forum, access to the documentation after the congress, coffee break, snack / lunch break and Get-together. Registration required online HERE
Contact	Meike Seipelt Media-Manufaktur GmbH Tel. +49 5101 99039-90 seipelt@media-manufaktur.com

Program Industrial Automation

Program online!
Program/Registration
[LINK](#)

International MES Conference 2017: MES on its way to Industry 4.0



Convention Center (CC), Room 3A

Thursday, 27 April 2017, 10:30 a.m. – 5:00 p.m.

The trends towards “Industrie 4.0” and the growing need for efficiency and flexibility on the shop floor are placing increased demands on industrial IT. The International MES Conference on 27 April 2017 will present specific examples of Manufacturing Execution Systems. Under the umbrella of Digital Factory and Industrial Automation this conference is targeted at the process industry and the discrete manufacturing sector. The emphasis is on practical applications in line with the motto “MES on its way to Industrie 4.0”.

NEW for 2017: Now international!

In 2017, the MES Conference is premiering as an international event. The conference program will be rounded off with the MES Solutions Guided Tour taking attendees through the Digital Factory / Industrial Automation halls, where they will be treated to exhibitors offering MES solutions for the process industry and discrete manufacturing.

Organizer	Deutsche Messe AG		
Supporting organization	NAMUR International User Association for Automation in Process Industries www.namur.de	VDI e.V. The Association of German Engineers www.vdi.de	
	VDMA e.V. The German Engineering Federation www.vdma.org	ZVEI e.V. The German Electrical and Electronic Manufacturers' Association www.zvei.org	
Media partner	IT&Production TeDo-Verlag GmbH www.it-production.com		
Sponsors	GE Digital USA – San Ramon / D - Frankfurt www.ge.com/digital	GFOS mbH D - Essen www.gfos.com	iTAC Software AG D - Montabaur www.itacsoftware.com
Language	 	simultaneous translation	
Attendance	Attendance at the MES Conference is free of charge to HANNOVER MESSE ticket holders. Participation fee for the Guided Tour “MES Solutions”: 12.60 € (+ V.A.T.) Registration required.		
Contacts	Thomas Möller Deutsche Messe AG Tel. +49 511 89-31143 thomas.moeller@messe.de	Andrea Busch Deutsche Messe AG Tel. +49 511 89-31288 andrea.busch@messe.de	Registrierung Tobias Kienlin Deutsche Messe AG Tel. +49 511 89-30990 congressmanagement@messe.de
Sponsoring options	Take advantage of the opportunity to participate as a sponsor. Sponsoring (incl. Guided Tour) packages are available starting at 2,200 €. Only one package available! Further information is available from the above-mentioned contact partners or HERE		

Supporting organizations



Media partner



Sponsors



Program Industrial Automation

Industry Meets IT - Best Practice from the Region of Hannover


Hall 16, Stand H03

24 – 28 April 2017

Program online!

[LINK](#)

In the city and region of Hanover, small and medium-sized enterprises are at home together with well-known research facilities from the industry and IT sectors. Experience the best examples of innovative solutions in this unique mix of industries, which can also provide your company with key benefits in digitalization.

Organizer	hannoverimpuls GmbH D – Hannover www.wirtschaftsfoerderung-hannover.de/hannoverimpuls
Organisation	FSTCon D – Hannover www.fstcon.de
Language	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders
Contact	José Germán Barrera hannoverimpuls GmbH Tel. +49 511 300 333 - 32 Jose.German.Barrera@hannoverimpuls.de

Program Industrial Automation



Forum Industrial Automation

Digital, efficiency product solutions and robotics

Hall 14, Stand L19

24 - 28 April 2017

Program online as from 20th March 2017!
[LINK](#)



The Industrial Automation Forum has established a unique international reputation. Experts from all over the world gather here to discuss innovative developments in factory and process automation, robotics, image processing, energy-efficient drive systems and pumps/pump systems. The ROBOTICS AWARD ceremony will also take place in the Forum Industrial Automation.

- The main topics are:
- Modular automation / Process automation
 - Electrical automation / Motion control
 - Robotics / Mobile roboter
 - Measurement technology in automation
 - Pumps and power transmission solutions
 - Drive controller and motors
 - Industrial IT

Organizer	Deutsche Messe AG	
Supporting organizations	AMA Association for Sensors and Measurement www.ama-sensorik.de	NAMUR - International User Association for Automation in Process Industries www.namur.de
	VDMA The German Engineering Federation www.vdma.org	ZVEI - The German Electrical and Electronic Manufacturers' Association www.zvei.org
Language	or	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders	
Contacts	Tanja Gerhardt Deutsche Messe AG Tel. +49 511 89-31012 tanja.gerhardt@messe.de	Cinzia Marzani Deutsche Messe AG Tel. +49 511 89-31176 cinzia.marzani@messe.de
Sponsoring options	Take advantage of the opportunity to participate as a sponsor. Sponsoring packages are available starting at 1,500 €. Further information is available HERE as pdf download (page 39)	

Supporting organizations



Program Industrial Automation

Industrie 4.0 meets the Industrial Internet Forum

Hall 8, Stand D19

24 – 28 April 2017, 10:00 a.m. – 6:00 p.m.



Program online as
from 20th March 2017!

[LINK](#)

Industry 4.0 requires answers and solutions for different topics: Man and labour, business - and strategy examples, how to handle the data-overflow, cyber-security, standards and interoperability, medium sized businesses and users, best practice cases, etc.

Related to the lead theme of the HANNOVER MESSE 2017 „Integrated Industry – Creating Value“, the Forum Industrie 4.0 meets the Industrial Internet addresses these topics, which are of interest to the users, the industry and politics, and puts them into the focus of its discussions and presentations. In addition, practical examples, such as the directly to the forum attached SmartFactoryKL, demonstrate Industrie 4.0 in real-time and live. Discuss these and other topics with us, including

- Industrie 4.0/IIOT-Industrial Internet of Things
- Internet of Things and Internet of Services
- Cyber Security/Industrial Security
- Industrial Apps
- Cyber-Physical Systems (CPS), Industrie 4.0/IIOT components
- Process innovations via Data Analytics and the Cloud
- Predictive Analytics/Predictive Maintenance
- Networking and integration
- Open standards for Industrie 4.0 and Industrial Internet
- Humans and Work in the Context of Industrie 4.0/IIOT
- The Future of Industrie 4.0/IIOT – Opportunities and Risks
- Application Examples of architecture and standardization models, e.g. RAMI 4.0 Reference Architecture Model, IIRA Industrial Internet Reference Architecture, Industrie 4.0 Components and Other Technologies
- IT Technologies in the Production Environments
- Product Lifecycle Management
- Software Engineering and Usability
- Digital Twin
- Industrie 4.0/IIOT and SMEs
- Industrie 4.0/IIOT and Start-Up's
- Industrie 4.0/IIOT– Legal Aspects

Organizer	Deutsche Messe AG			
Partner	Industrial Internet Consortium (IIC) USA – Needham MA http://www.iiconsortium.org/	Plattform Industrie 4.0 D - Berlin www.plattform-i40.de	VDMA e.V. D - Frankfurt www.vdma.org	ZVEI e.V. D - Frankfurt www.zvei.org
Language	 	simultaneous translation		
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders			
Contact	Thomas Möller Deutsche Messe AG Tel. +49 511 89-31143 thomas.moeller@messe.de	Andrea Busch Deutsche Messe AG Tel. +49 511 89-31288 andrea.busch@messe.de	Wiebke Franke Deutsche Messe AG Tel. +49 511 89-30992 hannovermesse.dailyfair@messe.de	



Program Digital Factory

Program online!
Program/Registration
[LINK](#)

International MES Conference 2017: MES on its way to Industry 4.0



Convention Center (CC), Room 3A

Thursday, 27 April 2017, 10:30 a.m. – 5:00 p.m.

