

Messe News

SurfaceTechnology

Innovation for Sustainable Growth
FRANCE
PARTNER COUNTRY 2011



February 2011

GET NEW
TECHNOLOGY FIRST
4 – 8 APRIL 2011

Boost your visibility!

HANNOVER MESSE 2011 provides diverse opportunities for raising awareness of your company's core expertise. You can use billboards, banners and advertising towers throughout the showgrounds as well as panels at taxi stands and the Skywalk to put your key messages in front of a large, high-quality, international audience. Make sure you stand out from the crowd!

New: This year, HANNOVER MESSE is offering additional outdoor advertising space in prime locations on the sides of the exhibition halls and throughout the showgrounds.

For further information, visit
www.hannovermesse.de/outdoorad

The latest surface treatment trends and technologies

Forum presents surface coatings for diverse range of substrate materials



Every two years, the world unique SurfaceTechnology fair showcases the diverse facets of industrial surface technology at the HANNOVER FAIR. In 2011, users and decision makers from around the globe will once again travel to Hannover to gather information about the latest developments in surface coating and surface treatment technologies. HANNOVER MESSE is the only industrial technology fair that covers all sectors of industry at its 13 flagship shows, bringing together all technologies along the industrial value chain under one roof.

Forum presents surface technologies for broad range of materials

At the "SurfaceTechnology" Forum (Hall 6, Stand F22), one of the key highlights of the fair, experts will explore the latest developments in research and industry. Each of the first four days of the show will be dedicated to surface

technologies for a different substrate family: glass & ceramics, polymers, metals and wood. The forum will culminate on the final day, 8 April, with presentations on different courses of study in surface treatment technology. The forum is co-organized by the Fraunhofer Institute for Manufacturing Engineering and Automation (IPA) and the Surface Technology Division of the German Engineering Federation (VDMA), which is also responsible for managing the **VDMA Surface Technology Pavilion** (Hall 6, Stand F13). The pavilion's focus this year will be on "energy- and resource-efficient surface technologies". Here, interested visitors can learn about the latest resource-saving surface technology solutions and find out which of the SurfaceTechnology exhibitors in Hall 6 can offer systems that are best suited to meeting their specific requirements.

Industry professionals from all continents contribute to show's strong appeal

The defining hallmark of the SurfaceTechnology show is its exclusive audience: In 2009, some 97 percent of visitors were industry professionals. "For manufacturers of shot wheel blast systems like us, SurfaceTechnology is a not-to-be-missed event. It covers the full spectrum of available technologies and attracts a truly international audience of trade visitors," explains Ulf Kapitza, head of Sales & Marketing at German company AGTOS.

"Surface World" highlights intelligent ways of optimizing efficiency

Covering an area of over 1,800 square meters (19,300 sq.ft), "Surface World" (Stand D40) is a group pavilion organized by the German Surface Treatment Association (ZVO). True to its "Smart Efficiency" motto, this year's showcase will demonstrate intelligent ways of optimizing cost, process, and resource efficiency.

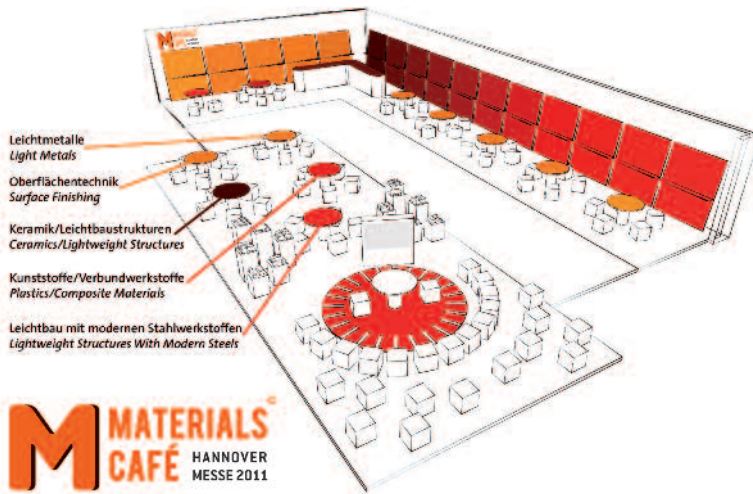
For further information, visit
welt-der-oberflaeche.de (German only)

International b2fair Matchmaking Event

The b2fair cooperation exchange in Hall 13 is a simple, highly time- and cost-effective way for exhibitors to meet new business partners, customers and suppliers from all parts of the industrial value chain. The b2fair platform brokers, organizes and coordinates B2B meetings based on its users' individual cooperation requirements.

