

# Messe News

## CoilTechnica

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Coil  
Technica



### INVESTMENT LOUNGE: service center 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.

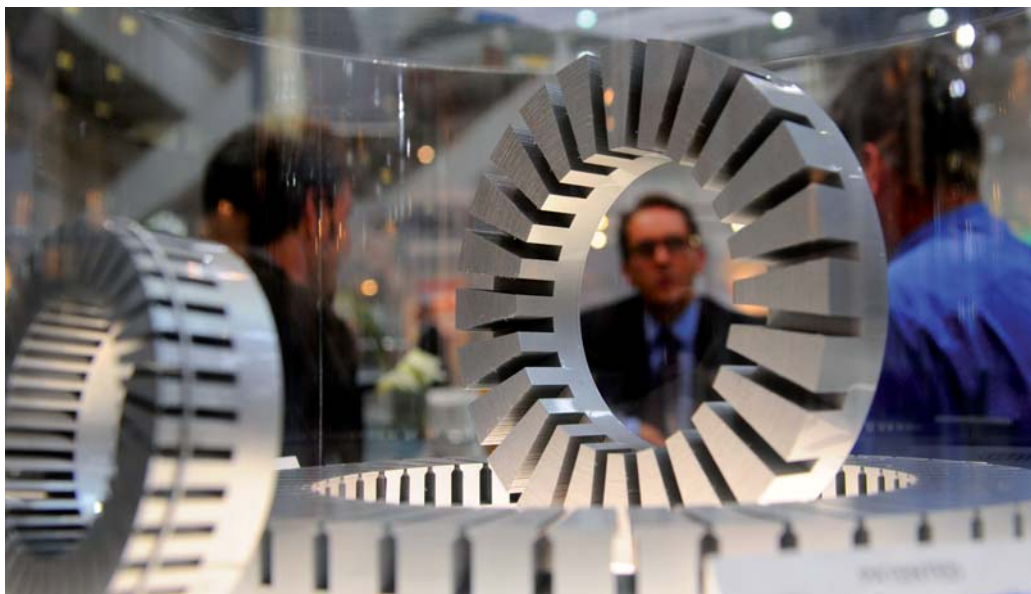
### Goodbye paper forms: online registration easier on trees and sanity

Deutsche Messe will not be sending out paper registration forms to exhibitors for HANNOVER MESSE 2012. That's right: your ticket to success at CoilTechnica is now only a few mouse-clicks away – at [obs.messe.de](http://obs.messe.de). Registering using the OBS online ordering system is easy and transparent. OBS is also an obligation-free research tool: you can use it to find out about attractive multi-year exhibition deals, compare, plan and cost display stand options and order services. And if you have any questions, our CoilTechnica Project Manager, Thomas Pinkowski, is happy to help (Tel.: +49 511 89-32427, E-mail: [thomas.pinkowski@messe.de](mailto:thomas.pinkowski@messe.de)).



## CoilTechnica 2012 – the wired heart of HANNOVER MESSE

Immediate proximity to MobiliTec fair maximizes synergy benefits and crossover traffic



CoilTechnica is on a roll. In 2011, the leading trade fair for coil winding, electric motor, generator and transformer technology featured over 100 exhibitors and attracted 40,900 trade visitors – impressive stuff for a relatively new event in only its second season. Next year, it will be taking on an even more central role – both thematically and physically.

#### Exhibitors positioned even closer to their user industries

In 2012, CoilTechnica will be staged in Hall 25 at HANNOVER MESSE – immediately adjacent to the MobiliTec fair. "The new location means that the fair's exhibitors will be even closer to their user industries. They will benefit in particular from being right next-door to the MobiliTec fair," commented Oliver Frese, Deutsche Messe's Senior Vice President in charge of CoilTechnica. These sentiments are echoed by Jürgen Fähnrich, Key Account Manager Automotive at Synflex Elektro GmbH: "The new location is a good idea because, as the leading show for the coil winding industry, CoilTechnica will touch on many as-

pects of the MobiliTec fair's core e-mobility themes." See interview on page 2.

