Prime mover for new markets

Subcontracting stays true to its reputation as a “Hot Spot for Dynamics”

“HANNOVER MESSE is back and people are once again moved by technology!” This pithy analysis by Deutsche Messe Board Chairman Sepp D. Heckmann says it all. HANNOVER MESSE 2008 was an absolute ripper: the exhibitors’ order books are bursting at the seams and the participating industry associations are without exception upbeat about the future.

This year’s keynote exhibition themes of energy, automation, future technologies, subcontracting and recruitment and careers were right on the money, assuring HANNOVER MESSE 2008 (21 to 25 April) a visitor turnout of around 200,000. That’s about 30 percent up on 2006 (the last reference year for the even-year tradeshow lineup). Hannes Hesse, CEO of the German Engineering Federation (VDMA): “It felt almost like old times.”

The Subcontracting show, too, was in top form, pulling in throngs of visitors and offering an explosion of ideas and innovations. Some 1,500 exhibitors from 50 nations used the show to profile their hi-tech savvy and demonstrate the industrial applications of new materials, composites and systems solutions. The show (located in Halls 3, 4 and 5) stayed true to its reputation as a “Hot Spot for Dynamics,” with over 60,000 visitors — virtually every third visitor at the showgrounds — using its displays to scope the world subcontracting market.

Strong after-show sales expected

Exhibiting at the Subcontracting show was a good move — even for the many exhibitors whose order books were already in good shape heading into the event. A post-show statement by Alexander Heitmann, head of Sales at Friatec AG, illustrates the general consensus of opinion among exhibitors: “The leads we made were of a very high quality and are likely to result in new business.” A post-show survey run by the HANNOVER MESSE Exhibitor Advisory Committee shows that 70 percent of exhibitors are now expecting increased sales, while 61 percent said they would need more staff to meet the growth in demand.

For further information, visit www.hannovermesse.de/homepage_e
A big thank-you from Hannover!

We would also be delighted to welcome new-comers to the Subcontracting show – smart people like you, who, in response perhaps to a visit to HANNOVER MESSE 2008, the event’s strong media exposure, or personal recommendations, have come to the conclusion that they cannot afford to miss the world’s leading subcontracting tradeshow if they want to stay in touch with the world market.

If you have already decided to participate in HANNOVER MESSE 2009, then we would like to get your input for our preparations. Give us a call! We’d be delighted to hear from you.

Your Subcontracting team

We would like to express to you our sincerest thanks for a fantastic HANNOVER MESSE 2008. Without you, as an exhibitor, and the visitors you invited to your showcase, the fair would not have been the great success that it was. The positive impressions made at this year’s fair are unforgettable, and we are sure they will lend wings to your business for a long time to come.

True to our motto, “The show is over … here comes the show!”, we – your trusted Subcontracting team – are already hard at work planning the next HANNOVER MESSE, which runs from 20 to 24 April 2009. We look forward to working with you again and to continuing our excellent partnership.

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Thanks to steady growth in its areas of expertise, the subcontracting industry is now the wellspring of half of all industrial innovations. Consequently, the displays at Subcontracting 2008 spanned entire industrial process chains from start to finish.

The 1,500 or so exhibitors at the show proved themselves more than equal to the requirements of industrial customers in a wide array of areas, including casting, forming, coatings and machining, materials, production processes and finished products. Energy efficiency and solutions for reducing life cycle costs were clearly the main drivers of innovation in all areas.

The Subcontracting show has become an international contact hub for networking, knowledge transfer and business lead generation. It is where scientists, developers and engineers dialogue with buyers from the processing, energy and construction industries, the service sector and the skilled trades. This year the show once again impressed as an incubator for all areas of industry. The subcontracting displays saw strong interest from the mechanical and plant engineering industry where it attracted 10,700 visitors, the metalworking industry (6,400 visitors) and the automotive industry (6,100 visitors).

3.2 million business contacts at HANNOVER MESSE
All participating exhibitors reported excellent business contacts at the fair. Deutsche Messe Board Chairman Sepp D. Heckmann: “We saw a 15 to 20 percent average rise in the number of successful new business contacts.” HANNOVER MESSE in fact generated a good 3.2 million business contacts.

National pavilions cluster expertise

Denmark, Italy, Switzerland, Turkey, India, Pakistan, China: this year, these countries clustered their expertise in national pavilions. The resulting focus on integrated solutions enabled the participating exhibitors to profile themselves as system partners, able to deliver maximum value to their customers.

For example, at the Swiss Pavilion there was strong cooperation between experts in machining, thermal treatment and grinding machines, while the companies at the Czech Pavilion profiled solutions ranging from surface treatment to assembly.

To raise its international profile, Italy’s hi-tech Frosinone region debuted in Hall 5 with a showcase of local innovations for a range of industries, including industrial automation, chemicals, transport, the wood industry and the construction sector.

Technology-transfer support for these firms was provided by the Italian business development agency A.S.P. IN. The participating exhibitors were happy with their showcase, coming away from the fair with a wealth of highly promising business leads.
The mood at HANNOVER MESSE 2008 was palpably buoyant from day one – an intoxicating celebration of innovation and the future fuelled by a market ripe for capital investment.

The buzz and hum enjoyed by exhibitors and trade visitors at the Subcontracting show was mirrored at the other main display areas, especially the industrial automation and energy-sector displays. High-power business deals and knowledge-sharing by day; fun and entertainment in the evenings. With the order books filling nicely, the fair exceeded even the highest expectations.

We hope you’ll enjoy reminiscing on HANNOVER MESSE 2008 as you look ahead to another great show in April 2009!

