

Messe News

IndustrialGreenTec



Industrial
GreenTec



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NEW TECHNOLOGY FIRST
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“Welcome to IndustrialGreenTec!”



Germany's Minister for the Environment, Dr. Norbert Röttgen, is the official patron of IndustrialGreenTec

As the official patron of IndustrialGreenTec, I am delighted to introduce this exciting new trade fair. For the first time, HANNOVER MESSE will feature a dedicated platform for innovative environmental technologies that covers all parts of the industrial value chain. With resources becoming more and more scarce, the industrial sector is sharpening its focus on environmentally friendly production technologies and efficient recycling and re-use solutions. Sustainable storage technologies are also coming to the fore, as are state-of-the-art water treatment and air quality control systems, not to mention environmental services, consulting and financing. That is why environmental technology is now one of the world's fastest-growing industries. It is also the reason behind Deutsche Messe's decision to create what promises to be one of the most important international marketplaces of its kind. IndustrialGreenTec will include a forum designed to facilitate knowledge sharing between experts from around the world. All in all, I am confident that this new show will make a significant contribution to a more environmentally friendly industrial future.

Be part of this important premiere – as a visitor or as an exhibitor. I look forward to seeing you there!

Sincerely,

Growing with “greentelligence”

Leading Trade Fair for Environmental Technology premieres in 2012:
New markets, customers and contacts for exhibitors and visitors



The official motto for HANNOVER MESSE 2012 is “greentelligence.” It reflects a paradigm shift in the thinking of SMEs and large corporations around the globe that has been prompted by rising raw material prices, increasingly scarce resources and soaring energy costs. To stay competitive, these companies are investing heavily in process efficiency and are making ever greater use of environmentally friendly materials and products and green technologies. HANNOVER MESSE's new IndustrialGreenTec tradeshow slots seamlessly into this context. Key display categories include:

- Recycling and circular economy models
- Air, water and soil
- Energy and resource efficiency
- Environmental services

IndustrialGreenTec is the perfect complement to HANNOVER MESSE's existing line-up of trade fairs and theme areas. The new show's attractive supporting program of events gives exhibitors a further opportunity to make a truly “sustainable” impression on fairgoers. The program includes a green technology Competence Center, a conference featuring international speakers from government,

science and industry, a Start-Up Area for innovative new companies seeking funding support, and the Clean Tech Media Award (see page 3). IndustrialGreenTec will be located right in the heart of the Hannover Exhibition Center – in Hall 26 (see page 4), which also houses the Metropolitan Solutions showcase and is flanked by the Energy, MobilTec, Industrial Automation and CoilTechnica trade fairs.

Environmental technology sector maintains growth trajectory

The growing realization that innovative energy efficiency and climate protection solutions can significantly reduce production costs (see page 2) is fueling demand for environmental technologies. In Germany alone, 1.8 million jobs have been created in this sector to date, and the trend is showing no sign of slowing down. With a global market share of between 6 and 30 percent, Germany's environmental technology sector is one of the world's largest.

Further information:

igtindustrialgreentec.com

IndustrialGreenTec: Showcase for the electrical engineering industry

by Dr. Reinhard Hüppe, Head of Industry and Automation, German Electrical and Electronic Manufacturers' Association

Now, more than ever before, society is looking to the electrical engineering industry for solutions to its most pressing problems. Among the challenges are environment and climate protection, sustainable mobility, and energy efficiency in industrial production and at home. Energy efficiency and greenhouse gas reduction in particular are core challenges that society must face up to. And it must do so intelli-



gently with smart technological solutions, for our environment is at stake, as is our economic future.

The notion that energy efficiency and climate protection measures must necessarily result in higher costs is a misconception. In fact, the opposite is very often the case. Investment in intelligent technologies frequently leads to lower energy and emission reduction costs, not to mention reduced overall costs for production and waste disposal.

The key, among other things, is to make energy consumption patterns transparent using intelligent measurement and control technology and energy management systems, and then, building on this, to develop technology centered strategies for greater energy efficiency. Germany's industrial sector alone stands to save the equivalent of around 100 billion kilowatt-hours of electricity annually by using advanced automation solutions. The potential savings in coal, oil and gas resources and CO₂ emissions are enormous. The greatest potential for energy savings – an average of between 10 and 15 percent – lies in the manufacturing and, more especially, the processing industries. This is reflected in the experience of those companies that have embraced efficiency

solutions and is illustrated transparently by a new LCE (lifecycle cost evaluation) tool developed by the ZVEI and Deloitte. The tool shows clearly and unambiguously that energy efficiency pays off.

In recent years, the electrical engineering and electronics industries represented by the ZVEI have invested extensively in the research and development of technologies for resource efficiency and intelligent energy utilization. In many areas, energy savings go hand in hand with reductions in resource consumption.