The trends towards “Industrie 4.0” and the growing need for efficiency and flexibility on the shop floor are placing increased demands on industrial IT. The International MES Conference on 27 April 2017 will present specific examples of Manufacturing Execution Systems. Under the umbrella of Digital Factory and Industrial Automation this conference is targeted at the process industry and the discrete manufacturing sector. The emphasis is on practical applications in line with the motto “MES on its way to Industrie 4.0”.

NEW for 2017: Now international!

In 2017, the MES Conference is premiering as an international event. The conference program will be rounded off with the MES Solutions Guided Tour taking attendees through the Digital Factory / Industrial Automation halls, where they will be treated to exhibitors offering MES solutions for the process industry and discrete manufacturing.

Organizer	Deutsche Messe AG		
Supporting organization	NAMUR International User Association for Automation in Process Industries www.namur.de	VDI e.V. The Association of German Engineers www.vdi.de	
	VDMA e.V. The German Engineering Federation www.vdma.org	ZVEI e.V. The German Electrical and Electronic Manufacturers' Association www.zvei.org	
Media partner	IT&Production TeDo-Verlag GmbH www.it-production.com		
Sponsor	GE Digital USA – San Ramon / D - Frankfurt www.ge.com/digital	GFOS mbH D - Essen www.gfos.com	iTAC Software AG D - Montabaur www.itacsoftware.com
Language	 		simultaneous translation
Attendance	Attendance at the MES Conference is free of charge to HANNOVER MESSE ticket holders. Participation fee for the Guided Tour “MES Solutions”: 14.99 € (incl. V.A.T.) Registration required (as from end-February 2017)		
Contacts	Thomas Möller Deutsche Messe AG Tel. +49 511 89-31143 thomas.moeller@messe.de	Andrea Busch Deutsche Messe AG Tel. +49 511 89-31288 andrea.busch@messe.de	Tobias Kienlin (Registration) Deutsche Messe AG Tel. +49 511 89-30990 congressmanagement@messe.de
Sponsoring options	Take advantage of the opportunity to participate as a sponsor. Sponsoring (incl. Guided Tour) packages are available starting at 2,200 €. Only one package available! Further information is available HERE (Website)		

Supporting organization



Media partner



Sponsor



Program Digital Factory

Bitkom Innovation Forum

Hall 6, Stand K01

24 – 28 April 2017, 24th: 1:00 p.m. – 6:00 p.m., 25th – 27th: 10:00 a.m. – 6:00 p.m., 28th: 10:00 a.m. – 2:30 p.m.

No company, large or small, can implement INDUSTRIE 4.0 alone. The convergence of the Internet with the manufacturing companies dissolves boundaries between different sectors and requires flexible partnerships and collaborations. The Bitkom Innovation Forum provides lectures and panel discussions about how the step into the digital transformation can succeed. This Forum is connected with the Bitkom Innovation Area that shows many practical examples.

Die Themen in Forum und Area sind:

- | | |
|--|---|
| <ul style="list-style-type: none"> ▪ Work, training and development 4.0 ▪ New urban industry ▪ Big & Small Companies ▪ Innovations-Outsourcing with startups ▪ Big Data, Cloud-Computing and Sensor-Data ▪ Robotik und Cognitive Computing ▪ Mobile solutions in production processes ▪ Intellectual property ▪ Legal matters and data protection in the networked world ▪ Security and safety | <ul style="list-style-type: none"> ▪ Horizontal integration via value-added networks, vertical integration and networked production systems ▪ Platform-based business models ▪ Business models with usage-dependent remuneration ▪ Industrial services ▪ Digital twin and virtual reality ▪ New role if ICT for smart products ▪ Industriell 3D-Printing ▪ Interoperability and standardisation ▪ Solutions from CAD, CRM, ECM, ERP, MES, SCM, PLM |
|--|---|

Organizer	Bitkom e.V. D – Berlin www.bitkom.org	
Language	 or 	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders	
Contact	Wolfgang Dorst Bitkom e.V. Tel. +49 30 27576-243 w.dorst@bitkom.org	Karen Schlaberg Bitkom e.V. +49 30 27576-558 k.schlaberg@bitkom-service.de

Program Digital Factory

CAE-Forum

Hall 6, Stand L46
24 – 28 April 2017



The CAE Forum shows what can be accomplished in numerical simulation, additive manufacturing (3D printing) and 3D Visualisation. Software, hardware, methodologies, and typical applications. In 10 sessions and panel discussions, representatives from industry and academia will provide us with information. The lectures show practical issues such as onshore and offshore wind power plants, IT services, thermal management, quality assurance in the virtual product development, simulation as an effective tool for Integrated Product Policy (IPP), supply chain modeling and structural durability. Keywords for search topics: FEM, MBS, CFD, Optimization, Cloud Computing, HPC, GPU, performance computing, Smartglasses, 3D Scan. Further information online at <http://cae-forum.de/cae-messe>.

Organizer	CAE-Forum (Dirk Pieper) Hamburg – Germany www.cae-forum.de
Language	 or 
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders
Contact	Dirk Pieper CAE-Forum Tel. +49 40 41458099 dirk.pieper@pike-engineering.de
Sponsoring Options	Take advantage of the opportunity to participate as a sponsor. Sponsoring packages are available starting at 1,500 €. Further information is available HERE
Call for Paper	Please find more information and the application form to submit your presentation “call for paper” available HERE

Program Digital Factory


3rd Additive Manufacturing Symposium

Modern Production with Additive Manufacturing

Convention Center (CC), Room Heidelberg

Thursday, 27 April 2017, 1:00 p.m. – 4:00 p.m.

3D-Print is very popular and enjoys also in different industries a high degree of attention. Does the new technology really fit to modern production processes? What practical experience is available and which opportunities exist here? Industry partners give reports: Aviation as a key application area, machine manufacturer for metallic 3D printing as innovation driver and successful users of the technology as knowhow-providers.

Organizer	Verband Deutscher Maschinen- und Anlagenbau D – Frankfurt http://am.vdma.org/	
Co-Organizer	Deutsche Messe AG D - Hannover	
Language		
Attendance	Participation fee Symposium: 20 EUR (students 10 EUR) + V.A.T. (incl. entrance ticket to the fair and coffee break during the Symposium. Registration required (as from 6th March 2017)	
Contact	Rainer Gebhardt VDMA e.V. Tel: +49 69 6603-1902 rainer.gebhardt@VMDA.org	Septalinda Laschke / Tobias Kienlin Deutsche Messe AG (Registration) Tel. +49 511 89-30997 / +49 511 89-30990 congressmanagement@messe.de


3rd Additive Manufacturing Symposium

Develop Added Value by using Additive Manufacturing

Convention Center (CC), Room Heidelberg

Friday, 28 April 2017, 10:00 a.m. – 1:00 p.m.

3D printing is on everyone's lips and also attracts great attention in mechanical engineering. But how does the new process create the greatest added value? What is the role of AM in the development process and in the life cycle of the product? Experts report how added value is generated with the aid of the layer manufacturing technology for plastic and metal parts. Manufacturers of AM systems, specialists for engineering and experienced users of AM components will share their knowledge.

