

Messe News

Industrial Automation

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Industrial
Automation

HANNOVER
MESSE

“See you at
HANNOVER MESSE 2012!”

“Building on its success at this year’s HANNOVER MESSE, Industrial Automation will be back in 2012 with a new format that will open even more doors for you. One of the main changes is the relocation of Digital Factory to Hall 7, with the result that Halls 7 through 9 now form a physically integrated IT platform. Robots and robotics applications will have a lot more room in Halls 16 and 17, and all microsystems and nanotech displays have been grouped in Hall 17 under the Industrial Automation banner. The changes create a more user-friendly layout for exhibitors and visitors alike. Industrial Automation is now a tightly integrated synergy hub spanning eight halls. It also has strong linkages with its neighboring tradeshow. Among these tradeshow in 2012 will be a newcomer: IndustrialGreen-Tec, the Leading Trade Fair for Environmental Technology. So don’t miss out. Join us at HANNOVER MESSE 2012. We’d love to see you there!”



Thomas Rilke

Thomas Rilke,
Director, Industrial Automation

Book early to get the best stand sites

“The early bird gets the worm” – and that’s certainly true of exhibitors at HANNOVER MESSE 2012. Those who book first get the pick of all the best stand sites and can position themselves for maximum visibility and visitor traffic. The bookings are coming in thick and fast, so don’t miss out. Register now using our Online Business Service [OBS]! It’s easy. Just click on obs.messe.de and you’re in! There, you’ll find planning your showcase child’s play, thanks to our handy planning wizard and cost calculator. Alternatively, you can use our OBS Hotline:

Tel.: +49-(0)511/89 37000,
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Boosting efficiency and productivity

Maximum benefit for minimum energy and material consumption –
IA showcases solutions from all areas of automation.



Industrial engineering sector surging ahead

Germany’s industrial base is ramping up briskly, with production surging by four percent in July 2011 alone (see page 7 for mechanical and plant engineering figures). At the vanguard of this bullish development is the country’s robotics and automation sector, which sees strong potential for further sales growth – and not just in key export markets like China, the official Partner Country at HANNOVER MESSE 2012. The anticipated growth will be fuelled to a large extent by efficiency initiatives, given that manufacturing companies are currently looking hard for ways of achieving maximum benefit for minimum energy and material consumption.

And what better place to find these sorts of solutions than at Industrial Automation, the leading trade fair for process, factory and building automation systems and solutions. Staged alongside seven other trade fairs at HANNOVER MESSE 2012, Industrial Automation offers its visitors and exhibitors powerful synergies with all key up- and downstream industries. The new lead theme for HANNOVER MESSE in 2012, “greentelligence,” puts the spotlight squarely on efficiency, sustainability and environmental compatibility – all themes that resonate strongly with

exhibitors (see page 5) and the official Partner Country, China (see page 8)

HANNOVER MESSE sharpens IT focus

The Digital Factory fair is moving to Hall 7 in order to be closer to HANNOVER MESSE’s Industrial Automation heart. The move mirrors the growing importance of IT hardware and software to industrial production. The stronger, more integrated focus on industrial IT is further underscored by the new Identification, Tracking and Tracing display area (see page 7).

The highlights at next year’s Industrial Automation fair include the Vision Application Park, the Robotics & Automation Application Park, MicroTechnology – Smart Systems for Automation, Mobile Robots & Autonomous Systems, Energy Efficiency in Industrial Processes, Wireless Automation, Industrial IT, Product Protection and the Robotation Academy

For further information, visit
[hannovermesse.de/en/
industrialautomation](http://hannovermesse.de/en/industrialautomation)

MES Conference 2012 for the latest plant optimization ideas & trends

Manufacturing execution systems (MES) are vital to the integration and optimization of production and process automation solutions. Staged alongside HANNOVER MESSE 2011, this year's MES Conference was a resounding success, attracting more than 200 participants from the manufacturing industry and – for the first time – the process industry.

In response to strong demand, Deutsche Messe will in 2012 again be partnering with leading industry associations VDMA, ZVEI, VDI and NAMUR to run an MES Conference to keep industry up to date with the latest trends and opportunities in plant optimization. The event's media partners will once again be Vogel Industrie Medien, which publishes PROCESS, and TeDo-Verlag, the publisher of IT&PRODUCTION.

