2014 – A year without MDA? Not quite!

Since Motion, Drive & Automation is staged in odd-numbered years, the next show won’t be held until 2015. But that won’t be a problem for companies who supply power transmission and control systems to the factory automation sector because they can exhibit at HANNOVER MESSE every year. Next year they will have their own dedicated display area in Hall 17 at the Industrial Automation show. The display area attracted big-name exhibitors like Camozzi, Bosch-Rexroth and the German Engineering Federation (VDMA) at its premiere in 2013 and is set to return with an expanded format, occupying around 2,000 square meters, in 2014. Peter Synek, who organized the MDA Forum in 2013 (see interview on page 3), is optimistic about the prospect of integrating a discussion forum into the display area. “There is certainly considerable interest in the idea among the exhibitors,” he said. Peter Synek is the Deputy General Manager of the Fluid Power Association within the VDMA.

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MDA – power base of HANNOVER MESSE

“Integrated Industry,” the lead theme of HANNOVER MESSE 2013, was right on the mark. The fair was the strongest in a decade, attracting around 6,500 exhibitors and 225,000 visitors. This excellent result was not least due to the exhibitors of power transmission and control technology, who come together every two years at the Motion, Drive & Automation (MDA) show. “Companies from both sectors were extremely pleased with the fair and the level of interest shown by trade visitors from Germany and abroad,” said Hartmut Rauen, who is a member of the executive board of the German Engineering Federation (VDMA). “MDA has successfully consolidated its position as the world’s leading presentation and networking platform for power transmission and control technology.”

Continued on page 2.

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Motion, Drive & Automation one of the mainstays of the world’s biggest industrial technology fair

MDA 2013 was a very special event for exhibitors, visitors and organizers alike

Continued from page 1.

The statistics certainly support MDA’s pre-eminence among competing fairs: at 79,900 visitors, attendance at this year’s show was up eight percent on 2011. MDA has also gained in importance in the wider HANNOVER MESSE context. 37 percent of all HANNOVER MESSE visitors stopped by the MDA halls (2011: 32 percent). Also very impressive was the fact that 96 percent of MDA visitors were industry professionals – of whom some 70 percent had decision-making authority (figure for HANNOVER MESSE overall: 65 percent).

All seven MDA halls enjoyed strong visitor traffic on each day of the fair, and virtually all the market leaders were represented among the show’s 1,200 exhibitors. The MDA halls featured the latest antifriction bearings, transmission systems, couplings, hydraulic cylinders and motors, filters, valves, sealing technology, lubrication systems, power electronics and linear motion systems. The show had a strong focus on integrated systems solutions for greater efficiency and sustainability.

MDA exhibitors benefit from a truly international audience and strong synergies with the adjoining fairs

“German technology still leads the way on quality, level of system integration and performance,” said Robert Schullan, a member of the Management Board of Schaeffler AG. “That’s why German-made power transmission and control systems continue to enjoy strong worldwide demand.” The visitor statistics for this year’s MDA would seem to support his view, with nearly 30 percent of all trade visitors coming from outside Germany – mainly from other European countries and Asia.

Mr. Schullan said he valued MDA’s role in integrating power transmission technology – a central building block of industrial systems – with allied technologies and applications and positioning it in the wider context of megatrends, such as efficiency, mobility, energy, urbanization and integrated industry. Power transmission and control technology companies were becoming integrated providers of turnkey industrial systems, a trend that was clearly evident in this year’s Hall 17, the transition zone between the MDA and Industrial Automation shows. Condition monitoring systems (CMS), the IT back bone of industry, had a pivotal role in this integration process and were therefore a central theme at many conferences, forums and exhibition stands. The adjoining MobiTec and Wind shows also revealed many areas of overlap with key MDA disciplines, which, in Robert Schullan’s view, is a major plus:

“While modern ICT is an important part of our industry, only a trade fair can truly bring people together and allow them to experience technology first hand.”

The whole world at HANNOVER MESSE

Highly qualified visitors from all the world’s continents came to Hannover in search of ground-breaking solutions.
MDA Forum: It’s all about the right condition

From sustainability to wind turbines to sealing technology – the MDA Forum is where all the important technology trends are debated. The keynote theme this year was Condition Monitoring.