For further information, visit
b2fair.com/hannovermesse2011

For further information, visit
hannovermesse.de/surfacetechology_e



New: Materials Café – the place to meet and share know-how with the experts

Always wanted to know how a certain type of material was created? Or learn about the benefits of plasma nitration? Then the new Materials Café in Hall 5 (Stand F51) at HANNOVER MESSE 2011 is the place for you. Here, you can take part in moderated roundtable discussions on intelligent surfaces and nanotechnologies or on smart materials, such as lightweight construction materials or composites. The Café's organizers will also invite experts from the fields of design, research and industry to explore economically and ecologically intelligent applications for the materials of the future.

With its relaxed atmosphere and given its position right at the interface between the SurfaceTechnology and Industrial Supply flagship shows, the lounge-style Café provides the

ideal platform for knowledge sharing.

"Facilitated discussions at the Café's tables will tell the story of these materials, in a unique blend of engineering and eloquence," says Thomas Bade, of the Hannover firm universal design GmbH, one of the organizers and the man behind this unique forum concept. "In the Materials Café we will take knowledge sharing on the subject of materials onto a whole new communication level."

The Materials Café is a joint production of Deutsche Messe (Hannover), universal design GmbH (Hannover), Aart van Bezooen (Material Stories, Hamburg) and Tim Oelker Industrial Design (Hamburg)

Book your own "material table" now!
Tel.: 0049-511-700 37988/87

Practice Park features complete spray coating line

Centerpiece and highlight of the "Practice Park – Competence Center for Surface Technology" at Stand J34 in Hall 6 is a group demonstration of a fully operational manual spray coating line, assembled from components supplied by the participating companies. The uncoated workpieces are first cleaned and dried in a spray washing booth supplied by Hinst GmbH. ExTrade Trapp u. Partner GmbH supply the non-toxic and biodegradable "Simple Green" cleaning agent used for this process. The workpieces are then transported via an electric monorail supplied by Louis Schierholz GmbH into the spray coating booth. The booth, which uses state-of-the-art application technology supplied by EXEL GmbH, was custom-designed for the Practice Park display by AFOTEK GmbH, a Bad Hersfeld-based company which supplies the full range of surface engineering solutions, from manual to fully automatic surface treatment plants. Air/paint separation is done using a membrane-based dry separation process from Keller Lufttechnik GmbH + Co. KG. Finally, the workpieces are dried in a tray truck dryer by means of a patented low-temperature process developed by Hellmann-Hygrex GmbH. An integrated infrared radiator supplied by Heraeus Noblelight GmbH ensures parts that require thermal curing also dry in a matter of seconds.

Partner Country France presents host of innovations

"France will use the global platform of HANNOVER MESSE to present its industrial clusters and to showcase their international competitiveness. In keeping with our official motto, "Innovation for sustainable growth," the French exhibits will have a strong focus on the energy sector, sustainable mobility, industrial processes and energy efficiency. As the organizer of the French participation, UBIFRANCE will create numerous opportunities, especially for SMEs, to multiply international business contacts."

Christophe Lecourtier
Director General, UBIFRANCE

© Take a Tour



Two new international fairs off to a great start

Some 10,000 trade visitors attended the premiere of Surface INDIA in Mumbai in December 2010. Surface INDIA is part of a lineup of five flagship shows. Two months earlier, in October, Surface RUSSIA also opened its gates for the first time. The fair, which attracted over 5,000 trade visitors in its first year, is based in Moscow and part of a lineup of four flagship shows.

SurfPlaNet 2011: Meeting place for business, science and politics

The SurfPlaNet group pavilion at Stand E06 in Hall 6 is the **first port of call** for anyone interested in learning about the latest surface technology developments and applications. Among the participants are the Fraunhofer Institute for Production Engineering and Applied Material Research, Bremen, Plasmatreat GmbH, Steinhagen, and TIGRES Dr. Gerstenberg GmbH, Rellingen. Sponsors include the Working Group on Industrial Plasma Surface Technology (IPO) within the German Engineering Federation. "SurfPlaNet's success is based on a unique blend of information, communication and innovation. That's why it has become a popular point of reference for scientists, engineers and stakeholders from industry and politics," explains Ralf Unnasch, organizer of the SurfPlaNet and Managing Director of Wegberg-based company RunKom. "Exhibitors and trade visitors benefit in multiple ways: This is where they can find new customer groups, learn about new areas of application, forge valuable international contacts and meet new cooperation partners."

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