

# Messe News

October 2010

## SurfaceTechnology



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TECHNOLOGY FIRST  
4 – 8 APRIL 2011

## Top trade fair location in the heart of Europe

HANNOVER MESSE 2011 offers its exhibitors many benefits. It is a 13-tradeshow, multi-industry event that attracts visitors from around the globe. It is held in Hannover, a central location in the heart of Europe with superb air, rail and road connections that put it just 1.5 hours away from major centers like Paris and London. And it is supported by the infrastructure of the Hannover Exhibition Center, a venue that hosts around 70 tradeshows annually, has 496,000 square meters of display space spread across 27 exhibition halls plus a further 58,000 square meters of open-air space.

## Spare your nerves and the planet: register online

Deutsche Messe will no longer be sending out paper registration forms to exhibitors. Instead, your ticket to success at the SurfaceTechnology fair is now only a few mouse clicks away – at [obs.messe.de](http://obs.messe.de). Planning your showcase using Deutsche Messe's online system (OBS) is easy and transparent. OBS is an obligation-free service that lets you quickly plan, compare, cost and order display space, display stand systems, and a whole range of services, including advertising and communication support and complimentary tickets. Any time of day or night. Even better: it eliminates the hassle of mountains of paperwork and helps protect the environment.

If you have any questions about the OBS system or your access data, feel free to contact the OBS team on +49-511/89-37000 or via email at [obs@messe.de](mailto:obs@messe.de).

Further information: [obs.messe.de](http://obs.messe.de)



## All shiny and new: innovations in surface technology

The growing importance of eco-friendly, energy-efficient surface solutions



Advanced surface technology is now central to a wide range of industrial applications thanks to its ability to optimize production costs and product characteristics such as weight, strength and machinability. And it will be on show at the SurfaceTechnology fair at HANNOVER MESSE 2011. Users and purchasing managers look to SurfaceTechnology as the world's leading showcase for innovative surface solutions.

### Surface Technology Forum explores latest developments in research and industry

One of the big highlights at SurfaceTechnology 2011 will be the Surface Technology Forum, organized by the Fraunhofer Institute for Manufacturing Engineering and Automation (IPA). Every day of the fair, industry experts will present papers on the keynote themes of electroplating, liquid coating and industrial plasma surface technology and provide insights into the latest developments in research and industry. The Forum's treatment of each keynote theme will be tailored to the different types of surface technology users at the trade fairs adjacent to SurfaceTechnology. In other words, each coating type will be presented in relation to a range of substrate families: metals, poly-

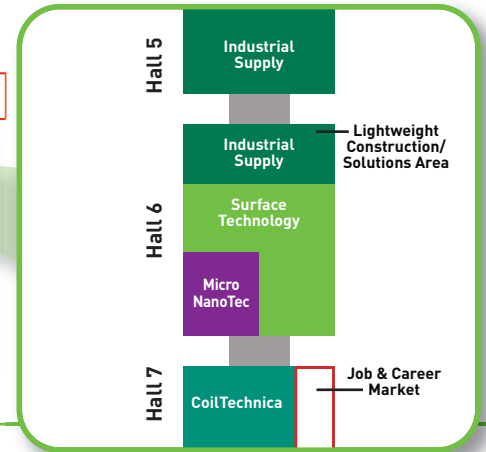
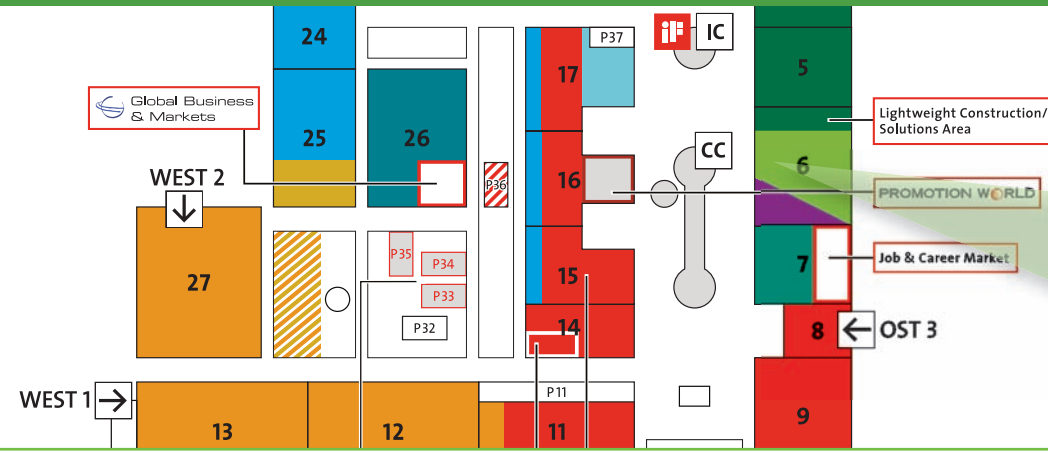
mers, glass and ceramics, and wood. The Forum's Friday program, on the other hand, is dedicated to education and training.