Organized by the German Engineering Federation (VDMA), the MDA Forum is a key medium for know-how transfer. In 2013, it comprised four main sessions. Each session’s theme represented an important trend for the three main power transmission technologies – fluid technology, pneumatics and hydraulics. The themes were “Power transmission systems for wind turbines,” “Sealing technology” and “Sustainability, energy efficiency and lightweight construction.” The fourth session, themed “Condition Monitoring” (CM), was by far the biggest of the 5-day event. 12 out of a total of 32 forum presentations were dedicated to CM systems.

CM has become an integral part of modern maintenance strategies. “The trend towards CM is driven by the need of plant and machinery operators for greater availability, productivity, reliability and safety,” explained Peter-Michael Synek, who is Deputy General Manager of the VDMA Fluid Power Association and regularly organizes the MDA Forum. “In fact, operators and insurers of wind turbines generally insist on the use of CMS.”

Condition monitoring systems are important to both operators and manufacturers. Operators want accurate, realtime information on the state of their plant and machines, while for manufacturers, CMS open up new fields of business and boost customer retention. However, given that there are now so many different CMS available on the market, there needs to be a degree of standardization. The function blocks and interfaces, in particular, require standardization. To this end, German power transmission and control systems suppliers and the VDMA have jointly produced VDMA draft standard sheet 24582 on “Fieldbus-neutral reference architecture for condition monitoring systems in factory automation.”

Peter-Michael Synek was the VDMA executive responsible for overseeing the formulation of the draft standard. “The idea is for the different fieldbus users to incorporate these specifications into their own individual profiles or guides. In this way, we will have created a first industry standard, at least for the German speaking countries,” he said. “VDMA members can order copies of draft standard sheet 24582 free of charge.”

Sealing technology featured in four presentations, making it the smallest session at this year’s forum. However, the presentations attracted a strikingly high number of attendees. “Seals are a vital structural element, quite simply because they prevent leakages. Research efforts in this area are focused on reducing friction, increasing service life and reducing energy consumption. The compatibility of the materials used for seals with the materials of the substrate also remains an important research area,” explained Mr. Synek. “Sealing technology will definitely be back as a keynote theme at the next MDA Forum.”

“It’s about quality, not quantity”

Mr. Synek, you are involved in organizing and hosting the MDA Forum. How long has this platform been around?

“The MDA Forum was first staged in 2005 as part of a special Conditioning Monitoring showcase. The idea back then was to cover the subject of CMS in greater depth than what we saw at the individual companies’ exhibition stands.”

And Condition Monitoring is still the most important main theme ...

“Yes, it’s still very topical. For technology suppliers, CMS are a key way of boosting customer retention. And both suppliers and users of plant and machinery are increasingly turning to preventive monitoring systems in order to avoid outages and increase the reliability and productivity of manufacturing operations.”

Another key theme was “Sustainability, energy efficiency and lightweight construction.” Recycling played an important role in this context. What was the response to this session?

“The response was extremely positive, because all of these concepts are important, challenging issues for companies – issues that require them to take a holistic view of the entire manufacturing system. Energy efficiency and sustainability, for instance, are intrinsically linked. You can’t look at one without looking at the other. Manufacturers will also have to increasingly focus on the issue of recyclability. All of these issues will definitely be back at the next MDA Forum.”

The MDA show attracted many visitors in 2013. What sorts of numbers attended the MDA Forum?

“For us, it’s about quality, not quantity. It doesn’t matter if a presentation draws 50 or 100 people. We will have already achieved our goal if 20 or 30 experts come to listen to a lecture that specifically interests them, join in the discussion afterwards and exchange business cards. That’s what the Forum is all about.”