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ROBOTICS AWARD 2012: Bright ideas wanted!

Inspired by the success of this year's inaugural ROBOTICS AWARD, Deutsche Messe, the *Industrieanzeiger* editorial department and the Robotation Academy are once again seeking innovative companies who are keen to generate maximum industry exposure for their latest robotics solutions.

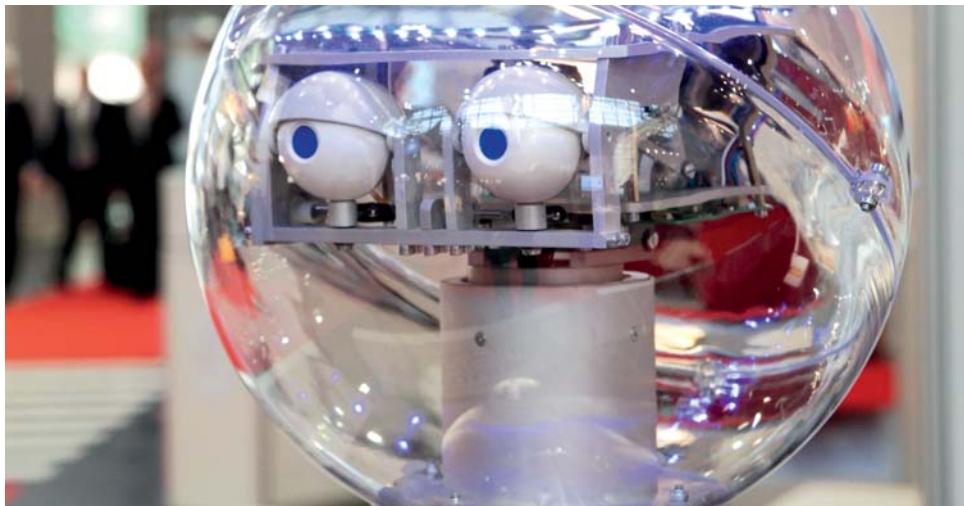
This year's ROBOTICS AWARD commanded a great deal of attention, especially among small and medium enterprises. And no wonder. In so many industries, advanced robotics solutions are now vital to boosting the flexibility, efficiency and cost-effectiveness of production processes and hence surviving in today's highly competitive markets.

Participation in the ROBOTICS AWARD 2012 is open to all companies and organizations from Germany and abroad who have products, projects or technological breakthroughs that make an innovative contribution to robot-assisted applications in industrial automation and/or mobile robots and/or autonomous systems.

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Always on the move: mobile robots and autonomous systems

The ultimate people magnets



The mobile robots and autonomous systems display is a perennial trade visitor magnet at HANNOVER MESSE. There, every year, all manner of marvelous machines strut their stuff, engaging in such diverse activities as cleaning, transporting, providing information, giving assistance and interacting with each other and their human counterparts. And they do this not just in industrial production environments, but in public and home settings as well.

Among the highlights of the Mobile Robots & Autonomous Systems display are the Mobile Areas,

where exhibitors can let their latest creations roam free. Exhibitors need book only a 15 or 30 m² stand; use of pre-arranged spaces in the Mobile Areas is included in the price. In 2012, as in past years, visitors will be able to look on as automated guide vehicles (AGVs) make their way around the Mobile Areas. AGVs are automated transport systems that are used in all kinds of applications, from servicing machine tools to running unmanned laboratories. In 2012, the Mobile Robots & Autonomous Systems display will have a new location: Hall 17.

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Success begins with automation



Stefan Pistorius
Chief Marketing Officer,
Endress + Hauser
Messtechnik GmbH + Co.KG

Despite the first clear signs that the economy may be taking a turn for the worse, the automation industry remains confident about its short-term prospects. Stefan Pistorius: "We anticipate a fairly good business climate over the coming six months." Looking ahead to HANNOVER MESSE 2012: "Improving competitiveness and issues like energy and cost efficiency will continue to play a key role. Process automation and innovative field devices in particular are a vital part of this. They enable businesses to become more competitive, streamline their business processes and boost their productivity and hence improve their energy efficiency and reduce their costs."