### Marked upswing in demand – new order rates growing solidly

The leading target markets for Europe's surface technology outputs are Asia, Russia and Eastern Europe. Germany's surface technology industry in particular has noticed very strong growth in new orders over recent months. The upswing in demand is improving capacity utilization rates as the industry recovers from the economic crisis.

Exhibitors at SurfaceTechnology 2011 will benefit from the cross-industry synergies leveraged from HANNOVER MESSE's 12 other trade fairs. The Surface Technology fair in Hall 6 is immediately adjacent to three of these fairs: MicroNanoTec, CoilTechnica and Industrial Supply.

For further information, visit  
[hannovermesse.de/  
surfacetechology\\_e](http://hannovermesse.de/surfacetechology_e)



## Special displays present surface technology up close

The special displays at SurfaceTechnology 2011 will take a closer look at key themes touched on at the exhibition stands, with a strong focus on current challenges and emerging solutions in the industrial surface technology process chain. They will provide visitors and exhibitors with a good overview of the latest trends. For instance, the **Surface World** will explore the entire surface treatment value chain, from parts cleaning and electroplating through to quality assurance and testing.

The **“Practice Park – Competence Center for Surface Technology”** display will demonstrate innovative equipment, products and services live in action. Industry experts will be on hand for help and advice on specific solution options. The **Surface Plasma Network (SurfPlaNet)** display will feature demonstrations of the latest plant, processes and products from both the research and applied sides of laser and plasma surface treatment. The **VDMA Surface**

**Technology Pavilion** will showcase a wide range of liquid coating and painting systems and solutions by companies such as Krautzberger, REITER Oberflächentechnik, RIPPERT Anlagentechnik, Sprimag, J. Wagner, and WALTHER Spritz- und Lackiersysteme. Next year’s line-up will for the first time also feature a range of displays on surface blasting technology by AGTOS, Goldmann and Linde. The pavilion is organized by the German Engineering Federation (VDMA).

Cutting-edge developments in nanotechnology are key drivers of innovation in surface coating technology. Nanotechnology-based surface finishes lend enhanced characteristics and functionality – such as scratch-, dirt- and dust-resistance – to products from a range of industries. These and more will be on show at the **Schauplatz NANO** display.

## Fair package: success made to measure

Planning certainty, efficient and hassle-free registration, and a minimum of time spent on organizing your showcase – these are the promises Deutsche Messe’s fair package offer is designed to keep. Our customizable all-in-one packages ensure your tradeshow investment pays off. Apart from the actual stand space, they also comprise a modular system stand and a host of support services.

Simply use the “fair package” order form to record your company details for your catalogue, Internet and PR listings and display signage, and to specify your preferred carpet color. All the other services in the package will be provided automatically. For an additional charge you can, of course, tailor your fair package by adding additional items and services.

For further information, visit [hannovermesse.de/fairpackage\\_e](http://hannovermesse.de/fairpackage_e)



## France as Partner Country 2011

France will be the official Partner Country at HANNOVER MESSE 2011 with a showcase themed “Innovation for Sustainable Growth.” France ranks alongside Germany as one of Europe’s leading industrial countries. In 2009, Germany was France’s biggest trading partner with around 114 billion euros in trade. Dr. Wolfram von Fritsch, Chairman of the Deutsche Messe Board of Management: “With France as Partner Country we have a strong ally indeed.” For the industries that exhibit at HANNOVER MESSE, France is one of the most important sales, investment and cooperation destinations worldwide. The supporting program for France’s HANNOVER MESSE 2011 showcase will provide answers to burning questions and facilitate direct dialogue with the country’s captains of industry and science elite.

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