Exhibitor comments on MDA 2013

Günter Schrank, Managing Director, Parker Hannifin GmbH, Kaarst, Germany:

“We consider HANNOVER MESSE to be the world’s most important industrial trade fair. It is an ideal platform for discussing market requirements with existing and potential customers. It is also the only fair that attracts a sufficiently broad interdisciplinary mix of trade visitors to do justice to our broad technology portfolio. My company has continued to expand its technology coverage in recent years. This year, we showcased the highlights from all of our technology divisions, from filtration and control systems to hydraulics, pneumatics, electromechanical systems and sealing technology. We are already looking forward to the next MDA show in 2015.”
Bosch Rexroth launches **game-changer**

**Bosch Rexroth takes out 2013 HERMES AWARD with new software that connects machines and IT.**

Bosch Rexroth’s Open Core Engineering solution combines the previously separate PLC and IT worlds into one comprehensive solution portfolio comprising open standards, software tools, function packages and the Open Core Interface. For the 2013 HERMES AWARD jury, Bosch Rexroth’s innovative interface technology was a model example of “Integrated Industry,” the official motto of HANNOVER MESSE 2013. The award was presented by Johanna Wanka, Germany’s Minister for Education and Research. “Our economy is on the verge of a fourth industrial revolution,” said Wanka in her address at the prize-giving ceremony. “The Open Core Engineering project is an outstanding example of the great innovations and efficiency gains in manufacturing-system communications that are made possible by Industry 4.0.”

Open Core Engineering combines traditional PLC-based engineering with the possibilities of high-level language programming. It also allows users to run realtime-capable applications on external devices, such as smartphones. The native apps developed for this purpose are not only able to read data but can also be used to develop and upload customized functionality. For the first time, OEMs can therefore develop their own innovative software applications and gain a competitive edge without external assistance.

“Bosch Rexroth’s Open Core Engineering represents a major step on the road to Integrated Industry because it has changed the rules of the game for machine manufacturers. We expect that the business model and the solution itself will have a major impact on industry,” said Professor Wolf-Dieter Lukas, head of the “Key technologies – Research for Innovation” Directorate-General at the German Federal Ministry of Education and Research and one of the HERMES AWARD jury members.

“This year’s prize-winning solution will simplify the process of migrating today’s manufacturing environment to tomorrow’s Internet of Things. Open standards mean that digital product memories are available anywhere in realtime,” added Professor Wolfgang Wahlster, the jury chairman and Managing Director of the German Research Centre for Artificial Intelligence (DFKI).
Trade fair debut after 100 years

For the last hundred years, the Netherlands-based firm P. van der Wegen Gears saw no value in exhibiting at trade fairs. “As one of the world’s leading manufacturers of large, high-precision girth gears, P. van der Wegen was already well known in its main markets and didn’t need to use trade fairs,” explains Jochen Labonde, a spokesman from the Düsseldorf sales office that manages P. van der Wegen’s worldwide sales. The company’s products are used mainly in the cement and mining industries and include open gearsets, girth gears, gear wheels, pinions and worm gears for AG and SAG mills, pelletizers and limestone grinding systems. Its girth wheels, which can be anything up to 16.5 meters in diameter and weigh up 250 tonnes, are also used in opencast lignite mines, sugar mills and steelworks.

But after a hundred years of business as usual, P. van der Wegen decided to book a 100-square-meter stand at MDA 2013. It was the first time the company had exhibited at a trade fair of any kind anywhere. Jochen Labonde explains: “We noticed that demand for our products was no longer coming just from mechanical engineering firms; it was increasingly also coming from end-users looking for spare parts. So we decided to start targeting a broader market. And we’re so glad we did.” The company’s stint at MDA landed it several big orders and a number of new customers, including a Korean manufacturer of marine gearboxes, a goldmine in Ghana and a copper mine in Chile. It also yielded another 30 or so serious inquiries. “Plus we’ve found specialists with the skills to represent us in key markets in South America and Asia. We were astonished by the number and quality of the new contacts we made.” Not surprisingly, P. van der Wegen has already booked for the next MDA. “We’ll use the show to present the world’s biggest metalworking machine. We’re currently building it at our Tilburg plant. It will be commissioned in January 2014 and will be capable of making girth gears of up to 30 meters in diameter.”

