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Great Show – Big Business

HANNOVER MESSE 2008
IN PHOTOS AND FIGURES


HANNOVER
MESSE


HANNOVER
MESSE

GET NEW TECHNOLOGY FIRST

JAPAN 

A complete success from start to finish



Ladies and Gentlemen:

Once again HANNOVER MESSE has confirmed its status as the leading marketplace for technological innovations. The final total of nearly 200,000 visitors was again more than 30 per cent up on the figure for 2006, the previous comparable year. As many as 127,000 top industry decision-makers made Hannover the world's most important meeting place for business leaders, scientists and politicians.

The five days of the show vividly demonstrated the capabilities of German industry. The high standard and authoritative content of HANNOVER MESSE made the event a barometer of economic performance and a driver of innovations. Small wonder, then, that exhibitors are reporting full order books for 2008. And the prospects for 2009 are already looking very promising.

The future is our passion. As well as focusing attention on energy technology and energy efficiency, industrial automation and research, HANNOVER MESSE is firmly committed to investing in the next generation. The initiative "TectoYou" was designed to inspire the potential engineers and product developers of tomorrow with a passion for technology. The special display "Mobile Robots & Autonomous Systems" proved especially popular – and not just with our younger visitors.

Above all we are indebted to you, the exhibitors, for making the event such an outstanding success. It is thanks to your innovations that HANNOVER MESSE was once again able to present itself as the showplace for tomorrow's megatrends. We look forward to welcoming you back in 2009 for the most important technology event of the year.

Yours sincerely,

Sepp D. Heckmann

Wolfgang Pech



Celebrating the start of HANNOVER MESSE 2008

Below: Crowds of visitors and packed stands in Hall 6



Evening descends on the Exhibition Grounds

Knowledge transfer in action



Innovations galore – the trade fairs in 2008



The complete production cycle is right here

With its line-up of 10 leading international trade fairs, HANNOVER MESSE provided the perfect setting for exhibiting companies to show what they can do. Its interdisciplinary approach and cross-industry appeal once again made it the most important technology event of the year in 2008, and the most effective marketing instrument for exhibitors worldwide.

One for all – and all for your business success: With 10 flagship trade fairs on one site and complete A to Z coverage of today's industrial technologies, visiting buyers were able to find the right solutions for their needs.

The automatic solution for greater efficiency: Exhibiting companies in the major display category "**Industrial Automation**" presented the complete spectrum of solutions for production automation, process automation and building automation to a broad-based public from Germany and the rest of the world. **INTERKAMA+** showcased the latest advances in instrumentation and control technology, analytical equipment and process automation solutions. Special presentations such as "Wireless Automation", "Hygienic Design & Cleanroom Technology" and the newly established INTERKAMA+ Lounge brought an extra dimension to the show and generated additional visitor traffic to exhibitors' stands.



INTERKAMA+: Innovations designed to inspire



Built-in technologies: Industrial Building Automation

Mobile manufacturing power at Factory Automation



Visitors to **Factory Automation** were presented with integrated automation solutions for virtually every kind of production process. The display category "Industrial Identification" featured innovative technologies ranging from RFID and image processing to coding systems. At the special presentation "Mobile Robots & Autonomous Systems" visitors could watch driverless transport systems in action. This year's **Industrial Building Automation** focused on the integration of building automation systems with production automation systems, and trade visitors from all sectors of industry flocked to Halls 11 and 14 to view the sophisticated solutions on display here.

The leading international trade fair **Subcontracting** once again furnished a showcase for the dynamic industrial subcontracting sector, with its innovative engineering services, newly developed industrial materials and ancillary services.

In another repeat performance the **WORLD ENERGY DIALOGUE** was the central technology event at HANNOVER MESSE 2008. The trade fair **Energy** played host to a lively debate on the energy mix of the future, exploring the key issues of energy efficiency, sustainability and competitiveness. More exciting coverage of energy-related themes came in the form of the innovative technologies on display at **Pipeline Technology** and **Power Plant Technology** – the latter making its highly acclaimed debut this year.