Organizer	Verband Deutscher Maschinen- und Anlagenbau D – Frankfurt http://am.vdma.org/	
Co-Organizer	Deutsche Messe AG D - Hannover	
Language		
Attendance	Participation fee Symposium: 20 EUR (students 10 EUR) + V.A.T. (incl. entrance ticket to the fair and coffee break during the Symposium. Registration required (as from 6th March 2017)	
Contact	Rainer Gebhardt VDMA e.V. Tel: +49 69 6603-1902 rainer.gebhardt@VMDA.org	Septalinda Laschke / Tobias Kienlin Deutsche Messe AG (Registration) Tel. +49 511 89-30997 / +49 511 89-30990 congressmanagement@messe.de

Program Motion, Drive & Automation

MDA Forum

Hall 19, Stand C49
24 – 28 April 2017



As representatives of key mechanical engineering supplier industries, MDA exhibitors will embrace the keynote theme and showcase their latest developments, concepts and applications-oriented solutions to an international trade audience. This year, Industry 4.0 will again be the prevailing theme at the show.

The 7th MDA Forum offers exhibitors the ideal platform for presenting the relevant topics from the field of power transmission and fluid power, along with new developments and global technology trends as well as dialoguing and networking opportunities with other trade visitors.

The major themes to be covered are:

- Predictive Maintenance
- Sustainability / Energy Efficiency
- Smart Manufacturing / Industry 4.0
- Drive Systems for Wind Turbines
- Sealing Technology
- Development of the Indian Market

Together with Deutsche Messe, the German Engineering Federation VDMA is holding the well-established MDA Forum adjacent to the “Predictive Maintenance 4.0” display and the VDMA group pavilion in Hall 19.

Organizer	Deutsche Messe	
Partner	The German Engineering Association (VDMA) e.V. Power Transmission Engineering Association / Fluid Power Association D-60528 Frankfurt/Main www.vdma.org	
Language	 or 	
Attendance	Free of charge to HANNOVER MESSE ticket holders	
Contact	Peter-Michael Synek VDMA e.V. Tel. +49 172 6761595 peter.synek@vdma.org	Thomas Bothor Deutsche Messe AG Tel. +49 511 89-32124 thomas.bothor@messe.de
Call for paper	MDA exhibitors have the opportunity to give further information and user examples about the exhibited technologies. If you are interested in giving a presentation please contact: peter.synek@vdma.org or thomas.bothor@messe.de	

Program Energy

Decentralized Energy Supply

Energy Efficiency through Renewable Energy and Combined Heat and Power

Hall 27, Stand H20

24 – 28 April 2017

Suppliers of CHP plant and systems (cogeneration plants, gas or steam turbines), absorption chillers and virtual power plants, together with waste heat recovery systems (e.g. ORC), will be represented on the display area at the heart of the presentation “Decentralized Energy Supply” (DES). The format also includes the DES Forum, a popular destination for all visitors to Hall 27 who want to learn more about the benefits of decentralized supply concepts.

Organizers	Deutsche Messe AG D - Hannover	
Partner	B.KWK e.V. Bundesverband Kraft-Wärme-Kopplung D - Berlin www.bkww.de	
Language		
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders	
Contact	Thomas Pinkowski Deutsche Messe AG Tel. +49 511 89-32427 thomas.pinkowski@messe.de	Rüdiger Haake Max Marketing Rüdiger Haake Tel. +49 2364 105 61 41 ruediger.haake@web.de

Program Energy





Digital Energy

Energy management in the industrial environment

Hall 12, Stand D45

25 – 27 April 2017, 10:00 a.m. – 4:00 p.m.

Legal obligations relating to energy audits, rising costs and the prospect of tax concessions and government grants are leading to increased interest in energy management systems, especially in energy-intensive sectors such as the pulp industry, steel and food production, metalworking and earthworks. However, energy flows in manufacturing and production and the associated infrastructure can only be optimized through effective acquisition and analysis of the relevant data. This is where the new special presentation "Digital Energy" comes in. Embedded in the world's leading industrial technology show, it will feature solutions for the measurement, visualization and analysis of energy data in conjunction with production data, and for the optimization of the industrial energy balance.

Organizer	Deutsche Messe AG	
Co-Organizer	VEA Bundesverband der Energie-Abnehmer e.V. D – 30519 Hannover www.vea.de	
Partner	Deutsche Energie-Agentur GmbH (dena) D - 10115 Berlin www.dena.de	Energy 4.0 - Energietechnik. Vernetzt. D – München www.publish-industry.net/produkte/energy-2-0/
Language	 or 	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders	
Contact	Ulrike Hammer Deutsche Messe AG Tel. +49 511 89-31314 ulrike.hammer@messe.de	
Participation & Sponsoring options	Further information about participation options and fees of the special display „Digital Energy“ is available HERE (Website)	
Call for paper Deadline: 31st March 2017	The link to the application form to submit your presentation “call for paper” is available HERE (Website) Only submissions by exhibitors will be considered. Exhibitors of the special display „Digital Energy“ will be given preferred consideration.	

Program Energy

Energieforum „Life needs Power“

Hall 13, Stand D30
24 – 28 April 2017

Flexibility, digitalisation and sector coupling are the main topics of the further elaboration of the Energiewende.

Those topics will be discussed at the Energy Forum “Life Needs Power 2017” together with notable research, economic and political experts. The most significant energy related political and economic parameters as well as challenges will be discussed. Furthermore, technical solutions will be presented, which enable us to make the energy supply in the next years more efficient, safer, more environmentally friendly and more cost-effective.

Organizer	ZVEI e.V. - Zentralverband Elektrotechnik- und Elektronikindustrie D - Frankfurt/Main www.zvei.org	
Partner	BDEW - Bundesverband der Energie- und Wasserwirtschaft e.V. www.bdew.de	Deutsche Messe AG D – Hannover www.messe.de / www.hannovermesse.de
	ETG Energietechnischen Gesellschaft im VDE https://www.vde.com/de/etg	Forum für Zukunftsenergien e.V. D - Berlin www.zukunftsenergien.de
	VDE e.V. - Verband der Elektrotechnik Elektronik Informationstechnik D – Frankfurt/Main www.vde.com	VDMA - Verband Deutscher Maschinen- und Anlagenbau e.V. D – Frankfurt/Main www.vdma.org
Organization	EW Medien und Kongresse GmbH www.ew-online.de	
Language	 or 	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders	
Contact	Hélène Seier EW Medien und Kongresse GmbH Tel. +49 69 7104687-349 helene.seier@ew-online.de	

Partner



Program Energy

EnergyEfficiencyCenter

Efficient energy use and procurement



Hall 27

24 – 28 April 2017



The EnergyEfficiencyCenter is the central contact point for technologies and services in the fields of Energy and Resource Efficiency in hall 27.

Innovative ideas to save energy, advantages of contracting and energy management as well as market opportunities and best practice examples will be highlighted. You find all you need to be more efficient in one place.

Organizer	Deutsche Messe AG	
Partner	Business Angels Netzwerk Deutschland e.V. (BAND) D – 45138 Essen www.business-angels.de	DENEFF e.V. - Deutsche Unternehmensinitiative Energieeffizienz D - 10117 Berlin www.deneff.org
	VDI Zentrum Ressourceneffizienz GmbH D – 10117 Berlin www.ressource-deutschland.de	
Language	 or 	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders	
Contact	Anna-Lena Harmeyer Deutsche Messe AG Tel. +49 511 89-31649 anna-lena.harmeyer@messe.de	
Sponsoring options	Take advantage of the opportunity to participate as a sponsor. Sponsoring packages are available starting at 1,500 €. Further information is available HERE as pdf download (page 39).	


