



PROCESS AUTOMATION

news

PROCESS AUTOMATION 2011

New Concept – New Location

Process automation: interface in Hall 11



Process automation and production automation will converge next year.

Something that was just visible on the horizon in 2001 when Interkama moved from Düsseldorf to Hannover will become official at next year's HANNOVER MESSE 2011: Factory Automation and Interkama will merge to form the Industrial Automation show. Process automation exhibitors who for the most part were located in Hall

7 will now set up shop in Halls 11 and 9 depending on their area of specialization. "This consolidation move has the full support of ZVEI and NAMUR, and we can now present the full spectrum of industrial automation in a very compact format," said Dr. Gunther Kegel (Pepperl+Fuchs), Chairman of the Industrial Automation

Advisory Committee. By making the change, the automation industry is staying right in step with the latest technology trends, and it will showcase a full range of automation solutions to users in the process industry. "As a supplier of automation and energy solutions, we welcome the fact that there is now greater clarity in the automation exhibition area and we fully support the decision to move process automation," said Gabriel Striebel who is in charge of trade shows and events at ABB and also acts as Project Manager for the HANNOVER MESSE. Hall 11 already attracts large numbers of visitors, and it will now also serve as the interface between Factory Automation, Process Automation and the flagship Energy show. The new layout will reduce walking distances and make it easier for visitors to maintain their bearings.



Dr. Gunther Kegel (Member of the board at Pepperl+Fuchs) Chairman of the Industrial Automation Advisory Committee.



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Metropolitan Solutions

Trendy Megacity

Visitors who come to hall 8 will be able to experience the challenges which cities and metropolitan areas are facing as the result of climate change and increasing urbanization around the world. What they will also see is how the industries which have a presence at the HANNOVER MESSE can contribute towards providing the solutions. Experts agree that increasing urbanization and the rise of megacities for example in Asia will present a whole new set of challenges for industry. One key part of the solution is the modernization of the energy, water/sewage and mobility infrastructure.

Partner Country France

Innovation stimulates growth

The economies of Germany and France have long been closely linked, and the two countries have an intensive economic relationship. Next year, they will further solidify the relationship when France becomes a HANNOVER MESSE Partner Country. Deutsche Messe has succeeded in attracting one of Europe's leading industrial nations, and the partnership will also strengthen what has traditionally been one of the major exhibitor groups. Hannover will be a favorite venue for showcasing French innovations. French exhibitors have very strong connections with the process automation



world. Two leaders in automation technology, Siemens and Phoenix Contact, bear witness to that fact. The main themes on the French side will be energy, mobility and energy efficiency under the collective banner of "Innovation for Sustainable Growth". These priorities are well aligned with the core themes at the HANNOVER MESSE: industrial automation, energy technology, industrial supply, services and motion & drive.

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MES Conference

Flexible solutions



The MES Conference will zero in on solutions by practitioners for practitioners.

Less downtime and fewer rejects are a clear indication that Manufacturing Execution Systems (MES) have a valuable role to play in the process industry. Following on the success of the MES "Efficient Production 2010" Conference, Deutsche Messe will return to the same theme again next year when it will stage an information sharing event which will shine the spotlight on Manufacturing Execution Systems. Together with its partners the Association of German Engineers (VDI), the German Engineering Federation (VDMA), the Manufacturing Enter-

prise Solution Association (MESA) Europe, the German Electrical and Electronic Manufacturers' Association (ZVEI), and automation systems user association NAMUR Deutsche Messe will provide a platform where MES users can present information on practical applications. One of the focus themes will be applications in the chemical and pharmaceutical industry. Particularly in batch production, MES systems improve monitoring capability and increase flexibility. The conference will be held at the Convention Center on the exhibition grounds.

Industrial IT and Process Automation

Seamless solutions are on the way

IT and process automation continue to converge, so it is hardly surprising that Industrial IT will be a major theme at HANNOVER MESSE 2011. Automation solutions which are designed to optimize operational data are highly dependent on a smooth flow of information. As a result, ICT is becoming an increasingly important technology in the automation world. Insular solutions are blending into integrated, seamless solutions. To an increasing extent, users are deploying state-of-the-art technologies from the office world and are looking for IT solutions which provide Internet connectivity for control systems.

The flagship Industrial Automation show has responded to the changes that are taking place in the automation world. It has taken on board the changes which have emanated from the IT world, and there will be increased emphasis on Industrial IT in 2011. Inclusion of this technology will expand the traditional spectrum of electrical automation themes in Halls 8 and 9. ZVEI is the idea partner to organize a Forum which will act as a platform for daily presentations, giving trade professionals the opportunity to share views on flexible, customer-centric applications and solutions.

Energy and Power Plant Technology

New approaches



Energy and energy efficiency are common thematic threads which run throughout the length and breadth of HANNOVER MESSE 2011.

Trade visitors from the process industry may also find inspiration at the other flagship shows at HANNOVER MESSE 2011. Energy, the world's largest energy technology show, will showcase innovative routes to a balanced energy mix, and much of this may be relevant to the process industry. The show will focus on conventional and renewable energy generation along with transmission and distribution technology, creating a thematic bridge to the flagship Power Plant Technology show. This show will present ideas on how to maxi-

mize efficiency and highlight ways to minimize CO2 emissions and protect the climate over the long term. Attention will also focus on transmission and distribution technologies. The Renewable Energy Industry and Expert Forum, which is also on the Energy program, is being organized by the German Energy Agency (dena) in cooperation with Deutsche Messe and eclareon. Experts from the solar, bio, wind, geothermal and hydroelectric industries will share information on current market trends, technological innovation and other topics.