The electrical engineering industry's automation specialists are enablers of environment protection and resource and energy conservation. Their intelligent products and systems are pivotal to all kinds of solutions, including technologies for water, soil and noise protection, methods for lowering air pollution, systems for the efficient use of renewable energy and renewable materials, and solutions for measuring and monitoring pollutants and harmful substances. Intelligent environmental and resource efficiency technologies are the key to meeting society's present and future industrial and energy-sector challenges. And where better to exhibit and experience this industrial high-tech vision than at IndustrialGreenTec!

INVESTMENT LOUNGE – Central hub for financing and development assistance

The INVESTMENT LOUNGE is HANNOVER MESSE's central hub for information and networking on international trade financing and development assistance. It premiered successfully in 2011, attracting more than 2,000 registered participants, and will be back again in 2012. The Lounge is a forum where exhibitors and visitors from all of HANNOVER MESSE's tradeshows can discuss concrete projects with international investment and sales financing experts and organizations. It is also a platform where industrial firms can give presentations to potential venture and investment capital providers. Staged in the heart of the Global Business & Markets exhibition in Hall 13, the INVESTMENT LOUNGE is the gateway to rapid growth and successful internationalization for SMEs.

CLEAN TECH MEDIA AWARD 2012

Next year's inaugural IndustrialGreenTec fair will feature the awards ceremony for the CLEAN TECH MEDIA AWARD, a prestigious competition for companies with innovative products in the following categories: Energy, Communication, Mobility, Lifestyle, and Young Scientist.

The "Energy" category is dedicated to solar, wind, hydro, bio and geothermal energy as well as efficiency technologies that minimize emissions and conserve resources. The "Mobility" category focuses on low-emission, climate-friendly land, water and air transport solutions. The 2011 award ceremony was sponsored by HANNOVER MESSE. Among the winners in that year were AUTARCON GmbH ("Energy," autarcon.com), Raureif GmbH/FH Potsdam ("Communication," eco-challenge.eu), Allgäuer Überlandwerk GmbH ("Mobility," ee-tour.de), Bauknecht Hausgeräte GmbH ("Lifestyle," bauknecht.de) and SunnyBag ("Young Scientist," sunnybag.at). The special prize went to Lufthansa AG (lufthansa.com).

Further information: cleantech-award.de



Knowledge is power: IGT Competence Center



Model of the IGT Competence Center in Hall 26. The 360 square meter (3,870 sq. ft) pavilion will accommodate 10 to 12 workstations around its perimeter plus, at its center, a lounge area for exhibitors' invited guests. The IGT Competence Center, which has a very open and inviting design, will also have a reception desk, a library and a catering area.

The IGT Competence Center is located right in the heart of the new IndustrialGreenTec fair in Hall 26. The Center is a service and information hub for anyone interested in "green" issues, including environmentally friendly production technologies, resource and energy efficiency and recycling and re-use models. It will also feature captivating presentations of recent reference projects involving state-of-the-art environmental technologies. Since Industrial-

GreenTec is very closely aligned with the keynote themes of HANNOVER MESSE 2012 ("greentelligence") and the Partner Country China presentation ("Green + Intelligence"), the Center is also the first port of call for anyone seeking expert advice or directions to relevant environmental exhibits throughout the Hannover showgrounds.

Exhibitors will benefit from the Center's central location and close proximity to the neighboring

Metropolitan Solutions exhibition and forum. Metropolitan Solutions is where companies from around the world present and discuss their urban infrastructure innovations and their solutions and design concepts for the urban centers of the future. Specific topics covered include energy infrastructure, water/waste water, mobility, building infrastructure, and, for the first time in 2012, security and waste management.

IndustrialGreenTec Conference: captivating discussions and presentations by international experts

The IndustrialGreenTec Conference, one of the big highlights of the new trade fair, will cover topical issues and future trends in the environmental technology sector. It is where international experts from government, science and industry will debate the environmental challenges of the future and green production technologies that promise even greater sustainability and energy efficiency. Further discussion highlights include recycling of raw materials and issues surrounding investment in clean and environmentally friendly technologies.