Program Energy

How does resource efficiency work? Here you get the answer

Hall 27 (EnergyEfficiencyCenter)

Thursday, 27 April 2017, 12:00 noon – 2:00 p.m.

The event shows how to save resources, as energy, raw materials and water, thereby generating economic benefits and increasing the innovative capacity of your company.


Organizers	VDI Zentrum Ressourceneffizienz GmbH (VDI ZRE) D – Berlin www.ressource-deutschland.de	Netzwerk Ressourceneffizienz D – Berlin www.neress.de
Co-Organizers	RKW Nord GmbH D – Hannover www.rkw-nord.de	Deutsche Bundesstiftung Umwelt D – Osnabrück www.dbu.de
Language		
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders. Registration requested by e-mail to zre-redaction@vdi.de	
Contact	Julia Herr VDI ZRE Tel. + 49 30 2759506-26 herr@vdi.de	

Start-up Forum Energy

Hall 27 (EnergyEfficiencyCenter)

Friday, 28 April 2017, 10:00 a.m. – 1:00 p.m.

How will we be able to manage the energy transformation? One solution could be energieefficient technologies for industry purposes. Business Angels Netzwerk Deutschland e.V. (BAND) invites you to discuss the challenges and opportunities for start-ups in the sector of energy efficiency. Innovative companies will get the chance to pitch their solutions in front of the crowd. Get to know the energy companies of tomorrow and visit us at the Start-up Forum Energy at EnergyEfficiencyCenter at Hannover Messe!

Organizer	Business Angels Netzwerk Deutschland e.V. (BAND) D – Essen www.business-angels.de
Language	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders.
Contact	Matthias Wischnewsky BAND e.V. wischnewsky@business-angels.de

Program Energy

Integrated Energy Plaza

Hall 27, Stand H50

24 – 28 April 2017

Be there and take part in discussions about solutions, potentials and opportunities coming along with the revolution of the energy sector. Inform yourself about solutions that already exist in Germany and the world, about projects that have already been launched or research projects that are done currently and get to know where the journey goes in the near and distant future. Interactive showcases will let you experience the integrated energy supply of the future. Exhibitors will present innovative storage technologies, new business models that emerge from the fusion of electricity, heating and mobility sector as well as solutions for grid stability, decentralized energy supply and energy management.

Organizer	Deutsche Messe AG D - Hannover	
Organization	Deutsche Energie-Agentur (dena) D - Berlin www.dena.de	
	Bundesverband der Energie- und Wasserwirtschaft e.V. (BDEW) D – Berlin www.bdew.de	Bundesverband Erneuerbare Energie e.V. (BEE) D – Berlin www.bee-ev.de
	Bundesverband Neue Energiewirtschaft e.V. (bne) D - Berlin www.bne-online.de	Germany Trade and Invest (GTAI) D – Berlin www.gtai.de
	VDE - Verband der Elektrotechnik Elektronik Informationstechnik e.V. D – Frankfurt/Main www.vde.com	VDMA - Verband Deutscher Maschinen- und Anlagenbau e.V. D – Frankfurt/Main www.vdma.org
	Verband kommunaler Unternehmen e. V. (VKU) D - Berlin www.vku.de	ZVEI e.V. Zentralverband Elektrotechnik- und Elektronikindustrie www.zvei.org
Language	 or 	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders	
Contact	Anna-Lena Harmeyer Deutsche Messe AG Tel. +49 511 89-31649 anna-lena.harmeyer@messe.de	Marc Czernie Deutsche Energie-Agentur (dena) Tel. +49 30 726165-638 czernie@dena.de



Program Energy



Public Forum Joint Pavillon Hydrogen + Fuel Cells + Batteries

Hall 27, Stand C66

24 – 28 April 2017

Listen to over 100 compact interviews with specialists and leaders in the hydrogen, fuel cell and battery industry at the Group Exhibit Hydrogen + Fuel Cells + Batteries Public Forum. Trade fair visitors of HANNOVER MESSE 2016 can sit in on these informative dialogues daily.

Find out more at www.h2fc-fair.com

Organizer	Tobias Renz FAIR D – Berlin www.h2fc-fair.com
Co-Organizer	Deutsche Messe AG
Language	 or 
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders
Contact	Tobias Renz Tobias Renz FAIR-PR Tel. +49 30 609 84 556 tobias@h2fc-fair.com


Technical Forum Joint Pavillon Hydrogen + Fuel Cells + Batteries

Hall 27, Stand C66

24 – 27 April 2017

Get precise information and find solutions for your projects at the Technical Forum of the Group Exhibit Hydrogen + Fuel Cells + Batteries. Listen to presentations from CTOs, Technical Directors, Department Heads and Product Managers from leading international companies and research institutions. Trade fair visitors of HANNOVER MESSE 2016 can profit from this informative platform daily.

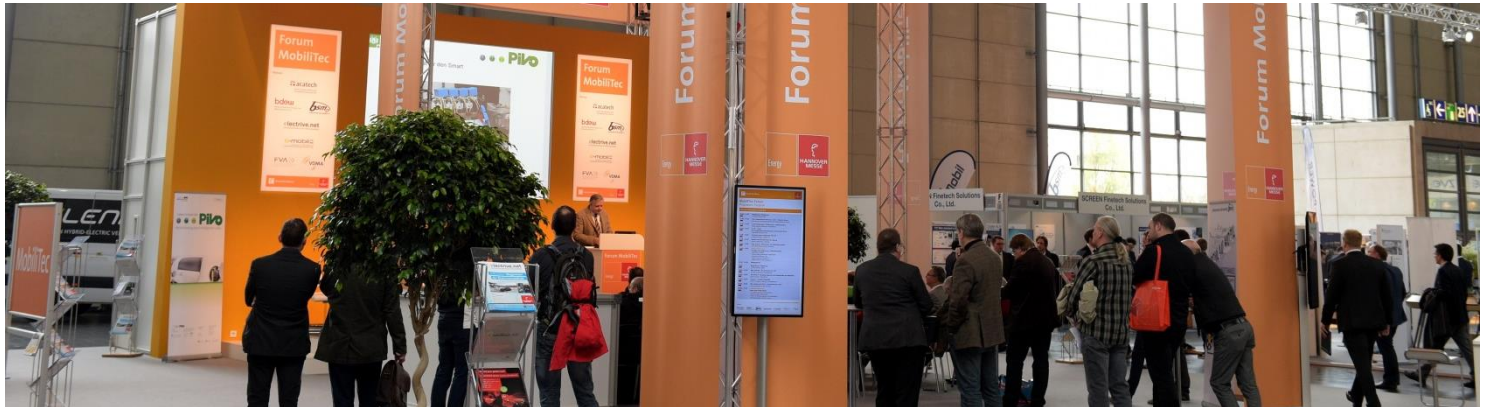
Find out more at www.h2fc-fair.com

Organizer	Tobias Renz FAIR D – Berlin www.h2fc-fair.com
Co-Organizer	Deutsche Messe AG
Language	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders
Contact	Tobias Renz Tobias Renz FAIR-PR Tel. +49 30 609 84 556 tobias@h2fc-fair.com

Program Energy

MobiliTec Forum

Halle 27, Stand E78
24 – 28 April 2017



For the long-term successful market penetration of sustainable mobility concepts the systemic vision of electric mobility is essential - especially considering the transforming energy systems. It is the central hub for all issues around e-mobility technologies and their interactions. This is where decision-makers and users can discuss with experts from the energy industry and other industrial key industries of the future mobility concepts, charging infrastructures as well as storage and intermodality solutions.

