

Welcome to our premiere

IndustrialGreenTec – the new Leading Trade Fair
for Environmental Technology



Industrial
GreenTec



NEW TECHNOLOGY FIRST

23 – 27 April 2012 · Hannover · Germany

HANNOVER MESSE – the perfect arena for IndustrialGreenTec

The new leading trade fair IndustrialGreenTec is a logical extension of the overall concept of HANNOVER MESSE. It is embedded within a constellation of seven other leading international trade fairs, each attracting exhibitors and trade visitors with a keen professional interest in intelligent green technology and ecological solutions across the entire chain of industrial production. As an exhibitor at IndustrialGreenTec you will benefit from the broad spectrum embraced by HANNOVER MESSE.

The concept behind IndustrialGreenTec

Boasting a spacious exhibition area, Industrial GreenTec gives exhibitors a unique opportunity to showcase environmental technology and solutions to an audience representing every industrial sector, as well as to provide trade visitors with in-depth information.

A Competence Center in the direct vicinity of the exhibition area will provide a forum for further content and augment the various displays. Key reference projects will be presented at this central meeting-place and big-name service providers will offer advice.

The keynote themes

- Environment-friendly production technology
- Resource efficiency/Energy efficiency
- Production cycle management
- Recycling and waste disposal
- Sustainable storage technology
- Water treatment
- Identification of pollutants and hazardous materials
- Air purification
- Services/Consulting/Financing

The program

- The GreenTec Competence Center will serve as a central forum for information on financing, certification, consulting and contracting, as well as the ecological themes of HANNOVER MESSE
- GreenTec Conference
- GreenTec Start-up Area

5 good reasons to exhibit at this event

- Green industrial technology is a major growth market
- First showcase for environment-friendly technological solutions
- All the relevant branches of technology represented at just one venue
- A broad audience comprising representatives from government/policy-makers, science and R&D, as well as other sectors
- Keen media interest in the keynote themes of HANNOVER MESSE



Facts that count



Trade visitors and exhibitors all agree that HANNOVER MESSE 2011 was a complete success! IndustrialGreenTec, a new event, will build on this and is set to become a central part of Hannover's continuing success story. It is geared, in particular, to the needs of decision-makers in the private sector, the finance sector, municipal government, science and industry associations, as well as the trade press.

- Impressive results of HANNOVER MESSE 2011: Approx. 6,500 companies from 65 countries exhibited and 228,476 trade visitors from 90 countries attended
- More than two thirds of all exhibitors are already interested in/involved with environmental issues
- Over 50,000 visitors came from outside Germany
- More than 90% of the visitors were professionals, while over two thirds were decision-makers
- More than a quarter of the trade visitors came to Hannover with concrete purchasing plans
- 5.7 million business contacts made over 5 days

Contact

Secure your stand space in Hall 26 NOW! If you have any suggestions, original ideas you'd like to realize, or want to position your company exclusively, simply get in touch with one of the relevant contact persons.



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