



Press Release

8 April 2011

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HANNOVER MESSE 2011 (4 – 8 April):

“IndustrialGreenTec”: New trade fair for environmental technology to be launched at HANNOVER MESSE 2012

Hannover, Germany. In industry today, manufacturers are giving more and more thought to sustainability and the most promising ways of achieving maximum energy and resource efficiency at every link of the production chain. As a consequence, the demand for suitable technologies and services is on the rise, and optimal recycling has also become a topic of intense interest. With a rich array of special displays, panel discussions and forums, HANNOVER MESSE 2011 addressed this market need in detail and provided answers on how modern environmental technology can help industry to tap into optimization potential while at the same time sparking added growth.

Taking this thematic coverage to the next level, **IndustrialGreenTec** will join the HANNOVER MESSE portfolio in 2012, adding environmentally beneficial solutions of every description to the scope of the world's largest and most important trade fair for industrial technology. This will make it possible for attending professionals to discover entirely new vistas with regard to topics such as recycling and waste disposal • technical approaches to water, soil and noise protection • minimizing air pollution • optimal use of renewable energy and resources • gauging and monitoring environmental parameters for harmful substances and pollutants.

A Competence Center at the heart of the new trade show will provide plenty of added value thanks to intriguing presentations by seasoned experts on reference projects and best-fit solutions.

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