The most important event for global sourcing



Welcome to the future: Digital Factory

MicroTechnology: Small size, huge potential



Efficient technology and productive exchanges at Pipeline Technology

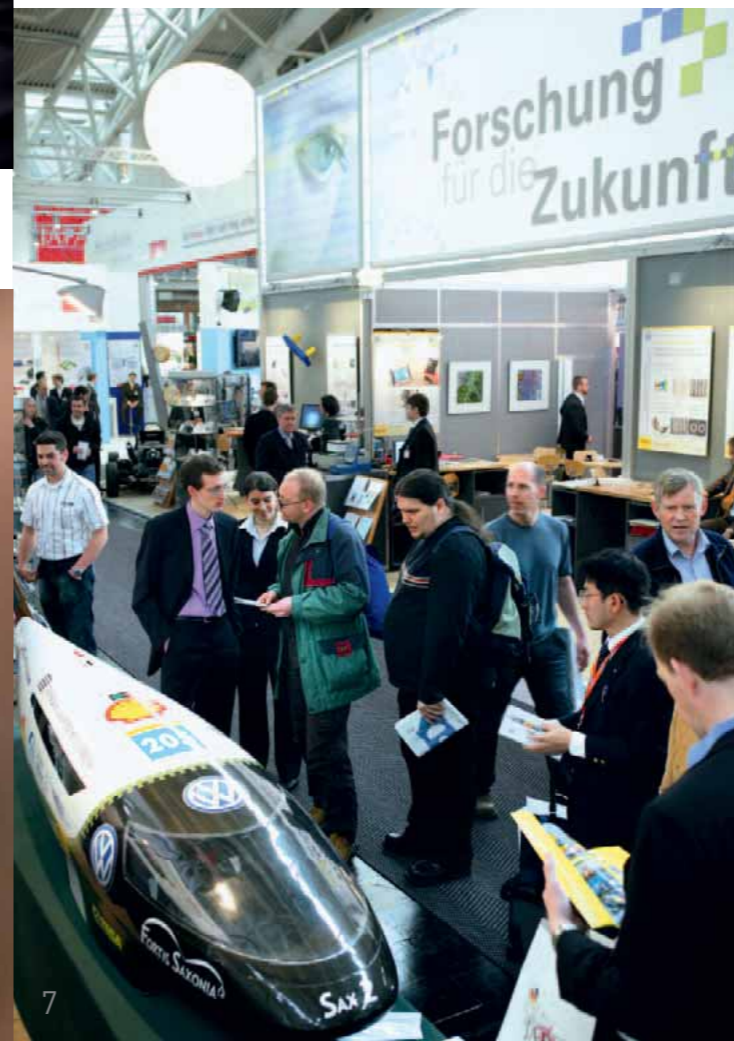


Electrifying attractions: Energy

Research & Technology puts the future within our grasp



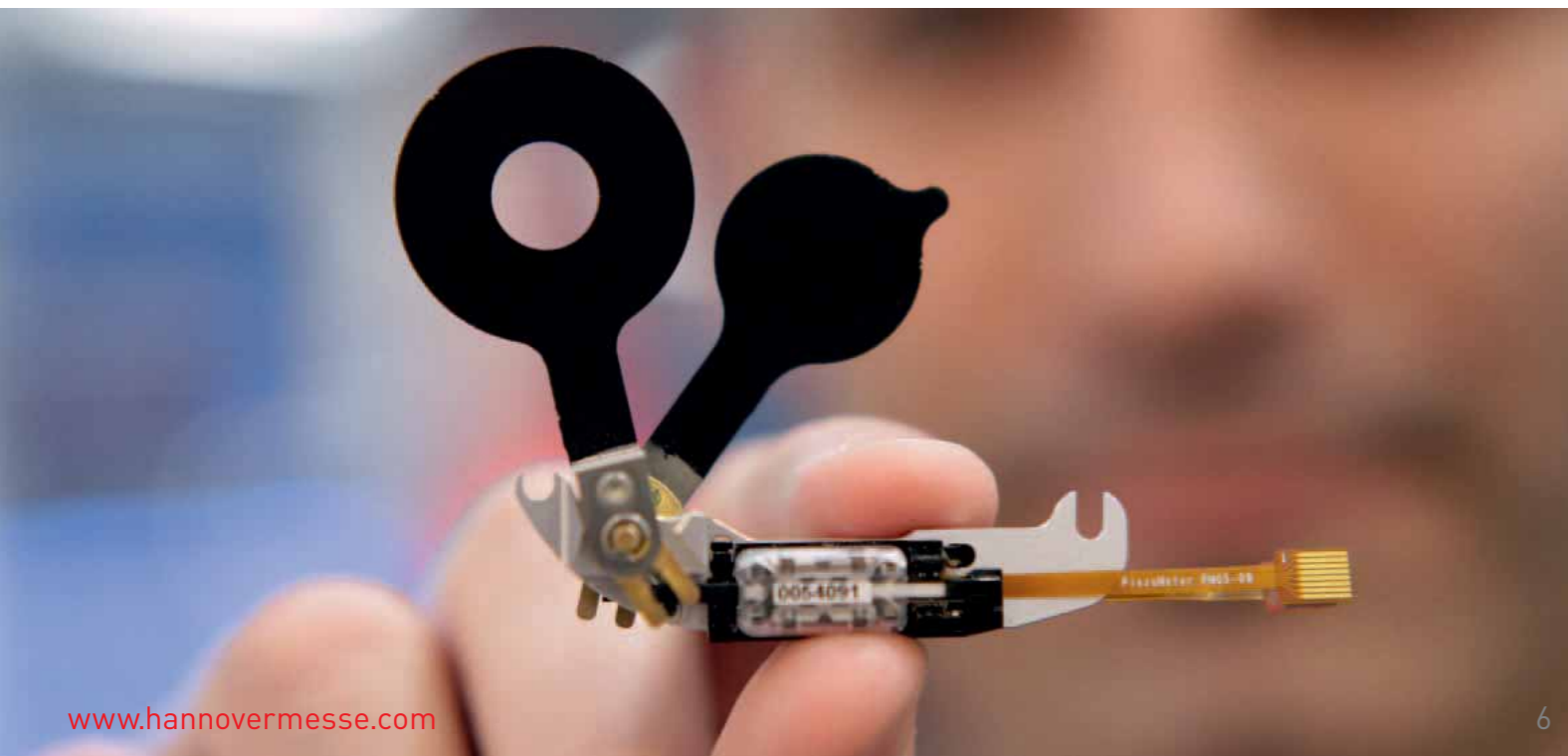
The fascination of high-tech solutions: Power Plant Technology



The trade fair **MicroTechnology** gave visitors a chance to learn about cutting-edge advances in nanotechnology, laser technology and micro-systems technology. It also served as a gateway to the growth markets of the 21st century and an international hub of