In 2012, Endress + Hauser will be using HANNOVER MESSE to showcase a number of fully developed automation and life cycle solutions specifically designed with these challenges in mind. Stefan Pistorius: "The Industrial Automation fair at HANNOVER MESSE is an excellent platform for profiling our company as a

leading process automation specialist and provider of solutions for everything, from process optimization and energy management through to optimized field device design. We are a "one-stop-shop" for products, integrated automation solutions and services. Our expertise in automation is the foundation upon which our customers build their productivity gains."



Kawasaki: Sustainable production for SMEs

"We work with customers to ensure that automation is tailored to need and appropriate"



Carsten Stumpf
Marketing & Sales
Manager,
Sales Department,
Kawasaki Robotics GmbH



What are the key trends in your industry?

"Our primary goal remains to show small and medium enterprises the way forward to simpler, more sustainable production methods through automation. We're not about automation for automation's sake; we believe in targeted simplification at critical chokepoints and in easing the load on employees engaged in hard and physically demanding work. It is also important to maintain quality and output at constant high levels.

Automation can be vital to maintaining production site viability and protecting jobs. Often this is a simple matter of targeted intervention at a handful of critical points in a production cycle. All too often existing structures are completely overwhelmed by all-encompassing automation projects. That's why we aim to work closely with our customers to ensure that automation is tailored to need and appropriate. We don't subscribe to the sledge-

hammer approach – it might yield a quick sale, but ultimately it fails to deliver what the customer wants. We are totally committed to using our expertise and products to advise and assist our system partners and end-customers."

What will you be showcasing in 2012?

"Many applications from a whole range of areas. We're also thinking about unveiling some new products at HANNOVER MESSE. But at this stage, I'm not in a position to say anything more."

Why do you choose to exhibit at HANNOVER MESSE?

"What impresses us about HANNOVER MESSE is its open and long-term approach. The retention and ongoing development of the Application Park are totally geared to the objective of making automation as accessible and transparent to the public as possible. It's an approach that benefits exhibitors and visitors in equal measure. In terms of the fair's internal processes, I can honestly say Deutsche Messe has always responded intelligently and creatively to our ideas. It has always welcomed our suggestions and input with interest and incorporated them into existing formats wherever feasible. All in all, they are very cooperative and professional in their dealings with us."

Kawasaki Robotics

Kawasaki Robotics GmbH is part of the Japanese-owned Kawasaki Heavy Industries Ltd, which employs some 30,000 people worldwide.

Kawasaki is one of the world's five biggest

robot manufacturers, with offices and distributors worldwide.

Kawasaki Robotics GmbH is the European head office of Kawasaki Heavy Industries. It also houses the company's robots and spare parts warehouse and its Engineering Support and Service department.

Robotics & Automation Application Park: The robotics heart of Hall 17

The Robotics & Automation Application Park explores the interplay between human, machine and advanced technology. It is a hands-on event that enables visitors to understand, use and interact with complex production processes.

The Application Park groups a whole range of products, services and solutions into five main areas:

- Live demonstration area for innovative applications
- Robotics, Automation & Vision Forum
- Robotics Clinic
- Technology Tours
- Matchmaking Services

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Robotation Academy: always up with the times

Focus on current industry trends – Year-round workshops and conferences at the Exhibition Center



The Robotation Academy offers a range of services for SMEs all year round in Hall 36 and at Industrial Automation 2012.

Few industrial plants, whatever their size, can do without advanced robotics and automation. That's why Deutsche Messe founded the Robotation Academy, Germany's first-ever manufacturer-neutral robotics and automation academy. The Robotation Academy offers manufacturing-sector employees workshops, advice and conferences on all areas of robotics and automation. Its primary focus is on the needs and interests of small and medium businesses.

This segment can use the academy to keep its knowledge and skills up to date all year round. Over the past twelve months alone, more than 5,000 individuals have taken part in seminars, training courses and conferences organized by the Robotation Academy. In addition, every year, including 2012, the academy runs a special program at the Industrial Automation fair.