Exhibitor feedback on MDA 2013

Manfred E. Neubert, CEO, SKF GmbH, Schweinfurt, Germany:

“For a global corporation like SKF, HANNOVER MESSE is an immensely important showcase – all the more so, since it has steadily become more international over the years and now draws more than 50 percent of its exhibitors from outside of Germany. That’s what decided us to exhibit here again. The fair has exceeded our expectations by far right from day one. We are very impressed with the quality and size of the visitor turnout.”

Cinzia Gazzotti, Export Sales & Marketing, Sati S.p.A., Bologna, Italy:

“Our customers come from a wide range of countries. HANNOVER MESSE is therefore the perfect place to meet up with our existing customers and win new ones. Sati has been exhibiting at HANNOVER MESSE for decades, and we’ll be back again for the next MDA.”
Premiere in Brazil: plus for European exporters

The inaugural MDA SOUTH AMERICA opened up exciting growth markets for 100 exhibitors from 13 nations.

Brazils is the world’s fifth-largest country – and not just in terms of land area and population, but economically as well. There seems to be no end in sight to the country’s current boom trend. A recent study by Price-waterhouseCoopers entitled “World in 2050” suggests Brazil will double its GDP to 4.6 trillion US dollars and overtake Germany by the end of 2013 and become the world’s fourth-largest economy behind China, the USA and India by 2050.

According to the Governor of the Central Bank of Brazil, Alexandre Tombini, domestic demand and production remain the biggest growth drivers for the Brazilian economy. He said the country expected to grow its GDP by three percent this year, with the upward trend also translating into growth in domestic production and imports of consumer goods.

Clearly, MDA needs a strong presence in this fast-growing market. Which is why, from 29 to 22 March this year, Deutsche Messe held its first-ever MDA SOUTH AMERICA in São Paulo.

The event was staged alongside CeMAT SOUTH AMERICA and featured more than 100 exhibitors from 13 nations. Together, the two shows pulled in more than 18,000 visitors from 28 countries and presented the latest products and trends in power transmission and control and intralogistics on 1,700 square meters (18,300 sq. ft) of display space. “We know from our experience at other international venues that MDA and CeMAT work very well together. The combination means that the manufacturers of antifriction bearings, gear systems, couplings, hydraulic cylinders and systems, filters, valves, sealing systems, oil supply systems and power electronics exhibiting at the MDA show have direct access to key users of their technologies from the intralogistics industry,” said Wolfgang Pech, the Senior Vice President in charge of Deutsche Messe’s foreign trade fair business.

MDA SOUTH AMERICA featured national pavilions for groups of exhibitors from Germany, Italy, and Taiwan. “German manufacturers are the undisputed technology leaders in the global power transmission and fluid power sector, and their expertise and capabilities were certainly showcased to impressive effect in São Paulo,” commented Hartmut Rauen, a member of the executive board of the German Engineering Federation (VDMA) and the head of VDMA’s power transmission and fluid power division.

The next MDA SOUTH AMERICA will be held in March 2015

MDA worldwide – upcoming shows

MDA RUSSIA at ITFM: 24 to 27 September 2013, Moscow

PTC ASIA: 28 to 31 October 2013, Shanghai

MDA INDIA at WIN INDIA: 17 to 20 December 2013, New Delhi

TPA ITALIA: 6 to 9 May 2014, Milan

MDA North America at IMTS: 8 to 13 September 2014, Chicago

Exhibitor feedback on MDA SOUTH AMERICA

Mauricio Garcia, Sales Manager, Ascoval:

“Hosting the MDA in Brazil provides our companies with important technological knowledge, allowing us to justify investments in high-end market technology. Another important aspect regarding the decision to host the event was its parallel hosting to CeMAT SOUTH AMERICA, which guarantees attendance of audiences from previous editions.”

Monica Morais, Marketing Analyst, Bosch Rexroth:

“The company seeks solutions to its customers’ specific needs, to ensure increased productivity with less investment through safe technologies and commitment to the environment.”

Marcos Giorjiani, Director, Beckhoff:

“We believe the MDA is a showcase due to the fact that it is a B2B event, exclusively of technical nature, prepared to receive visitors with high decision-making power.”
Shanghai, New Delhi, Chicago – **MDA world tour**

MDA is fast becoming a global brand. Providers of power transmission and control technology can now have a tradeshow presence in all of their key international markets.