excellence for all aspects of miniaturization. At **Digital Factory** the focus was on innovative IT solutions and systems for process-based production operations.

Research & Technology was once again the setting for a direct, sector-neutral dialogue between the best scientific minds from our universities and research establishments and the global business community. This was a chance to discuss the latest technological trends against a background of exciting innovations and knowledge transfer across the disciplinary divide.

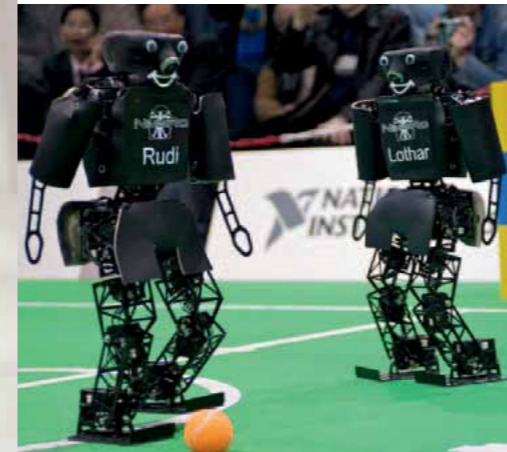
So once again HANNOVER MESSE delivered the decisive leap forward in knowledge, true to its motto: **GET NEW TECHNOLOGY FIRST!**