New ROBOTICS CONGRESS now an annual event

Held at the start of October this year, the first ROBOTICS CONGRESS was extremely well received, attracting the leading lights of the robotics industry to Hannover. The congress, a joint production by HANNOVER MESSE and trade journal *Industrieanzeiger* examined the challenges currently facing the robotics industry and the many potential applications of its products. The organizers have now announced that the congress will be held annually.

Efficiency Day

Thursday 20 October is Efficiency Day – or E-Day for short. Seven leading providers will be showcasing their efficiency credentials. Among the companies showing how manufactur-

ers can increase the efficiency of their machines, plants and robots will be Festo, igus, KUKA and SEW-EURODRIVE. The Fraunhofer Institute and the Volkswagen Group will also be presenting their joint "Green Car Body Technologies" project, which highlights potential energy savings in the automobile industry.

Gildemeister AG will also feature at E-Day with a presentation on efficiency and energy optimization in machine tools.

Close-up on Food Robotics

Thursday 27 October is given over to food – but not in the eating sense. The Robotation Academy is partnering with the German Institute of Food Technologies (DIL) to run "Food Robotics," a presentation on modern automation trends in the food processing industry.

Learning by doing

The Robotation Academy has 15 industrial robots of various types and classes available for hands-on training in workshops, courses and discussions.

Come and see for yourself!

Further information (in German only):
robotation.de

In its second season: Innovative companies are now being sought for the ROBOTICS AWARD 2012.



Sensor industry on the up and up

Buoyed by recent growth, the sensor and metrology industry is optimistic about the future. A survey conducted by the AMA Association for Sensor Technology reveals that the industry surged ahead by 15 percent in the first quarter of 2011, still managed to clock up one percent for the second quarter, and is expecting a further four percent for the current quarter. AMA CEO Thomas Simmons is confident the industry will stay on track: "The sensor and metrology industry is a driver of innovation in all areas of industry, and the race for tomorrow's technological edge con-

tinues apace despite Europe's current sovereign debt crisis. Industrial investment will continue upwards overall despite variations from sector to sector, and this means new opportunities and challenges for our members in all market segments." 2012 marks the first time that AMA will be exhibiting in Hall 11 at the Industrial Automation show. Also exhibiting at Industrial Automation next year is ifm electronic GmbH, a German-based company that specializes in the optimization of technical processes using sensor systems and communication and control

systems. "Industrial Automation is the most important trade fair for process and production automation technology and hence a pivotal information platform for our industry. It attracts decision makers from all key user industries, pinpoints trends and matches problems with solutions. The high number of quality international visitors it attracts further adds to its value," commented ifm electronic's Sales Director for Germany, Volker Jahns.

Bosch Rexroth: systemic energy efficiency

“Users can reduce their energy consumption by 30 to 80 percent without sacrificing productivity.”



Dr. Karl Tragl,
Chairman of the Executive Board,
Bosch Rexroth AG

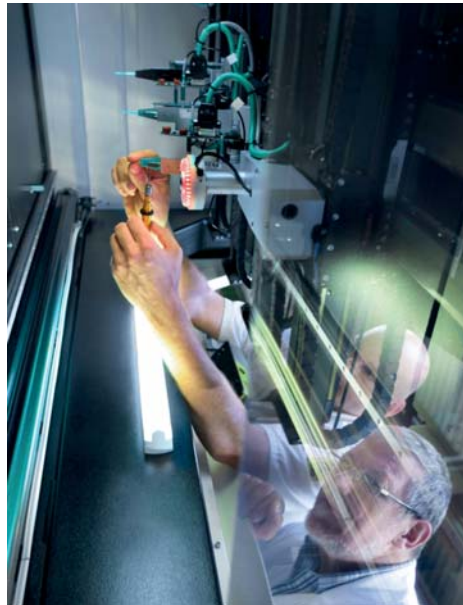
Do you see any stand-out trends for HANNOVER MESSE 2012?

“Industrial companies worldwide are looking to make their factories more energy efficient. HANNOVER MESSE’s “greentelligence” motto captures this trend perfectly because it emphasizes the vital role of intelligent solutions in boosting efficiency. Reducing energy use while increasing productivity is a juggling act. It requires an interdisciplinary approach that examines systems in their entirety.”

What is the role of drive technology in all this?