ICT is becoming an increasingly important technology in the automation world.

Efficiency Arena

Intelligent energy utilization



Energy efficiency is one of the mega issues for the future, and this will be abundantly evident at HANNOVER MESSE 2011.

The special "Energy Efficiency in Industrial Processes" exhibition will be staged in Hall 15. The event is dedicated to state-of-the-art solutions and processes for optimizing energy consumption in production, development and

maintenance activities. With the support of ZVEI and NAMUR, significant emphasis will be placed on process automation and its contribution to increased energy efficiency. The chemical, pharmaceutical, metallurgy, oil,

gas, paper and cement industries are the main beneficiaries of these methodologies. All of these industries share the common goal of efficient, clean and safe operations. Sophisticated automation solutions can save users a lot of

money. According to ZVEI, in the chemical industry alone, energy accounts for 20% of production costs. There is a lot of potential out there which can be harnessed through deployment of intelligent process automation solutions. ZVEI has put together a brochure which contains practical examples which demonstrate that process automation can reduce energy costs by an average 10 - 15%. Pump and fan drive systems are a prime example. Installation of frequency converters can significantly reduce energy consumption and save significant amounts of money. Studies also show that, on the way from the power source to the load, 80% of the input energy is not used efficiently at the various production, distribution and conversion stages. At the Industrial Automation show, manufacturers will be showcasing their latest applications and solutions which help users make their systems fit to take on the international competition.

Wireless Automation

Wireless – a hot technology



Wireless Automation will be a hot topic again in 2011. An exhibition area in Hall 8 with the same name will be dedicated to this technology. The focus will be on telemetry, telecontrol, telemonitoring and M2M applications.

Wireless communication provides opportunities for quality improvement, system/process optimization and system monitoring in the process industry. WirelessHART will play a major role in next year's exhibition which will pro-

COMPONENTS, SYSTEMS, SERVICES

What's on display?

- M2M applications, telemetry and telecontrol (e.g. GPRS, EDGE, UMTS and UMTS900),
- Near Field Communication (NFC),
- Solutions for the process industry (e.g. WirelessHART),
- Wireless Sensor Networks (e.g. ZigBee),
- Wireless I/O systems (Bluetooth, WLAN etc.),
- Wireless solutions with fieldbus connectivity,
- Wireless solutions for driverless transport systems and overhead monorail systems,
- Wireless location-finding (e.g. GPS, WSN),
- Wireless modules for automation devices, Wireless remote controls.

vide an overview of device technology and highlight the latest developments in standardization. Development work on the two

wireless standards WirelessHART and ISA100 has been in progress for about a year. A third standard is being developed in Asia.



4-8 April 2011

GET NEW TECHNOLOGY FIRST

- **Industrial Automation**
Leading Trade Fair for Process, Factory and Building Automation Systems and Solutions (Halls 8-9, 11, 14-17)
- **Motion, Drive & Automation**
Leading Trade Fair for Power Transmission and Control (Halls 15-17, 19-25)
- **Energy**
Leading Trade Fair for Renewable and Conventional Power Generation, Transmission and Distribution (Halls 11-13, 27, FG)
- **Power Plant Technology**
Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance (Hall 27)
- **Wind**
Leading Trade Fair for Wind Generation Technology, Components and Services (Hall 27)
- **MobiliTec**
Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions (Hall 25, FG)
- **Digital Factory**
Leading Trade Fair for Integrated Processes and IT Solutions (Hall 17)
- **ComVac**
Leading Trade Fair for Compressed Air and Vacuum Technology (Hall 26)
- **Industrial Supply**
Leading Trade Fair for Industrial Subcontracting and Lightweight Construction (Halls 3-6)
- **CoilTechnica**
Leading Trade Fair for Coil Winding, Electric Motor, Generator and Transformer Technology (Hall 7)
- **SurfaceTechnology**
Leading Trade Fair for Surface Technology (Hall 6)
- **MicroNanoTec**
Leading Trade Fair for Microtechnology, Nanotechnology and Laser Micro-Materials Processing (Hall 6)
- **Research & Technology**
Leading Trade Fair for R&D and Technology Transfer (Hall 2)



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New Process Automation Guide 2011 Helping you plan your visit

HANNOVER MESSE, the leading technology event worldwide, attracts trade visitors and companies from 71 countries. All sectors of industry will gather under a single roof at 13 flagship trade fairs on April 4th - 8th, 2011. Exhibitors and trade visitors will have the opportunity to establish valuable contacts and expand their networks. HANNOVER MESSE

and PROCESS have put together the Process Automation Guide to make it easier for trade visitors from the process automation industry to plan their personal walk-through at the show. Using the pocket guide you can quickly find out everything you need to know about the exhibitors, presentations, special exhibitions and discussion forums.

Pipeline Technology Conference Modernization and expansion

The Pipeline Technology Conference will be held in parallel with HANNOVER MESSE 2011. International experts from the oil, gas and water industry will share information on key projects and worldwide trends at the event. Public and private pipeline operators will have the opportunity to find out all they need to know about modernization and expansion strategies.

There are plenty of current examples and demand continues to grow, as is evident from projects like the Baltic Pipeline. When liquids and gas need to be transported swiftly over long distances in an eco-friendly manner, state-of-the-art pipeline systems have big advantages compared to marine and rail transportation.

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