#### CoilTechnica User Forum

CoilTechnica 2012 will be supported by an array of forums, chief among them the CoilTechnica User Forum, a dialogue and B2B networking platform organized by Deutsche Messe, the German Electrical and Electronic Manufacturers' Association (ZVEI), the European Electrical Insulation Manufacturers (EEIM) and the International Coil Winding Association (ICWA).

CoilTechnica is a Who's Who of the international coil winding industry. It is a rare opportunity for you to talk to your peers and get your products in front of a wide trade audience. There are plenty of exhibition options for you to choose from, including attractively priced space at our CoilTechnica group pavilion (see page 3).

For further information and registration forms, visit [hannovermesse.de/en/coiltechnica](http://hannovermesse.de/en/coiltechnica)

CoilTechnica partners:



# “One-stop shop for all electrical insulation system components”

System solutions provider Synflex to present its new “e-votion” cooperation platform at CoilTechnica

If e-mobility is to be the way of the future, all parties involved in making electric vehicles need to work together to develop new concepts and visions. It is this realization that lead electrical systems provider Synflex and enameled wire manufacturer Schwering & Hasse to establish their “e-votion” cooperation platform. Jürgen Fähnrich, Key Account Manager Automotive at Synflex, explained the key aspects of the “e-votion” center of expertise for e-mobility and drive technology in a recent interview with Messe News CoilTechnica.

## CoilTechnica and MobiliTec – a perfect match

### What is “e-votion”?

The current trend towards electric mobility and the associated changes in the automotive industry are forcing a major re-think by everyone involved, including subcontractors like ourselves. The idea behind “e-votion” is for all the participating manufacturers of copper wire, electrical insulating tape, impregnating resins, flexible sheet insulation materials, tubing and litz wire to band together as a “one-stop shop” for tailored electrical insulation system components.

### How does the cooperation platform work?

The “one-stop-shop” concept is about more than merely optimizing existing processes in the value chain. It also involves an integrated systems approach – ensuring compatibility between all system components. Compatibility of system components is vitally important for electric motors – more important even than for other automotive assemblies. It is a critical factor for manufacturers and hence also for end-customers.

### What role will “e-votion” have at CoilTechnica?

“e-votion” will be an integral part of the Synflex showcase. CoilTechnica is the trade fair for the coil winding industry and will by its very nature touch on many aspects of e-mobility. We are therefore doubly delighted at CoilTechnica’s close physical proximity to the MobiliTec fair in 2012. These two tradeshow complement each other perfectly, by which I mean that the latest developments in e-mobility would sim-



Jürgen Fähnrich, Key Account Manager Automotive at Synflex Elektro GmbH

enabling role of the coil winding industry will be readily apparent.

### What does Synflex hope to gain from CoilTechnica?

Exhibiting at HANNOVER MESSE, and at CoilTechnica in particular, is an opportunity for our company, and indeed for our sector as a whole, to position itself at the center of a number of pivotal industrial value chains. As part of HANNOVER MESSE, CoilTechnica will yield a breadth and variety of new contacts with potential customers and partners that is simply not possible at other events that focus exclusively on the coil winding industry.

## Pole position at the center of multiple industrial value chains

ply not be possible without innovative coil winding products and services. We are confident that these synergy benefits will be a key attraction for many companies.

### What synergies do you expect to see between the Energy, MobiliTec and CoilTechnica trade fairs?

The synergy benefits will be many and varied, as the electric mobility innovations on show at MobiliTec owe much to the coil winding developments on display at CoilTechnica. The same interplay is true of all the current energy-sector megatrends, including electric generation from renewables and energy efficiency. In all of these areas, the key

### How do you rate HANNOVER MESSE?

HANNOVER MESSE, and with it CoilTechnica in particular, is the main event in our trade fair calendar. It is a regular fixture that has the full support of our entire sales organization.