More than a trade show: know-how from the source



Opening of the EnergyEfficiencyTunnel



Mobile robots in action



Autonomous systems at work



Technology for the next generation

As in previous years, the major technological innovations on display at HANNOVER MESSE were accompanied by over 1,800 conferences, forums, special displays and other events designed to inform and educate. These offered perfect opportunities for effective knowledge transfer and cross-industry networking away from the daily hustle and bustle of the exhibition floor.

Premium networking platforms in 2008

- RoboCup GERMAN OPEN 2008
- Mobile Robots & Autonomous Systems
- WORLD ENERGY DIALOGUE
- Condition Monitoring Systems
- HERMES AWARD
- Job & Career Market
- Energy Efficiency in Industrial Processes
- Global Business Forum
- tech transfer – Gateway2Innovation
- TectoYou
- WoMenPower
- Partner Country Japan



The future of energy: WORLD ENERGY DIALOGUE

Conference and matchmaking event at the Global Business Forum



Prospects for young people: TectoYou

Technology has its rewards: HERMES AWARD 2008





The opening ceremony was a glamorous affair

Let's celebrate technology

The official **opening ceremony** once again set the scene for HANNOVER MESSE as the technology event of the year – and got things off to a flying start with more than a touch of glamour. The fourth **"Night of Innovations"** did not disappoint, creating just the right party mood to celebrate the latest exciting innovations from exhibitors at this year's Research & Technology. Parallel events aimed at promoting knowledge sharing and networking were the glittering **Gala Night in Herrenhausen** and the high-calibre **acatech Business Forum**.



An attentive audience at the acatech Business Forum



Technology with style: the Gala Night in Herrenhausen

Kampai! A toast to the 2008 Partner Country Japan

Perfect harmony from the Far East

Hannover and Japan: a successful joint effort



Your innovations attract worldwide attention



Focus on technology

HANNOVER MESSE and its exhibitors always hit the headlines. The world's biggest technology show is a national and international media event – and this year was no exception. Nearly 3,000 accredited trade journalists from 41 countries reported on the latest innovations at the show in the press and on radio and television.

Hannover-Messe mit 30 Prozent Plus

Hannover Messe endet mit Besucherplus

200 000 Besucher kamen zur Hannover Messe

„Messe steckt voll Leidenschaft“

„Erfolg auf ganzer Linie: Die Saat ist aufgegangen“

Industrie zufrieden mit Verlauf der Hannover Messe

30 Prozent mehr Besucher auf der Messe

Hannover Messe geht zu Ende - positive Bilanz folgt auf ganzer Linie!

Hannover (dpa) - Die vier nach vier Ausstellungstagen sind sehr zufrieden, heißt es beim Messe-Chef.

Hannover (hk). Die Hannover Messe hat in diesem Jahr rund 200 000 Besucher angezogen - das sind mehr als im Vergleich mit den vergangenen Jahren.

The Whole World of Technology at One Venue

Hannover Messe (Germany) is the venue of choice for presenting the latest trends. Every year senior scientists and academics, politicians and business leaders attend this important technology event of the year. "Hannover Messe is the largest technology show in the world."

Hannover Messe endet mit Rekord

Hannover Messe 2008 - 10 flagship trade fairs

Hannover Messe 2008 is all set to offer excellent insight into the latest know-how from all the key sectors of industry

30 Prozent mehr Besucher

Besucherszahl wächst um ein Drittel

200 000 Gäste kommen zur Hannover Messe / Aussteller wünschen sich mehr

Hannover Messe 2008

The largest technology and innovation show

パートナー・カントリーとしてわが国の先端技術を世界にアピール「ハノーバー・メッセ2008」

日本貿易振興機構(ジェトロ) 展示事業部

It really pays to be there

Exhibiting companies and their innovations can be sure of getting maximum attention and media exposure in the specialist trade press. In 2008 the latest technologies and innovations once again basked in the glare of international media attention. Exhibitors from all sections of industry benefit from extensive coverage in the trade press and popular press worldwide.