“Up until now, most efficiency gains have been on a technology-by-technology basis at the component level. Rexroth, on the other hand, as an integrated provider of all types of drive technologies, is in a position to take the next step and optimize the energy efficiency of entire automation systems. Our system solutions enable users to reduce their energy consumption by 30 to 80 percent without sacrificing productivity.”

And what about next year’s Partner Country, China?



“For Rexroth, China is easily the biggest individual market outside of Germany. We have achieved much higher growth there than in other more established markets and we expect this will continue over the coming years. The Chinese mechanical engineering sector is changing very fast at the moment, with more and more local manufacturers moving into new market segments and increasing numbers of European manufacturers setting up their own local production lines. Rexroth has

had a presence in China for decades and has expanded its production capacity there hugely in recent years. We are currently building up our regional development capabilities. Our German and Chinese engineers are collaborating closely to tailor “just-enough” solutions perfectly to the requirements of the Asian markets. They are the key to our above-average growth in China.”

What are your expectations for 2012?

“Barring any nasty surprises from the financial sector, Bosch Rexroth is optimistic about 2012. We anticipate further solid growth in Asia and South America across a large number of industries. There, increasing prosperity is creating sustained growth in demand for advanced production facilities, particularly in consumer-driven industries. In addition, the sustained increase in commodity prices is flowing through into greater investment in new raw material production sites and processing plants.”

What do you value about HANNOVER MESSE?

“HANNOVER MESSE is the world’s leading trade fair for capital goods. It is one of the most important platforms for dialogue with machine manufacturers and their users on issues of far-reaching importance. The official motto, ‘greentelligence,’ provides an interesting backdrop that will add impact to the world-leading technologies on display.”

“Synergy Central” at the heart of the fair: the Industrial Automation halls

Production Automation

- Mechanical and Plant Engineering
- Robotics and Automation Solutions
- Signal Devices
- Pick & Place
- Linear Technology
- Production Logistics & Materials Handling Technology
- Assembly and Handling Systems

Themes of topical interest:

- Vision Application Park
- Application Park Robotics & Automation
- MicroTechnology – Smart Systems for Automation
- Mobile Robots & Autonomous Systems

- Electric Power Transmission/ Motion Control
- Pneumatic Systems
- Pumps & Fittings
- Vibration Measurement Systems

Themes of topical interest:

- Energy Efficiency in Industrial Processes

Process and Energy Automation

- Solutions for Automation and Energy Engineering
- Process Automation Solutions
- Process Control Systems
- Instrumentation (Measurement and Control)
- Connection/Interface Technology
- Industrial Building Automation
- Engineering, Maintenance, Services

Robotation Academy



Digital Factory – Leading Trade Fair for Integrated Processes and IT Solutions

- Identification, Tracking & Tracing

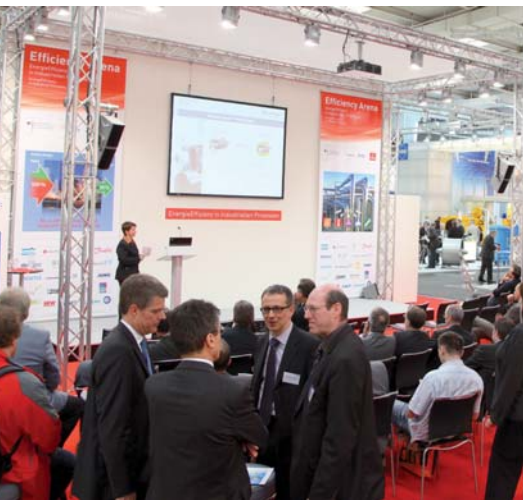
Automation Technologies and New Trends

- Industrial Communications
- Control Systems
- Sensor Technology, Instrumentation (Measurement and Control)
- Image-processing Sensors
- IPCs
- SPS
- Security Technology
- Connection/Interface Technology
- Security & Product Protection

Themes of topical interest:

- Wireless Automation/M2M
- Industrial IT
- Field Communication Lounge

“The best energy is the energy you don’t use!”



The Efficiency Arena forum. Attendees and speakers compare notes on efficiency projects and share thoughts on tomorrow’s energy conservation solutions.

