Motion, Drive & Automation

Leading Trade Fair for Power Transmission and Control

13 – 17 April 2015
Hannover • Germany

hannovermesse.com
Maintaining momentum – at Motion, Drive & Automation.

The flagship event for the power transmission and control industry remains on the fast track to success. In 2015 “Motion, Drive & Automation” – Leading Trade Fair for Power Transmission and Control will once again present a complete range of electrical and mechanical power transmission technology. Embedded in HANNOVER MESSE – the world’s most important industrial technology show – MDA offers extensive international coverage, plus an unbeatable array of new cross-industry contacts.

Take this opportunity to present your innovative systems, components and solutions to an international audience. We look forward to welcoming you in Hannover.

Arno Reich, Director, MDA

Compelling benefits: the success factors of MDA.

Motion, Drive & Automation is the leading innovations showcase for the power transmission and control sector. Every two years this trade fair brings together the entire world market – with the active support of leading companies and industry associations.

Robert Schullan, Chairman of the MDA Executive Committee, Member of the Board of Schaeffler AG and CEO of Schaeffler Industrie

“For Schaeffler MDA 2013 was the global flagship fair for power transmission technology. It offers the right platform for showcasing this sector and its special strengths. In addition, MDA networks power transmission with other associated disciplines and applications in the context of global megatrends.”

Five good reasons for your participation

1. Potential synergies
   The other trade shows taking place at the same time – e.g. Wind, Industrial Automation, Mobilitec and CemVac – generate additional visitor traffic and productive synergies.

2. Innovations and international scope
   MDA is the ideal place to unveil new products and present innovative technologies to an international audience.

3. Productive contacts
   The integration of MDA into HANNOVER MESSE creates a cross-industry platform where you can reach top decision-makers, engineers and product developers.

4. Networking
   MDA is a magnet for the entire power transmission community consisting of suppliers, users, media representatives and policy-makers.

5. Media coverage
   2,300 journalists (TV, radio and print) report on the innovations showcased at MDA.
Powerhouse for innovation – MDA is your passport to success.

Motion, Drive & Automation is the world’s leading trade fair for the complete spectrum of power transmission and control technology. International market leaders, established SMEs and dynamic start-up enterprises come to MDA in order to present their innovative products, systems and applications to an international audience.

The focus is on technologies, components and systems which – thanks to their inherent intelligence – boost the efficiency and reliability of the production process. MDA also gets to grips with key issues such as systems integration, condition monitoring, energy efficiency and Industry 4.0.

The unique concept of MDA strikes a chord with the entire power transmission sector.

Platform for top-level discussions: the MDA Forum

In addition to its central pavilion at HANNOVER MESSE the German Engineering Association (VDMA) organizes the highly successful MDA Forum in cooperation with Deutsche Messe. This event is devoted to important topics in the area of power transmission and fluid power. Visitors can tune into the latest international trends and exploit the opportunities for dialogue and networking.

Major national pavilions

MDA receives the support of numerous industry associations and export promotion agencies. The following organizations stage national pavilions at MDA: PTDA (USA), EPTDA (EU), Assofluid, (IT), the British Fluid Power Association (GB), UBIFRANCE (FR), CHPSA, CCPIT, CMEC (CN) and the Taiwan Fluid Power Association. If required we can help you to establish contact with potential organizers.

Spotlight on the key issues

MDA deals with key issues along the industrial value chain. In 2015 the focus will be on:

- Energy Efficiency, Sustainability
- Industrial Automation
- Smart Factory
- Condition Monitoring Systems
- Total Cost of Ownership
- Life Cycle Cost
- Integrated Industry – Industry 4.0

International partnerships: the supporters of MDA

MDA receives the support of numerous organizations around the world. We would like to express our special thanks to:

Hartmut Rauen, Member of the Executive Directorate of the VDMA, Managing Director of Power Transmission Engineering and Fluid Power Associations, as well as the Power Transmission Research Association (FVA) and the Fluid Power Research Fund

“MDA at HANNOVER MESSE is the place where the future is determined. Here the best companies demonstrate their capabilities and command global attention. MDA is a hotspot for the power transmission and control sectors – along the entire value chain. At the same time MDA is a platform for discussing the latest topics and trends and creates synergies with the flagship fairs Energy, MobilTec and Wind. This is what makes MDA internationally unique.”
Strong performance – ideal conditions for 2015.

As one of the 10 international flagship fairs at HANNOVER MESSE 2015, Motion, Drive & Automation achieved excellent results in 2013.

1,200 exhibitors
Approx. 1,200 exhibitors from more than 100 countries

2,142,000 business contacts
2,142,000 business contacts in 5 days

79,900 visitors
A total of 79,900 visitors from more than 100 countries

95.8% were trade visitors
76,500 trade visitors from over 100 countries

150 business delegations
Approx. 150 business delegations from all over the world

2,500 journalists
2,500 journalists from 42 countries

Paul Cooke, Senior Vice President Sales and Industry Sector Management Machinery Applications and Engineering in the Business Unit Industrial Applications of Bosch Rexroth AG
“For us HANNOVER MESSE is one of the leading international trade fairs. In odd-numbered years Motion, Drive & Automation (MDA) plays an outstanding role. We welcome the continued internationalization of MDA. In 2013 this event once again fulfilled our expectations.”