Close-up of a hybrid electric motor



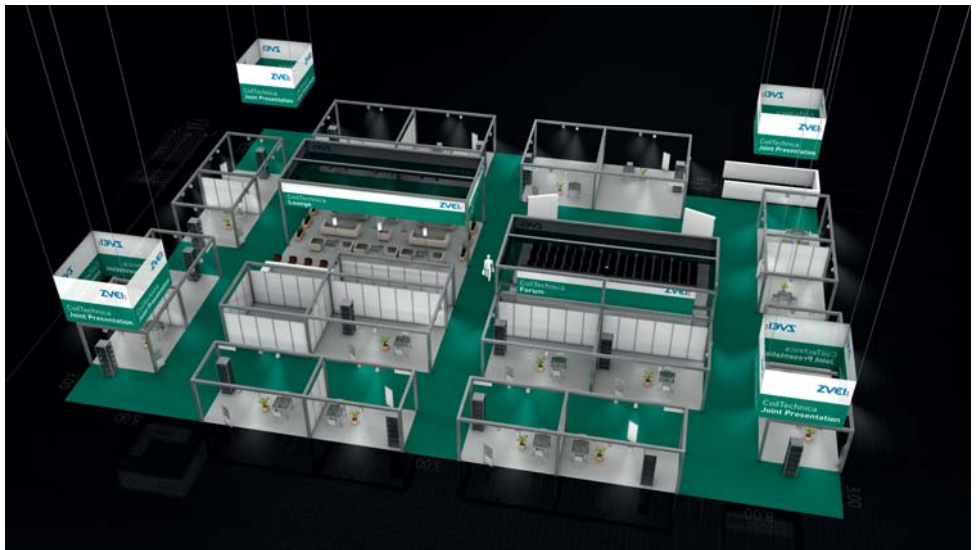
# Minimum outlay, maximum impact

New group pavilion offers an attractively priced, centrally located presence right next-door to the CoilTechnica User Forum

It is CoilTechnica's comprehensive scope that sets it apart from its competitors. Like an AGM for the entire coil winding industry, it attracts everyone, from innovative start-ups to long-established market leaders. It is where innovations are presented and discussed, networks built, and new contracts initiated. It is the place to go to share knowledge and ideas, debate the challenges of the future and find solutions. In so many ways, CoilTechnica is an industry get-together you can't afford to miss.

Exhibiting at CoilTechnica just got a whole lot easier. That's because in 2012 there will be a new CoilTechnica group pavilion offering all the benefits of attractive pricing, central location and a comprehensive, full-service package. Pavilion exhibitors will enjoy the convenience of services such as use of the on-site lounge, access to meeting and storage rooms and a central Internet connection. They will also be able to order unlimited numbers of complimentary tickets for their visitor invitation campaigns.

For further information, please call Thomas Pinkowski on +49 511 89-32427.



Group pavilion participation options

Stand	9 m <sup>2</sup>	18 m <sup>2</sup>	24 m <sup>2</sup>
Price (EUR 350/m <sup>2</sup> )	EUR 3,150	EUR 6,300	EUR 8,400

All prices are subject to VAT

## Unbeatable deal: fair packages

Our fair packages are an attractive alternative to exhibiting at the group pavilion. With this system, exhibitors interested in a stand-alone display can choose between three affordably priced turnkey solutions. Each package comprises floor space, a modular stand and a range of services, including daily cleaning, press and marketing support, complimentary guest tickets and an all-year-round Internet presence.

fair-package	"Basic"	"Comfort"	"Premium"
Stand type	20 m <sup>2</sup> corner stand	20 m <sup>2</sup> corner stand	20 m <sup>2</sup> corner stand
Standard price	€ 5,303*	€ 5,723*	€ 6,238*

\* Charges relate to one-year rental agreements, including registration fee



## 5 reasons why CoilTechnica is the No. 1 event for your industry

### 1 Maximum impact for minimum effort

The highly-developed infrastructure of the world's largest exhibition center and HANNOVER MESSE's unparalleled appeal to industry guarantee maximum networking opportunities for customers and suppliers.

### 2 A unique opportunity to tap into new markets and forge strategic alliances

The exhibitors at HANNOVER MESSE's Energy and MobilTec fairs will be there not just to showcase their products; they will also be actively looking for new solutions at CoilTechnica. No other event is as well positioned to help the coil winding industry develop new markets and find partners for joint projects and cooperative ventures.

### 3 Eight international trade fairs under one roof

The fact that HANNOVER MESSE 2012 comprises eight international trade fairs means unbeatable synergy benefits for all CoilTechnica visitors and exhibitors. This is where nearly a quarter of a million potential customers from around the globe meet the top suppliers from all sectors of industry. What other trade fair even comes close?