In his address at the Efficiency Arena forum at HANNOVER MESSE 2011, Jochen Homann, a State Secretary in Germany’s Federal Ministry of Economics and Technology, put it beautifully when he said, “The best energy is the energy you don’t use!” Many companies are now investing in energy control and management in all areas of their operations because energy conservation not only reduces costs, it also yields competitive advantages in the market. According to energy management specialist deZem GmbH, Germany alone has the potential to achieve some ten billion euros of energy savings annually. Germany’s Federal Ministry for the Environment, Nature Conservation and Reactor Safety (BMU) estimates that the German industrial sector’s “economically viable potential for energy saving by the year 2020 amounts to between 20 and 40 percent of consumption.”

Which areas and processes offer potential for savings? Answers to this question will be forth-

coming at the “Energy Efficiency in Industrial Processes” special display in Hall 14 at HANNOVER MESSE 2012. Hall 14 is also home to the ever-popular Efficiency Arena forum, where high-caliber speakers will present and discuss groundbreaking energy conservation solutions and much else besides.

For instance, Weidmüller, a German-based electrical engineering firm, reduced its annual consumption by around 340,000 kilowatt-hours through a combination of energy data capture technology and active employee support. The technology enabled the firm to visualize its energy flows and make targeted improvements.

“With energy efficiency, everyone is a winner”

Weidmüller CEO Ralf Hoppe: “Since we’ve been focusing on energy savings, we’ve learned that with energy efficiency, everyone’s a winner.”

How do I safeguard against product piracy?

If you’re not careful, you might suddenly find the market awash with pirated copies of your exclusively developed new product. The German Engineering Federation (VDMA) puts the annual cost of product piracy at 6.4 billion euros. That’s four percent of the engineering industry’s total sales! Luckily, the VDMA’s product and intellectual property protection unit (AG Protect) is running a workshop during HANNOVER MESSE on how to safeguard against this. It will be held from 9.30 am to 1.30 pm on 24 April 2012 at the VDMA Arena in Room 13/14 at the Convention Center.

The workshop is aimed at business CEOs and senior sales, automation, engineering design and production managers and specialists. It will be held in German only.

Registrations close on 19 April 2012. For further information, visit www.protect-ing.de

Plus there’s the Product Protection pavilion, a joint showcase organized by AG Protect and HANNOVER MESSE, where exhibitors from all industries can present their innovative brand and product protection solutions. The innovations on show include laser marking technologies, holograms, labeling systems, self-destruct mechanisms, software-based protection and product activation and tracking.

Pumpe DE PUMPplaza

Platform for pump systems and components back in 2012 with expanded format



Following on from its successful premiere this year, the Pumpe DE PUMPplaza group display will be back in 2012 with an extended line-up. The display is co-organized by DdV Media International, which publishes the trade journal *Pumpe DE*. Its owner, Marcel Meijers, explains: “The feedback has been extremely positive. We’ve already received numerous registrations for 2012 – including eight of the original ten partners from this year.”

The key to the display’s success is that it features pump component manufacturers as well as manufacturers of entire pumps and pump systems.

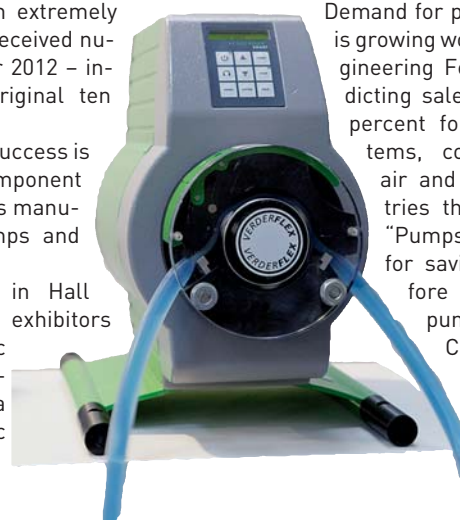
The display’s location in Hall 14/15 guarantees its exhibitors maximum visitor traffic from a wide range of industries. This includes a lot of crossover traffic

from Hall 11, home to the process and energy automation displays, and from Hall 26, which houses the new IndustrialGreenTec fair and the Metropolitan Solutions display.