Organizer	Deutsche Messe AG	
Patron	Prof. Dr. Henning Kagermann Acatech – Deutsche Akademie der Technikwissenschaften http://www.acatech.de/	
Organization	Rabbit Publishing GmbH http://www.electrive.net/	
Partner	BDEW e.V. - Bundesverband der Energie- und Wasserwirtschaft www.bdew.de	bsm e.V. Bundesverband Solare Mobilität www.bsm-ev.de
	E-mobil BW – Landesagentur für Elektromobilität und Brennstoffzellentechnologie Baden-Württemberg GmbH www.e-mobilbw.de/de/	
Language	 or 	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders	
Contact	Basilios Triantafillos Deutsche Messe AG Tel. +49 511 89-31156 basilios.triantafillos@messe.de	

Patron



Organization



Partner



Program Industrial Supply



Forum Industrial Supply

Central forum for innovative supply solutions, lightweight construction & surface treatment technology



Hall 5, Stand D48

24 – 28 April 2017

In 2017 the global hotspot of the supply industry will feature a specialist forum for innovative supply solutions, lightweight construction and SurfaceTechnology. The previous three stages will be replaced by the Industrial Supply Forum in Hall 5. The program at this new central forum has been developed in cooperation with the German Forging Industry Federation, the German Foundry Industry Federation (BDG), the German Association for Supply Chain Management, Procurement and Logistics (BME), Maschinenfabrik Wagner GmbH & Co. KG, the Konradin publishing house and the Hannover Institute of Materials Science.

The 30-minute lecture slots will include a question-and-answer session. Each day will conclude with a panel discussion.

Mon., 24 April 2017	Tue., 25 April 2017	Wed., 26 April 2017	Thur., 27 April 2017	Fri., 28 April 2017
Opening	Forging	Fibre-reinforced composites and polymers	Foundry technology	Multi-material design/ Adhesive bonding and joining
Lightweight metals and structures	Surface Treatment Technology Panel discussion	BME Buyers' Day Panel discussion	Wind Power Suppliers' Forum Panel discussion	Youth & Technology

Organizer	Deutsche Messe AG		
Partner	Konradin Verlag R. Kohlhammer GmbH Redaktion Industrieanzeiger D – Leinfelden-Echterdingen www.industrieanzeiger.de	Institut für Werkstoffkunde D – Hannover/Garbsen www.iw.uni-hannover.de	
Co-Organizers	Industrieverband Massivumformung e.V. D - Hagen www.massivumformung.de	BDG Bundesverband der Deutschen Gießerei-Industrie e.V. D - Düsseldorf www.bdguss.de/home	
	BME Bundesverband Materialwirtschaft, Einkauf und Logistik e.V. D – Frankfurt/Main www.bme.de	Maschinenfabrik Wagner GmbH & Co. KG D - Much www.plarad.de	
Language	 or 		
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders		
Contacts	Christian Wegmann Deutsche Messe AG Tel. +49 511 89-31158 christian.wegmann@messe.de	Daniela Engel Redaktion Industrieanzeiger Tel. +49 711 7594-452 daniela.engel@konradin.de	Heinz Bösch (Sponsoring) Deutsche Messe AG Tel. +49 511 89-34315 sponsoring@messe.de
Sponsoring options	Take advantage of the opportunity to participate as a sponsor. Sponsoring packages are available starting at 1,500 €. Further information is available HERE as pdf download (page 39).		

Program Research & Technology

Night of Innovations

Hall 2

Monday, 24 April 2017, 5:15 p.m. – 11:00 p.m.

Participate as
a sponsor
partner!



Those who attend the Night of Innovations will know that they are on the right track. It's here that cutting-edge, innovative technology takes centre stage, just as it does across the whole of industry. This event has established itself as a perfect platform at HANNOVER MESSE, where top people from science, industry and the political arena get together and talk about the relevant issues of the day. Exhibitors from Research & Technology invite trade visitors and exhibitors from other trade fairs to experience various fascinating presentations, shows and discussions affording insights into future-focused innovations.

Organizer	Deutsche Messe AG D - Hannover
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders
Contact	Annika Schnur Deutsche Messe Tel. +49 511 89-31137 annika.schnur@messe.de
Sponsoring options	Use the Night of Innovations as an opportunity to enter into a dialogue with leading members of the scientific, political and business communities and raise awareness of your company. As a sponsorship partner of the Noi you will leave a lasting impression. sponsoring packages starting at 4,000 €. Further information is available HERE as pdf download (page 27)


Program Research & Technology

6th Idea and Innovation Managers' Day

Hall 2, Stand C04/C01

Friday, 28 April 2017, 10:00 a.m. – 4:00 p.m.

A day for idea and innovation managers will be offered for the second time at the Hannover Messe 2017. This information and contact event is meant to encourage trade-spanning discussions on strategies, processes and methods in idea and innovation management. Practice-oriented presentations by companies will also show potential improvements in innovation processes to participants. The event is organized by the chamber of industry and commerce Hannover in cooperation with Deutsche Messe AG, Nbank and ideenetz and also the Center for Management, as well as the idea network.


Organizer	IHK Hannover Industrie- und Handelskammer Hannover D - Hannover www.hannover.ihk.de		
Co-Organizer	Investitions- und Förderbank Niedersachsen (NBank) D - Hannover www.nbank.de	Zentrum für Ideenmanagement und Ideennetz D - Frankfurt www.ideennetz.com	Deutsche Messe AG D - Hannover
Language			
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders. Registration required (by 13 th April 2017) by e-mail to Ms Kersting ck@zentrum-ideenmanagement.de		
Contact	Christiane Kersting Zentrum Ideenmanagement Tel. +49 172 6707361 ck@zentrum-ideenmanagement.de		

VDI Talking - Lounge

Hall 2, Stand C40

24 – 28 April 2016, 10:00 a.m. – 12:00 p.m.

Learn about the latest topics in technology, university and career. Talk with our experts. A varied daily program in a relaxed atmosphere awaits you at the VDI Talking-Lounge (in which "ING" stands for engineering in German), on the upper floor of the stand. You're sure to find something that interests you there! The program and all the highlights can be found at www.vdi.de/hannovermesse.

Organizer	Verein Deutscher Ingenieure (VDI e.V.) D – Düsseldorf www.vdi.de
Language	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders
Contact	Jasmina Schmitz VDI e.V. Tel. +49 2116214343 schmitz_j@vdi.de

Program Research & Technology

tech transfer Forum

Hall 2, Stand C02
24 – 28 April 2017

Participate as a sponsor partner!



The tech transfer Forum reveals successful innovation management in a concrete and interesting manner. With its daily lecture and discussion forum and the inviting marketplace tech transfer is the premier showcase and talking shop for finding new partners and for successful technology transfer.