### 4 CoilTechnica is a fair for industry professionals who know what they want

CoilTechnica is an absolute visitor magnet. In 2011, its second season, the fair again attracted over 40,000 trade visitors, nearly three quarters of whom had high-level decision making authority.

### 5 Winning marketing package guarantees maximum impact

Promotion and communication support, press services, a high-impact, year-round Web presence, targeted visitor invitation and contact management services and much more. CoilTechnica's winning combination of marketing tools ensures you get the most out of your showcase!



# China as Partner Country 2012

The People's Republic of China, the world's second-largest economy, will in 2012 star as Partner Country at HANNOVER MESSE, the world's biggest industrial technology trade fair. The partnership was formalized by the signing of the official Partner Country agreement between the China Council for the Promotion of International Trade (CCPIT) and Deutsche Messe on 14 July 2011. China has for many years been one of the top exhibitor nations at the fair.

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 intergovernment consultations in Berlin in July this year.

In keeping with the lead theme for HANNOVER MESSE 2012, "greentelligence," China's Partner Country showcase 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, smart energy grids and green technology

Dr. Wolfram von Fritsch, Chairman of the Managing 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 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."

## A winning team for CoilTechnica exhibitors

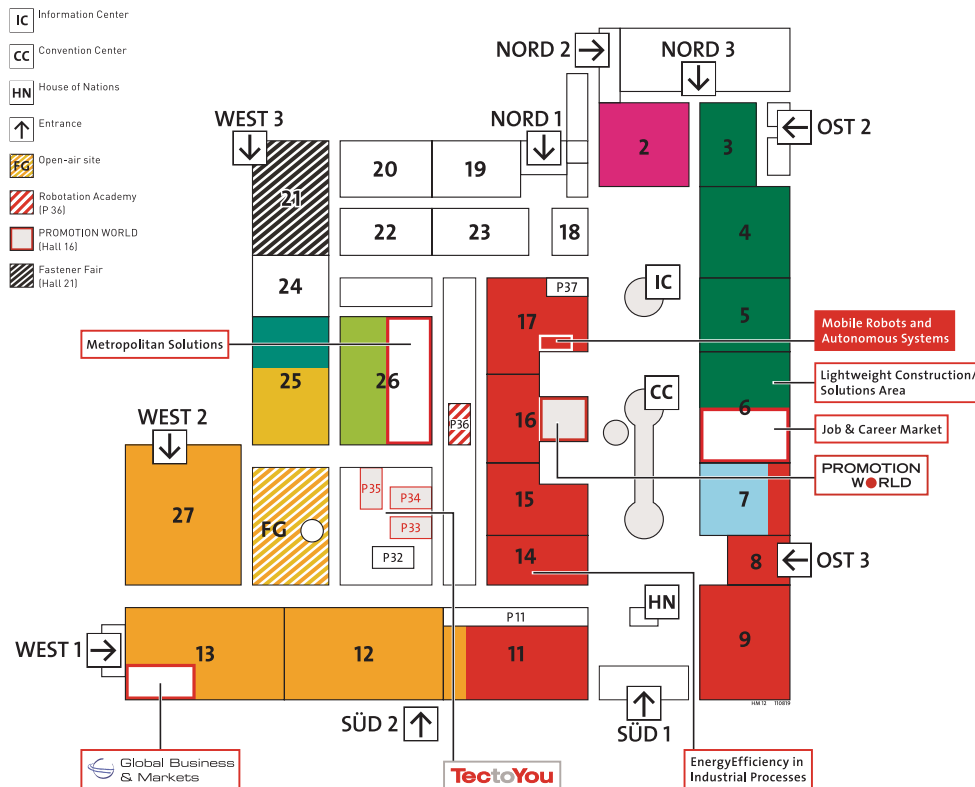
Introducing Deutsche Messe's CoilTechnica Team: Susanne Clemens and Thomas Pinkowski. They are there to advise and guide you through all aspects of registration and participation at CoilTechnica.

Susanne Clemens and Thomas Pinkowski will help make your CoilTechnica showcase a success with expert advice on all aspects of the fair, including group pavilion options, fair packages and the User Forum. See below for contact details.



## Map of the exhibition grounds

- Industrial Automation Halls 7-9, 11, 14-17
- MobilTec 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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