Demand up five percent

Demand for pumps and pump systems is growing worldwide. The German Engineering Federation (VDMA) is predicting sales growth of at least five percent for the pumps/pump systems, compressors compressed air and vacuum systems industries this year. Marcel Meijers: “Pumps offer enormous potential for savings. Efficiency is therefore are core focus of new pump system development.”

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Efficiency gains through IT and automation

The vital importance of industrial IT and communication systems

The information and communication technology displays at Industrial Automation 2012 will be concentrated in Halls 7 to 9 and hence will be closely integrated with Digital Factory, the leading trade fair for integrated processes and IT solutions, which will be staged at its new location in Hall 7. This sharpened focus reflects the great importance of ICT to industry, as Hewlett-Packard Business Development Manager Gerhard Schwartz explains: "The Industrial Automation is vital to Hewlett-Packard. It is both an indispensable tool in our own production operations and a key market segment in which we are able to service our customers extremely well. Unlike conventional IT, whose users are long-suffering people who for the most part stoically accept the odd outage, industrial IT is used primarily by machines and technical equipment. And these non-human users are anything but patient or understanding. If the service levels specified in the system design are not met, this can quickly escalate to production failures and costly downtime."

New product protection technologies

A newcomer to Hall 7 in 2012 is the Identification, Tracking & Tracing display. As its name suggests, it features innovative technologies and interdisciplinary solutions for product marking, identification, tracking, tracing and

production. Among the technologies on show will be RFID tags, barcodes, intelligent image processing solutions and marking systems. Next year, the Security & Product Protection displays will be moving to Hall 7. The highlights include product and brand piracy protection solutions, such as laser marking, holograms and labels, plus solutions for visible and hidden markings and labeling.

High-power talks at Industrial IT forum

Hall 8 will be home to the ever-popular Industrial IT forum, with its daily line-up of talks and discussions. The forum is organized by Deutsche Messe and the German Electrical and Electronic Manufacturers' Association (ZVEI).

New Wireless & M2M pavilion

Wireless solutions are central to industrial IT. The Wireless & M2M group pavilion will host showcases by leading providers, including Schildknecht, Connectblue, Exor, Conel, Mikes Testing and Åkerströms, while Eeb Grossfunk will be running its own separate display nearby. The pavilion will be taking a close look at the latest trends and solutions in remote control technology.



High-power talks and discussions at the Industrial IT forum

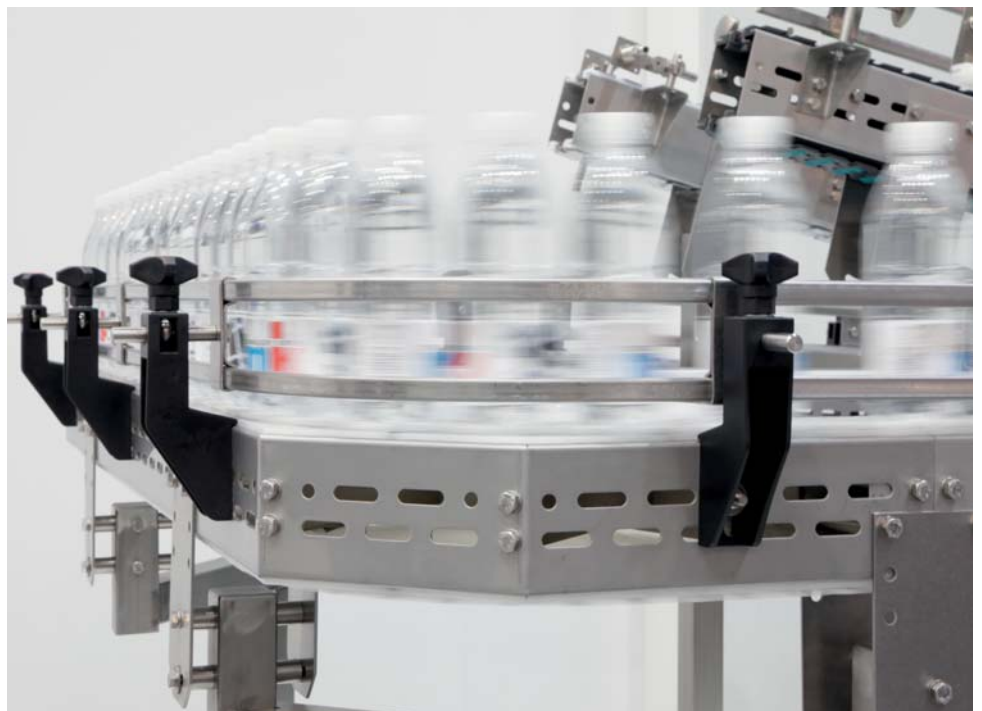
Mechanical and plant engineering in good health