Economic commentators agree that the newly industrialized countries will continue to significantly outpace the growth of their G7 counterparts over the next four years. It’s a trend that will turn the current economic order on its head. PwC, for instance, predicts that by 2050 if not earlier, China, India and the USA will be the world’s largest economies by a considerable margin. Keenly aware of this trend, Deutsche Messe has embarked on a major expansion of its activities in all three markets. MDA is a key part of this strategy, as can be seen from three shows that are scheduled for the coming few months.

**PTC ASIA to occupy 9 halls for first time**

PTC/MDA ASIA will be held in Shanghai from 28 to 31 October 2013. It is the world’s second-largest tradeshow for power transmission and control technology, machine parts, antifriction bearings and internal combustion engines. After 20 years of steady growth, the show will this year for the first time occupy nine exhibition halls. The other new development is that it will be co-located with the ComVac Asia and Industrial Supply Asia shows. ComVac Asia is a spin-off from PTC ASIA’s compressed-air section and will be co-located with PTC ASIA from now on. Together, the two events are expected to feature 1,500 exhibitors on 90,000 square meters of display space and attract some 70,000 trade visitors. The exhibitor list includes industry heavyweights like Bosch Rexroth, SEW, Siemens, SKF, ABB, Freudenberg Simrit, Parker and Kawasaki. Italy, Germany, the USA, Taiwan, Japan and several other nations will be fielding group pavilions.

**MDA INDIA – Synergy to the max**

MDA INDIA, which runs from 17 to 30 December 2013 at the Pragati Maidan exhibition center in New Delhi, is likewise part of a growing synergy cluster. Held as part of WIN INDIA, it will be staged alongside CeMAT INDIA, INDUSTRIAL AUTOMATION INDIA, SURFACE INDIA and — for the first time this year — INDUSTRIAL SUPPLY INDIA.

The multi-show cluster is supported by some of the subcontinent’s leading industry associations, including the Fluid Powers Society of India.

**MDA NORTH AMERICA – 2014 premiere**

Similar things are happening in Chicago, where MDA NORTH AMERICA will premiere from 8 to 13 September 2014. The event is backed by numerous international industry associations, including the VDMA (Germany), Assofluid (Italy), CHIPS (China), NFPA (USA) and EPTDA (Europe). MDA NORTH AMERICA will feature products from all areas of electrical and mechanical power transmission and fluid power, pneumatics and hydraulics.

The fair will be staged alongside the International Manufacturing Technology show (IMTS). Last year’s IMTS was co-located with the premiere of INDUSTRIAL AUTOMATION NORTH AMERICA.
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Further information: hannovermesse.de/en/fairpackage

The build-up to MDA 2015 has already started

Motion, Drive & Automation is taking a break in 2014, and a compact version of the show will be staged on a dedicated display area at Industrial Automation (see page 1) instead. But things are already shaping up for 2015, when MDA will be back at full strength. Nearly 200 exhibitors have already registered for MDA 2015, which is a record rebooking rate for this early stage of the planning cycle. Some 12,000 square meters (129,100 sq. ft) of display space have already been allocated.

The early bookers include the regular German industry heavyweights plus a strikingly high-number of foreign-based firms. For instance, the European Power Transmission Distributors Association (EPTDA) and its US counterpart, the PTDA, will again be running a group pavilion. The pavilion occupied almost twice as much space in 2013 as it did in 2011 and will be even bigger in 2015. David L. Brooksbank, the marketing director of US gear manufacturer Alstra Industrial Motion: “We will definitely be at the next MDA.” The Netherlands-based gear manufacturer P. van der Wegen, which exhibited at MDA for the first time in 2013 (see page 5), will also be back in 2015.

One of the big draw cards for exhibitors is the new Hall 20 complex, which opens in 2015. It will house a conference area, restaurants and state-of-the art office spaces and will be capable of being partitioned into two halls – 19 and 20. Thomas Bothor, the MDA Project Director, explains: “The new hall will be an added attraction at MDA, especially as it will bring together exhibitors of sealing and filtration technology.”