The main topics are:

- Bionics
- Nano technology
- Energy and resource efficiency
- Electric mobility
- Partner Country Poland
- Standardization
- Industry 4.0
- Production technology
- Management of ideas and innovation

Organizer	Deutsche Messe AG D - Hannover	
Organization	Prof. Gerd Wassenberg	
Sponsors	DIN Deutsches Institut für Normung e.V. D - Berlin www.din.de	NBank Investitions- und Förderbank Niedersachsen D - Hannover www.nbank.de
Language	 or 	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders	
Contact	<u>Call for papers:</u> Prof. Gerd Wassenberg Tel. +49 171 3146533 gwassenberg@t-online.de	<u>Sponsoring:</u> Bernhard Spitzenberg / Stefanie Surmann Deutsche Messe AG Tel. +49 511 89 31319 bernhard.spitzenberg@messe.de
Sponsoring options	For the past 18 years “tech transfer” has been the centerpiece of Research & Technology in Hall 2. This forum aims to bring together suppliers and users of new ideas and research findings. More than 60 high-caliber lectures and discussions take place on all five days of HANNOVER MESSE. Sponsoring packages starting at 1,500 €. Further information is available HERE as pdf download (page 48).	

Program Research & Technology

Technology Cooperation Days – Brokerage Event for Companies and R&D Institutions

INDUSTRY 4.0: Smart Factories & Efficient Manufacturing Technologies

Hall 2 , Stand C01 (tech transfer)

25 – 27 April 2017, 10:00 a.m. – 5:30 p.m.

The NBank organizes in cooperation with partners from the Enterprise Europe Network the international brokerage event “TECHNOLOGY COOPERATION DAYS – INDUSTRY 4.0: Smart Factories & Efficient Manufacturing Technologies” at the HANNOVER MESSE 2017.

The brokerage event is an ideal meeting point for companies, universities, research institutions and service providers to acquire specific new business contacts, partners for R&D projects and other technological collaborations in pre-arranged meetings.

The event is supported by reputable partners such as the Physikalisch Technische Bundesanstalt PTB, Niedersachsen Metall, Laserzentrum Hannover e.V., ITS automotive nord, the National Contact Points Energy and Production in Germany of HORIZON2020.

Organizer	Investitions- und Förderbank Niedersachsen (NBank) D – Hannover www.nbank.de	
Partner	PTB – Physikalisch Technische Bundesanstalt D – Braunschweig www.ptb.de	Niedersachsen Metall D – Hannover www.niedersachsenmetall.de/nm/
Language	 or 	
Attendance	Participation fee 119 € incl. entrance ticket to the fair (incl. V.A.T.) Registration required by e-mail to nils.benne@nbank.de	
Contact	Nils Benne Investitions- und Förderbank Niedersachsen (NBank) Tel: +49 511 30031367 nils.benne@nbank.de	

Program Young Tech Enterprises

Young Tech Enterprises

Hall 3, Stand B02
24 – 28 April 2017

Sponsoring options
Deadline
10 March 2017



The exhibition area offers presentation options for entrepreneurs and startups as well as startup networks, accelerators and economic development agencies. A central forum provides comprehensive information about startups and new companies every day during the fair.

Organizer	Deutsche Messe AG D – Hannover www.hannovermesse.de	
Organization	factum Presse- und Öffentlichkeitsarbeit GmbH D – München www.factum-pr.com	
Language	 or 	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders	
Contact	Annika Schnur Deutsche Messe AG Tel. +49 511 89-31319 annika.schnur@messe.de	Timo Sohr factum Presse- und Öffentlichkeitsarbeit GmbH Tel. +49 89 8091317-41 sohr@factum-pr.com
Sponsoring-Optionen	<p>Young Tech Enterprises is the new hotspot at HANNOVER MESSE. In Hall 3 you will encounter newly founded enterprises which have developed innovative approaches, technologies and/or business models. In your role as an established player you can support Young Tech Enterprises and position your corporate brand in the context of innovative start-ups. Sponsoring packages starting at 2,000 €. Further information is available HERE as pdf download (page 45)</p>	

Program Job & Career

Young Engineers Day Guided Tours for Students


Hall 2, Stand C40

27 April 2017, 10:00 a.m. – 4:00 p.m.



The Young Engineers Day, organized by the Association of German Engineers (VDI) and Deutsche Messe AG, offers an attractive tailor-made programme for students of technical sciences in particular, including themed guided tours. The format enables students to make direct contact with exhibitors from the fields of robotics, Industrie 4.0, lightweight construction, energy and drive technology. It also provides plenty of networking opportunities with fellow students and young engineers of the VDI network alike. The guided tours start at 10am and 2pm – first come first serve, so please register at the VDI stand in Hall 2 beforehand.

Don't miss out on our big student party taking place that same evening in Hall 18!

Organizer	Verein Deutscher Ingenieure e.V. D – 40468 Düsseldorf www.vdi.de
Language	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders
Contact	Michaela Maluche Verein Deutscher Ingenieure e.V. Tel. +49 211 62 14-4 02 Maluche@vdi.de

Program Job & Career

job and career STAGE

Hall 16, Stand F53


24 – 28 April 2017



job and career at HANNOVER MESSE 2017 offers a comprehensive program of training sessions and presentations for your personal and professional development. Promising career opportunities, interesting employers and career tips will round up the agenda.

The scope of topics will encompass (exemplary topics):

- How social media and generation Y are changing the world of labour
- How to balance your professional and family life in a globalised economy
- How the demographic change will influence the work of tomorrow

Organizer	spring Messe Management GmbH D – 68159 Mannheim www.messe.org
Language	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders
Contact	Patrick Bura spring Messe Management GmbH Tel. +49 621 70019-154 p.bura@messe.org

Program Job & Career

Tec2You – Find Your Dream Job

Pavillon P11

24 – 28 April 2017

The Tec2You initiative makes it possible – and very attractive – for school leavers and students to take a trip to Hannover in order to attend HANNOVER MESSE, where they can discover exciting careers in engineering and other technical fields. The program is particularly targeted at young people in their final year of schooling or vocational training, as well as first-semester students and enrollees of vocational schools.

Friday, 28 April, is the special Festival of Technology at Tec2You, which features an exciting program rich in hands-on experience. This program – for which admission costs only EUR 3 per person – is aimed at young people 15 or older.

Organizer	Deutsche Messe AG D - Hannover
Language	
Attendance	Registration required by e-mail at hotline@tec-2-you.de
Contact	Jennifer Lürig Deutsche Messe AG Tel.: +49 511 89-31165 jennifer.luerig@messe.de

Program **Global Business & Markets**

Intelligent Manufacturing and cooperation, new motive power for Sino-German development

Hall 3, Stand G31, Business Forum 2

Monday, 24 April 2017, 10:00 a.m. – 12:30 p.m.

The Investment Promotion Agency of Ministry of Commerce, P.R. China is going to establish together with relevant provinces, cities and industrial parks in China the 'Invest in China' Exhibition at the Hannover Messe 2017 (Hall 3, F24) in which more than hundred enterprises will participate, as well as hosting the 'Opportunities in China—Sino-German Industrial manufacturing investment cooperation and exchange conference' and other events. Inviting Chinese and German experts, companies, investors, etc. of machinery and equipment manufacturing related fields to discuss the topic 'industrial dialogue, innovation and change', following the development trend of 'Made in China 2025' and the development situation of Germany Industry 4.0, to explore both market opportunities, furthermore promoting the integration of equipment manufacturing industry development in both countries.