Astrid Mozes, President, Hydraulics EMEA for Eaton
“For EATON ‘MDA’ is an excellent platform for presenting our lean solutions to potential customers. ‘Integrated Industry’ – the keynote theme of HANNOVER MESSE – is perfect, given the fact that we provide integrated solutions for lean automation, sustainability and innovation across our entire product portfolio.”

Diverse range of industrial sectors
Exploit this unique opportunity to present your innovations to potential customers across a broad industrial spectrum.

<table>
<thead>
<tr>
<th>Industrial Sector</th>
<th>2013 Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing Industry</td>
<td>35,200</td>
</tr>
<tr>
<td>Capital goods</td>
<td>26,500</td>
</tr>
<tr>
<td>Basic materials and primary products</td>
<td>10,100</td>
</tr>
<tr>
<td>Distributive trades</td>
<td>8,300</td>
</tr>
<tr>
<td>Energy</td>
<td>7,800</td>
</tr>
<tr>
<td>Services</td>
<td>7,100</td>
</tr>
<tr>
<td>Research institutes/industrial research</td>
<td>3,000</td>
</tr>
<tr>
<td>Public authorities and institutions</td>
<td>2,100</td>
</tr>
</tbody>
</table>

MDA – a truly international brand
Visiting industry professionals from Europe, Asia and America found what they needed at MDA 2013: innovative product solutions in power transmission and control technology.

![World Map Image](image)
Combined strengths: profit from the unique setting of MDA.

All the key industrial sectors are present at HANNOVER MESSE. With a total of 10 flagship trade fairs taking place in parallel, the world’s leading showcase for industrial technology offers a lot more than just an overview. As an exhibitor you will be in a position to make contact with new business partners from neighbouring buyer industries.

The core themes and trade shows at HANNOVER MESSE 2015

Synergies waiting to happen: MDA teams up with 9 leading trade fairs

Future mobility will depend on the electrification of vehicle powertrains. The exhibitors and visitors at the neighbouring MobiliTec trade fair are an excellent source of contacts and potential new projects.

“Wind” showcases the latest technology for onshore and offshore installations. The international wind power industry comes to MDA to view innovative power transmission systems and components. This gives you direct access to new customers and project partners.

Research and development are the precondition for market success. Research & Technology not only highlights the latest research findings but also brings you together with potential project partners.

Vacuum systems and compressed air solutions depend on efficient power transmission and control technology. Clear synergies exist with ComVac – Leading Trade Fair for Compressed Air and Vacuum Technology.

Automation would be impossible without electrical and mechanical power transmission as well as hydraulic and pneumatic systems. The boundaries between MDA and the trade fair Factory Automation are thus fluid. Only at HANNOVER MESSE can you reach a combined target audience.
All eyes on the world market.

The MDA worldwide events offer an excellent chance to extend your global reach. You will benefit from extensive networking opportunities, plus direct access to growth markets – for example, in the USA, Brazil, China, Italy, India and Turkey.

**MDA events worldwide**

- **MDA NORTHERN AMERICA**
  - **Chicago**
  - **MDA SOUTH AMERICA**
  - **São Paolo**
- **MDA SOUTH AMERICA**
  - **São Paolo**
  - **MDA INDIAN**
  - **New Delhi**
- **MDA – PTC**
  - **Shanghai**
  - **27–30.10.2014**
- **MTA ITALIA**
  - **Milan**
  - **2016**
- **Hydraulic & Pneumatic EURASIA**
  - **Istanbul**
  - **19–22.3.2015**

Full details online

Detailed information, planning tools and current prices 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).

I’m here to help.

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**Individual presentation**

A presentation designed to your own specification showcases your innovations with a personal twist. Our extensive services and marketing support will help you to turn your ideas into reality.

- **Basic price, indoor space, from**
  - € 202/m²
- **Basic price, open-air site, from**
  - € 77/m²

**All-inclusive package solutions**

To minimize time and effort preparing for the show, choose one of our attractive “fair-package” options, which give you stand space complete with fully assembled stand, essential technical services and other useful services. You can calculate the cost of your package of choice online at:


<table>
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<tr>
<th>Package Name</th>
<th>Price</th>
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<tbody>
<tr>
<td>Basic Package</td>
<td>€ 3,798*</td>
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</table>

*Early booking price for basic 9 m² row stand. All prices are subject to VAT.

**Benefit from our early booking rate – available until 15 September 2014!**

MDA – your springboard to new business contacts.

The comprehensive range of customized services and offers from Deutsche Messe is designed to showcase your business to optimum effect. Whether you opt for an individual presentation, choose one of our all-inclusive packages or decide to participate in a national or themed group display – we can supply everything you need.

Your central contact for our worldwide events:

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For further information go to: [www.hannovermesse.de/en/worldwide](http://www.hannovermesse.de/en/worldwide).
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