"On the whole, Germany's mechanical engineering sector is doing well at the moment," commented Dr. Thomas Lindner, President of the German Engineering Federation (VDMA). The sector anticipates that its production for 2011 will be up by around 14 percent, taking the total value of the sector's output to 188 billion euros, as compared with 163 billion for 2010. The VDMA expects further increases in production for 2012.

Industrial Automation covers key themes

One of the lead themes at Industrial Automation 2012 relates to a major growth area in the mechanical and plant engineering sector: production facilities for batteries. The production process used for batteries is extremely complex and therefore offers great scope for automation. Here, intelligent data connection and interface technologies, in particular, have the potential to significantly boost production.

New developments and advanced processes for the production of fiber and fiber composite materials reduce costs and production times and are therefore also among the lead themes at next year's Industrial Automation fair.



The production growth currently enjoyed by the mechanical and plant engineering sector will continue into 2012.

Metropolitan Solutions – Looking to the future



The megacity Shanghai is the economic heart of the 2012 Partner Country, China. Every day the city's population increases by 32 people – per hour.

The Metropolitan Solutions exhibition area in Hall 26 is dedicated to innovative ideas for the urban centers of the future. The exhibition premiered successfully this year and will be back in 2012. Our modern megacities continue to grow apace. Shanghai, with a population in excess of 20 million and growing, is an apt example of this. At the same time, resources are becoming scarcer and our climate is changing. All of these factors call for new solutions to keep our urban structures moving.

New: Waste management and security and safety solutions

The core focus of Metropolitan Solutions is on energy infrastructure, water supply and wastewater systems, mobility concepts and energy-efficient building systems. In addition, 2012 will bring two

new theme areas: municipal waste management and security and safety solutions for public utilities, mobility and surveillance/monitoring systems.

Metropolitan Solutions will also feature presentations of visionary development projects from around the globe. These were a major attraction at this year's fair.

These elements will be complemented by a forum, where, every day of the fair, leading international experts will canvass new ideas for the cities of the future.

Premiere of IndustrialGreenTec

2012 will also see the premiere of IndustrialGreenTec, a flagship fair that explores environmental technology and sustainability solutions across entire industrial value chains. Like Metropolitan Solutions, it will be staged in Hall 26.

China as Partner Country 2012

China, the Partner Country at HANNOVER MESSE 2012, is the world's second-largest economy. It has also for many years been one of the top exhibitor nations at HANNOVER MESSE – a special partnership that was recently formalized by the signing of the official Partner Country agreement between the China Council for the Promotion of International Trade (CCPIT) and Deutsche Messe. All Partner Country activities at next year's fair will receive the full support of the two countries' governments, a fact emphasized by Dr. Philipp Rösler, Germany's Federal Minister of Economics and Technology, and Miao Wei, China's Minister of Industry and Information Technology, in a joint statement during the China-Germany intergovernmental consultations in Berlin in July this year.

In keeping with the keynote theme for HANNOVER MESSE 2012, "greentelligence," China's Partner Presentation will run under the motto "Green + Intelligence." According to Gu Chao, Director-General of the Exhibition Department of CCPIT, the Chinese companies and research institutions exhibiting at the fair will profile innovative

projects from many areas, including sustainable energy production, intelligent energy grids and green technology

Dr. Wolfram von Fritsch, Chairman of the Management Board of Deutsche Messe AG: "We are delighted to have China at our side as Partner Country at HANNOVER MESSE 2012. We are confident that this partnership will be a boon to Sino-German trade relations and will be a major drawcard for exhibitors and trade visitors from around the globe. The partnership gives both exhibitors and visitors a unique opportunity to build their import and export business and to strengthen their commercial and R&D ties with China."



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