Organizer	China International Investment Promotion Agency D – Frankfurt www.cipa.eu.com	
Patron	Investment Promotion Agency of Ministry of Commerce CHN – Beijing www.cipa.gov.cn	
Partner	Sino-German Industrial City Alliance CHN – Foshan www.sgica.org	
Language	 	simultaneous translation
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders. Registration required by E-Mail to Dr. Haiying Lu cipade@fdi.gov.cn	
Contact	Dr. Haiying Lu China International Investment Promotion Agency Tel. +49 69 2475 6800 cipade@fdi.gov.cn	

Program Global Business & Markets


Germany as a Manufacturing Role Model: What's Next?

Hall 3, Stand H32, Business Forum1

Monday, 24 April 2017, 3:00 p.m. – 5:00 p.m.

Program online
Registration (from 6.03.2017)
[LINK](#)

Germany is seen around the world as a role model of an advanced economy that has preserved and strengthened its manufacturing sector. The reasons why and how have widely been discussed. This year, we will look ahead to see how new technologies and innovative start-ups are shaping the manufacturing of the next generation. How do they contribute to Germany's manufacturing strength? Will they help Germany stay ahead in manufacturing in the years to come? What are Germany's industrial behemoths doing to harness their energy and creativity? And why are highly innovative foreign companies investing in Germany? Join us for a lively discussion and take home valuable insights.

Organizer	Germany Trade & Invest GmbH (GTAI) D – Berlin www.gtai.de	
Language		
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders. Registration required (as from 6 th March 2017).	
Contact	Izabela Krzyzyska Germany Trade & Invest Tel. +49 30-200099-318 izabela.krzyzyska@gtai.com	Lena Lühr (Registration) Deutsche Messe AG Tel. +49 511 89-31457 congressmanagement@messe.de

Program Global Business & Markets

Opportunities for Industrial Automation in Poland

Hall 3, Stand G31, Business Forum 2

Tuesday, 25 April 2017, 3:00 p.m. – 4:45 p.m.

Program online
Registration (from 6.03.2017)

[LINK](#)

As Germany's neighbor in Central Europe, Poland is the most important trading partner for many German companies. Machinery and equipment make up more than a quarter of the trade volume. Due to rising wages and an increasing shortage of qualified personnel, Polish companies need to further modernize their manufacturing.

In order to highlight the current economic climate and business opportunities in this year's HANNOVER MESSE partner country, Germany Trade & Invest (GTAI) invites you to a panel discussion entitled "Opportunities for Industrial Automation in Poland". The focus of the discussion among representatives from administration and enterprise will center on practical aspects ranging from sales to production.

Organizer	Germany Trade & Invest GmbH (GTAI) D – Bonn www.gtai.de	
Co-Organizer	Ministerium für Wirtschaftliche Entwicklung P – Warschau www.mr.gov.pl	
Partners	Deutscher Industrie- und Handelskammertag e.V. (DIHK) D – Berlin www.dihk.de	
Language		
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders. Registration required (as from 6 th March 2017).	
Contact	Monika Biegel GTAI GmbH Tel. +49 228 24993-271 trade.events@gtai.de	Lena Lühr (Registration) Deutsche Messe AG Tel. +49 511 89-31457 congressmanagement@messe.de

Program Global Business & Markets

Iran Forum

Hall 3, Stand H32, Business Forum 1

Tuesday, 25 April 2017, 10:00 a.m. – 2:00 p.m.

Opportunities and Prospects for German-Iranian cooperation

- Infrastructure and Industry

- Automotive + Transport

with special focus on standards and certification, payment (guarantee)

Organizer	IHK Hannover D – Hannover www.hannover.ihk.de
Co-Organizer	Deutscher Industrie- und Handelskammertag e.V. (DIHK) D – Berlin www.dihk.de
	United Nations Industrial Development Organization (UNIDO) A- Wien www.unido.org
Language	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders. Registration required online HERE
Contact	Beate Rausch IHK Hannover Tel. +49 511 3107-431 rausch@hannover.ihk.de

Transatlantic Forum

Hall 3, Stand G31, Business Forum 2

Wednesday, 26 April 2017, 10:30 a.m. – 12:00 p.m.

In 2016, the United States was the Hannover Messe's Partner Country for the first time in the history of the fair. More than 450 U.S. exhibitors came to Hannover. In order to maintain the momentum and continue a close transatlantic dialogue, the Federation of German Industries (BDI) is hosting the Transatlantic Forum in cooperation with the Deutsche Messe AG on April 26, 2017. Industry representatives from both sides of the Atlantic will be discussing „The Future of Transatlantic Commerce – Creating Opportunities and Confronting Challenges“. In addition, Matthias Machnig, State Secretary at the Federal Ministry for Economic Affairs and Energy, and Kenneth Hyatt, Acting Under Secretary for International Trade at the U.S. Department of Commerce, have agreed to give keynote speeches.

Organizer	Bundesverband der Deutschen Industrie e.V. D – Berlin www.bdi.eu	
Co-Organizer	Deutsche Messe AG D - Hannover	
Language	 or 	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders. Registration required (as from 6 th March 2017) HERE	
Contact	Julia Howald Bundesverband der Deutschen Industrie e.V. Tel. +49 30 2028 1438 j.howald@bdi.eu	Lena Lühr (Registration) Deutsche Messe AG Tel. +49 511 89-31457 congressmanagement@messe.de

Program Global Business & Markets

14th Lower Saxony Foreign Trade Conference

Successful export strategies for changing markets


P37/Nord/LB Forum, Hannover Exhibition Center

Wednesday, 26 April 2017, 1:00 p.m. – 7:00 p.m.

Current economic and political developments around the world pose new challenges for businesses everywhere, and also in the German state of Lower Saxony.

The 14 th Lower Saxony Foreign Trade Conference will explore strategies for increasing and stabilizing export levels in businesses who find themselves faced with new and challenging market conditions.

A series of brief lectures will examine current economic and political developments and their potential implications for decision-making in Lower Saxony's SME sector. This will be followed by presentations featuring current examples of successful strategies adopted by Lower Saxon businesses. The focus will be on EU and neighboring states in which market conditions have already changed or are about to change. The Conference will close with the presentation of the 8th Lower Saxony Foreign Trade Award.

Organizer	Niedersächsisches Ministerium für Wirtschaft, Arbeit und Verkehr D – Hannover www.mw.niedersachsen.de		
Sponsor partner	Deutsche Messe AG D – Hannover www.messe.de	NBank D - Hannover www.nbank.de	Verband der Metallindustriellen Niedersachsen e. V. D – Hannover www.niedersachsenmetall.de
Language			
Attendance	Participation fee 70 € (incl. V.A.T.) The participation fee includes entrance ticket to the fair, participation in the conference, coffee break and networking reception. Registration required online HERE		
Contact	Christina Blume Niedersächsisches Ministerium für Wirtschaft, Arbeit und Verkehr Tel. +49 511 120-5577 christina.blume@mw.niedersachsen.de		

Organizer



Niedersächsisches Ministerium
für Wirtschaft, Arbeit und Verkehr

Sponsor



Deutsche Messe

NBank
Wir fördern Niedersachsen

NIEDERSACHSEN METALL

Program **Global Business & Markets**

Sustainable Development Goals (SDGs): Corporate Responsibility – Corporate Chance

Hall 3, Stand G31, Business Forum 2

Thursday, 27 April 2017, 10:00 a.m. – 12:00 noon

Program online
Program/Registration
[LINK](#)

Organizer	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH D – Eschborn www.giz.de/	
Organization	Delegation der Deutschen Wirtschaft in Kenia (AHK Kenia) EAK – Kenia www.kenia.ahk.de	
Co-Organizer	IHK Niedersachsen (IHKN) D - Hannover www.n-ihk.de	Handelskammer Bremen D – Bremen www.handelskammer-bremen.de
Language		
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders. Registration requested by E-Mail to Frau Erdmann at international@hannover.ihk.de	
Contact	Andreas Kaiser AHK Kenia, ExperTS Tel. +49 619 679 1931 andreas.kaiser@kenya-ahk.co.ke	

Program Special Events



Sponsoring options for the high-caliber event

HANNOVER MESSE Opening Ceremony

Hannover Congress Centrum (HCC)
 Sunday, 23 April 2017, 6:00 p.m. - 10:30 p.m.