Other keynote themes include climate change, increasing resource scarcity, and future growth markets for the environmental technology sector. The IGT Conference is a joint production by Deutsche Messe and EUROFOURM and will be held at the conference venue in Hall 2 from 25

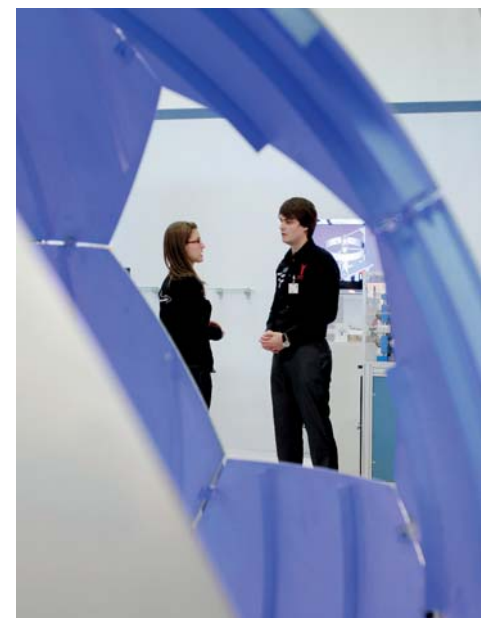
to 26 April 2012. The conference will be conducted in English. An English/German simultaneous interpretation service will be provided.

The official patron of the IGT Conference is the European Commissioner for Climate Action, Connie Hedegaard. Ms. Hedegaard will be attending the IGT fair on 23 April, the first day of HANNOVER MESSE 2012, and will also be attending the IGT Conference. IGT exhibitors who also participate at the Conference will receive a 500 euro discount. In addition, they will have the opportunity to propose a high-profile speaker of their own and, in this way, link their IGT showcase with this interactive event.

Further information:

euroforum.de/industrialgreentec

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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' govern-



ments, 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 inter-government consultations in Berlin in July this year.

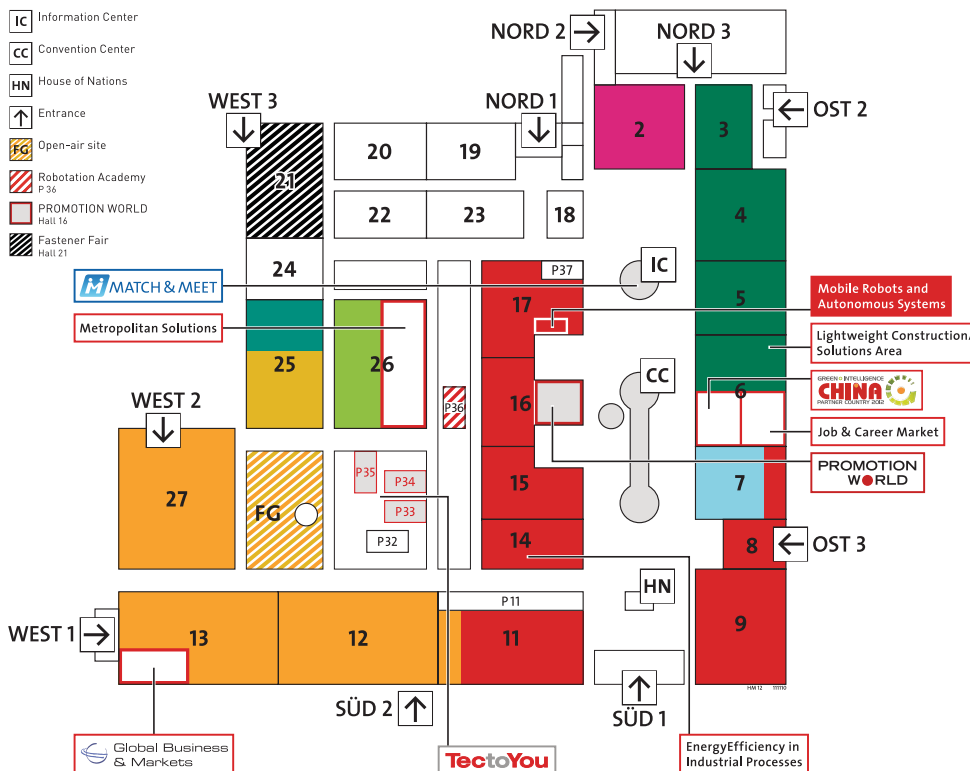
In keeping with the keynote theme for HANNOVER MESSE 2012, "greentelligence," China's Partner Presentation will run under the motto "Green + Intelligence." According to Gu Chao, Director-General of the Exhibition Department of CCPIT, the Chinese companies and research institutions exhibiting at the fair will profile innovative projects from many areas, including sustainable energy production, intelligent energy grids and green technology. Dr. Wolfram von Fritsch, Chairman of the Managing Board of Deutsche Messe: "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."



Map of the exhibition grounds

- Industrial Automation Halls 7-9, 11, 14-17
- MobiliTec Hall 25, FG
- Industrial Supply Halls 3-6
- IndustrialGreenTec Hall 26
- Energy Halls 11-13, 27, FG
- Digital Factory Hall 7
- CoilTechnica Hall 25
- Research & Technology Hall 2



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