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The Awa Odori dance ensemble from Tokushima Prefecture raises the curtain on Partner Country Japan with a lively performance during the Opening Ceremony at the Hannover Congress Center.

In full bloom around the exhibition halls: the Cherry Blossom Festival at the Hannover Exhibition Grounds.

Hands-on at the Subcontracting show: web pages and catalogues are no substitute for being there. The photos show visitors making their expert assessments of exhibits in Halls 3, 4 and 5.

A winning combination: Subcontractors and suppliers showcase their expertise in all areas of industry at the Subcontracting show in Halls 3, 4 and 5.

High-power business deals by day; fun and entertainment in the evenings: guests enjoying baroque music at the official gala evening at the Herrenhausen complex.
Hi-tech for the future

Subcontractors showcase the power of synergy at special displays and group pavilions

The subcontractors at the fair demonstrated their strengths – their ability to jointly service entire process chains in a diverse range of industries – at a host of special events. The big drawcards were the special displays focusing on new materials and system partnerships in the mechanical engineering/automotive industries.

NEW MATERIALS

New materials have practically unlimited potential applications, making them engines of innovation in the space industry, automobile production, and in the mechanical and plant engineering industry. The wealth of materials expertise on show at the Innovations Center for Engineering Materials in Hall 5 was clustered into three areas: metals, plastics and composites. The new structure made the center easier to navigate, and the trade visitors were suitably impressed – particularly by the composites displays.

CFRP specialist CFK Valley Stade debuted at the Innovations Center with a new materials theme: lightweight carbon-fiber composites. As well as many other benefits, the latest materials in this area are about 30 percent lighter than their aluminum alloy counterparts. “We were pleasantly surprised by the strong interest our display generated, although we did notice that there were several gaps in the market’s knowledge of this area,” commented Dr. Andreas Baar of CFK-Valley Stade. He said CFK-Valley Stade was seriously considering enlarging its presence at next year’s fair.

The engineering ceramics group pavilions were a key focal point in the new materials segment. Michael Zins of TASK GmbH explains: “The Ceramics Meeting Point sparked intense interest. On the very first day of the fair, several other manufacturers gave firm commitments for participation in the pavilion.” Stefan Veltum, head of Sales at Doceram, likewise reported excellent leads: “Many visitors used the complimentary tickets we sent them. The complimentary tickets initiative was a great success.”

material trends in hall 5

Engineers, designers and architects used the material trends special display to learn about the properties of the latest new materials.
One display at the System Partners – Mechanical Engineering/Automotive special display in Hall 4 was especially popular with the public: the AUDI A6 lengthwise cutaway model. As well as providing a glimpse into the internal structures of the car’s body and cab interior, the model illustrated the close partnership between subcontractors within the automotive supply chain.

A second process chain featuring integrated production systems gave unrivalled insights into the clustered expertise of system suppliers.

In Hall 5, rubber and plastics specialist ContiTech and selected supply chain partners profiled elastomer solutions for the mobility and other sectors. The close relationship between the partners was demonstrated, among other things, with the aid of a cutaway model of an Audi A6. Similarly, a KUKA robot was used to demonstrate a two-color spraying system for producing mold slush skins.

The providers of casting technology solutions at the Gegossene Technik pavilion in Hall 3 were true to their reputation as partners of choice for complex problems, constantly pushing out the cutting edge of technology. 25 European foundries demonstrated their pioneering advances in the chemical and mechanical properties of casting materials, showing how customized single-part castings are superseding multi-part solutions as complex castings become increasingly feasible. The displays included solutions for the mechanical engineering and wind energy industries.

The focus in Halls 3 and 4 was on system components for practically every industry.
Subcontracting

See you in 2009!

Don’t miss out on the next HANNOVER MESSE, when 14 flagship shows will be showcasing more pioneering innovations.

Exhibitors and visitors agree – a trade fair must drive ideas and innovations! HANNOVER MESSE plans to outstrip even its own successes next year, when industry automation, energy technology, the subcontracting industry and R&D once again join forces with power transmission and control in the form of the world-leading MDA – Motion, Drive & Automation tradeshow.

Exhibitors will be demonstrating their industrial know-how at HANNOVER MESSE 2009 from 20 to 24 April 2009 at no less than 14 trade fairs.

In addition to tradeshows on wind energy and motive power engineering, visitors to HANNOVER MESSE will also be able to take in ComVac, the leading trade fair for compressed air and vacuum technology, and the flagship SurfaceTechnology show. These four shows take place every two years.

The Beat of Innovation

Korea follows Japan as Partner Country

After India’s successful participation in 2006, and Japan’s this year, Korea is the third country from Asia to be the Partner Country to HANNOVER MESSE. Under the slogan “The Beat of Innovation,” some 200 Korean companies will be showcasing their products and services on a display space of 7,000 sqm (75,300 sq. ft) at HANNOVER MESSE 2009 (20 to 24 April). After Japan handed over the Partner Country mantel to Korea at the end of HANNOVER MESSE 2008 in April, Korean Vice Minister for Industry and Technology Chemin Rim said, "As the world’s leading industry and technology trade fair, HANNOVER MESSE is the ideal platform for exhibiting our high-tech products and developing partnerships between industry and research institutions across the globe."

Korea, a country renowned worldwide for excellence in shipbuilding, monitor and semiconductor production and – increasingly – automotive technology, will focus particular attention on industrial automation, transmission technology, energy, microtechnology, nanotechnology and compressed air technology.

The Korea Association of Machinery Industry (KOAMI) is responsible for planning the country’s trade fair presentation.

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