The HANNOVER MESSE Opening Ceremony traditionally takes place on the evening preceding the first day of the trade fair. A captivating, high-caliber stage program in the main auditorium (Kuppelsaal) of the Hannover Congress Centrum (HCC) awaits 2,500 invited guests, including more than 100 CEOs from the world's leading industry companies and some 300 international media representatives. The speaker lineup will include a high-ranking German political figure and his/her counterpart from the Partner Country, plus a number of renowned individuals from international politics and business. The event is rounded off with a standing reception in the adjacent Lower Saxony Hall (Niedersachsenhalle), where attendees will be treated to an exquisite buffet and a relaxing entertainment program.

Organizer	Deutsche Messe AG D - Hannover		
Language	 	Simultaneous translation	
Attendance	By invitation only. For any further questions regarding program or invitation please contact Mr Sascha Buchholz or Ms Julianne Utz.		
Contact	Sascha Buchholz Deutsche Messe AG Tel: +49 511 89-31252 Sascha.buchholz@messe.de	Julianne Utz Deutsche Messe AG Telefon: +49 511 89-31253 julianne.utz@messe.de	Michaela Necke Deutsche Messe AG Telefon: +49 511 89-31689 michaela.necke@messe.de
Sponsoring options	The Opening Ceremony of HANNOVER MESSE represents an ideal opportunity to present your company to top opinion leaders and decision-makers from around the world and from every sector of industry. Sponsorship packages starting at 20,000 €. Further information is available HERE as pdf download (page 17).		


Program Special Events

7th EU Policy Reception

Haus der Nationen, Hanover fair grounds

24th April 2017, 6:30 p.m. – 9:30 p.m.

The EU Policy Reception will bring together the most influential protagonists from the European Commission and the European Parliament with the leading industry. The topic for 2017 follows asap.

Organizer	Deutsche Messe AG D - Hannover
Co-Organizers	VDMA Brüssel B - Brüssel www.euro.vdma.org
Language	
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders. Registration required by 20th April 2017 by e-mail to european.office@vdma.org
Contact	Oliver Wedekind Deutsche Messe, Büro Brüssel Tel. +32 2235-7247 oliver.wedekind@messe.de

Program Special Events

14th WoMenPower Careers Conference

Work 4.0 – Boundless communication

Convention Center (CC)

Friday, 28 April 2017, 9:45 a.m. – 5:30 p.m.

Program online!
Program/Registration
[LINK](#)

As the biggest careers conference in a technology environment to cover labor policy and career-related issues, WoMenPower imparts practical, useful information to over 1,400 attendees for all phases of their career: from career entry to career advancement.

The WoMenPower conference is back in 2017 with another richly varied and thought-provoking lineup. The program kicks off with a stimulating opening ceremony with Andrea Nahles, Federal Minister of Labour and Social Affairs, and Martina Koederitz, General Manager of IBM Germany. After the opening ceremony you will be able to take part in three workshops of your choice. You'll also have the opportunity to engage in further discussion on work and career issues with companies, industry associations, networks, organizations and coaches in the adjacent exhibition area.

Staged under the motto 'Work 4.0 – Boundless communication', the event allows attendees to find new individual career paths, while providing continuing education opportunities and the ideal setting to generate valuable leads for their own personal and career advancement.

Organizer	Deutsche Messe AG	
Sponsor partners	See below	
Language		Please note: Most of the conference will be in German. Please check the program for English sessions
Attendance	Participation fee: 105 € (Early Bird until 12 March 2017), Students: 25 € (all prices incl. V.A.T.) Registration required online at www.womenpower-kongress.de	
Contact	Maria Christina Mihm Deutsche Messe AG Tel. +49 511 89-33575 womenpower@messe.de	
Participation options	Be there and position your company as an attractive employer. Feature as a sponsor, partner or exhibitor at WoMenPower and connect with over 1,400 attendees from a wide range of industries. Further information is available HERE (website)	

Platin Sponsoren



Gold Sponsoren



Pushing Performance

Silber Sponsoren



Program Special Events

Forum: Logistics 4.0 @ CeMAT-Pavillon 32



Pavillon 32

25 – 27 April 2017, 10:00 a.m. – 4:00 p.m.



CeMAT Pavillon will host lectures and CEO talks all around internal and external logistics and supply chain management. Companies like SALT, SAP, Bosch Connected, Avancon, INFORM, BVL, Grenzebach, STILL, IBM, Microsoft, SSI Schäfer, Jungheinrich, Hänel, TEAM present their current topics from Tuesday to Thursday between 10 am and 4 pm.

For follow-up discussions and relaxing-time, kindly, use the lounge within the CeMAT Pavillon.

Organizer	Deutsche Messe AG D - Hannover	
Co-Organizer	VDMA D - Frankfurt www.vdma.org	BVL D – Bremen www.bvl.de
Language	 	Simultaneous translation
Attendance	Attendance free of charge to HANNOVER MESSE ticket holders	
Contact	Marieke Huxhagen Deutsche Messe AG Tel. +49 511 - 89 31358 marieke.huxhagen@messe.de	

Program Special Events

HANNOVER MESSE Guided Tours

Tours of exhibition highlights

Exhibition Grounds Hannover, Starting point: Informations-Centrum (IC), Room 00.112

24 - 28 April 2017, 24 April: after 2:00 p.m. / 25 - 27 April: 10:00 a.m. - 2:00 p.m. / 28 April: 10:00 a.m.

Program online
Registration (from 6.03.2017)
[LINK](#)


Take advantage of this unique opportunity to get a clear and concise overview of the show topics you are most interested in. HANNOVER MESSE Guided Tours guarantee you'll never miss the highlights in your special area of interest. During the tour, which lasts approx. 2 hours, exhibitors will provide exclusive 10–15 minute demonstrations of true innovations and optimal solutions.

The tours covering a range of topics, you're sure to find the right offering for your special area of interest.

The tour topics:

- Industrial Automation & IT
- Industry 4.0 & Industrial Internet
- Predictive Maintenance 4.0
- Process Automation
- Integrated Energy – die neue Energiewelt
- Energy Management Systems for Industry
- Innovations for the Mechanical and Plant Engineering Industry
- Energy and Resource Efficiency in Production

You'll find all the key information, facts and figures on our Guided Tours at www.hannovermesse.de/en/program/tours/guided-tours/

Organizer	Deutsche Messe AG	
Language		
Attendance	Participation fee: 15,00 EUR (incl. V.A.T.) The participation fee does not include the entrance ticket to the fair. Registration required (as from mid-February 2016) Duration: approx. 2 hrs	
Contacts	Jennifer Early Deutsche Messe AG Tel: +49 511 89-31237 jennifer.early@messe.de	Yvonne Schulz Deutsche Messe AG Tel: +49 511 89-31349 yvonne.schulz@messe.de