Innovations that catch the eye:

- 431 separate feature items on TV
- Over 20 hours of TV reporting
- 88 million audience contacts
- Coverage on 47 TV channels

Innovations that make people sit up and listen:

- 666 separate reports on the radio
- 20 hours of radio reporting in total
- 314 million listener contacts
- Coverage on 50 radio stations

Exhibitor comments on the 2008 show



"HANNOVER MESSE is an excellent platform for us. It gives us a chance to show what we mean by 'looking after the customer' – namely maximum product benefits, industry-leading process power and top-quality customer service."

Norbert Müller, Chairman of the Board at Rittal GmbH & Co. KG, Herborn

"HANNOVER MESSE has traditionally been the most important show of the year, and our company has been on board as an exhibitor for the past 55 years. For us this annual technology event is an ideal opportunity to unveil all our new products for the first time."

Frank Stührenberg, Sales Director at PHOENIX CONTACT GmbH & Co. KG, Blomberg

"The new display category 'Mobile Robots & Autonomous Systems' at HANNOVER MESSE was perfect for Robowatch. We were able to demonstrate our expertise in the autonomous control of mobile platforms at the stand – and then show all this in action with our mobile security robots."

Dr. Jens Hanke, Managing Director, Robowatch Technologies GmbH, Berlin

"The environment, energy efficiency and technologies for the future are the issues that shape the agenda at HANNOVER MESSE, and these are the areas in which ContiTech is active, and plans to be even more active in the future. We are very pleased with how the show went, and were able to make valuable new contacts for future business collaborations."

Gerhard Lerch, Chairman of the Board of Continental AG, ContiTech Division, Hannover

"HANNOVER MESSE is one of the highlights of the year for Turck. Naturally we make full use of the opportunity to put our message across to our customers in Hannover, but we also use it as a communication and motivation platform for our employees worldwide."

Christian Wolf, Marketing Director of Hans Turck GmbH & Co. KG, Mülheim an der Ruhr

"HANNOVER MESSE is the most important industrial show in the world, which is why we have been taking part every year since the event began."

Dietmar Harting, Managing Partner of the HARTING Technology Group, Espelkamp

"As an international shop window for technology, HANNOVER MESSE is the most important platform for us to show our complete range of systems as an automation partner for industry. The 2008 show was a great success for Siemens."

Klaus Helmrich, CEO of the Drive Technologies Division at Siemens, Nuremberg

"HANNOVER MESSE was a success for us. We were able to meet many key decision-makers from government and business and tell them all about our state-of-the-art technologies for power and heat generation."

Helge Schulz, Head of Public Relations at Hitachi Power Europe GmbH, Duisburg

"We wanted to get talking to as many visitors as possible about all aspects of energy. What kind of energy future can we create for ourselves? What can we do today, and what remains to be done? These are the issues we wanted to talk about. And that's exactly what we did."

Dr. Ingo Luge, Chairman of the Board at E.ON Kraftwerke GmbH



Figures that speak for themselves



An audience of specialists

In Hannover the stands of exhibiting companies become marketplaces for decision-makers and buyers working in many different areas.

| | |
|--|--------|
| Research/development/design | 35,500 |
| Senior management/plant management | 22,100 |
| Marketing/sales/advertising/PR | 21,100 |
| Manufacturing/production | 19,500 |
| Maintenance/servicing | 12,500 |
| Product development | 11,700 |
| Planning/work scheduling | 11,100 |
| Purchasing/procurement | 10,600 |
| Administration/human resources/training and career development | 7,500 |
| Production monitoring/quality control | 4,800 |
| ICT/data processing | 4,600 |
| Finance/accounting/controlling | 3,100 |

Global appeal

HANNOVER MESSE offers the perfect platform for meeting potential buyers from all over the world, making valuable new contacts for the future and establishing a foothold in new markets.

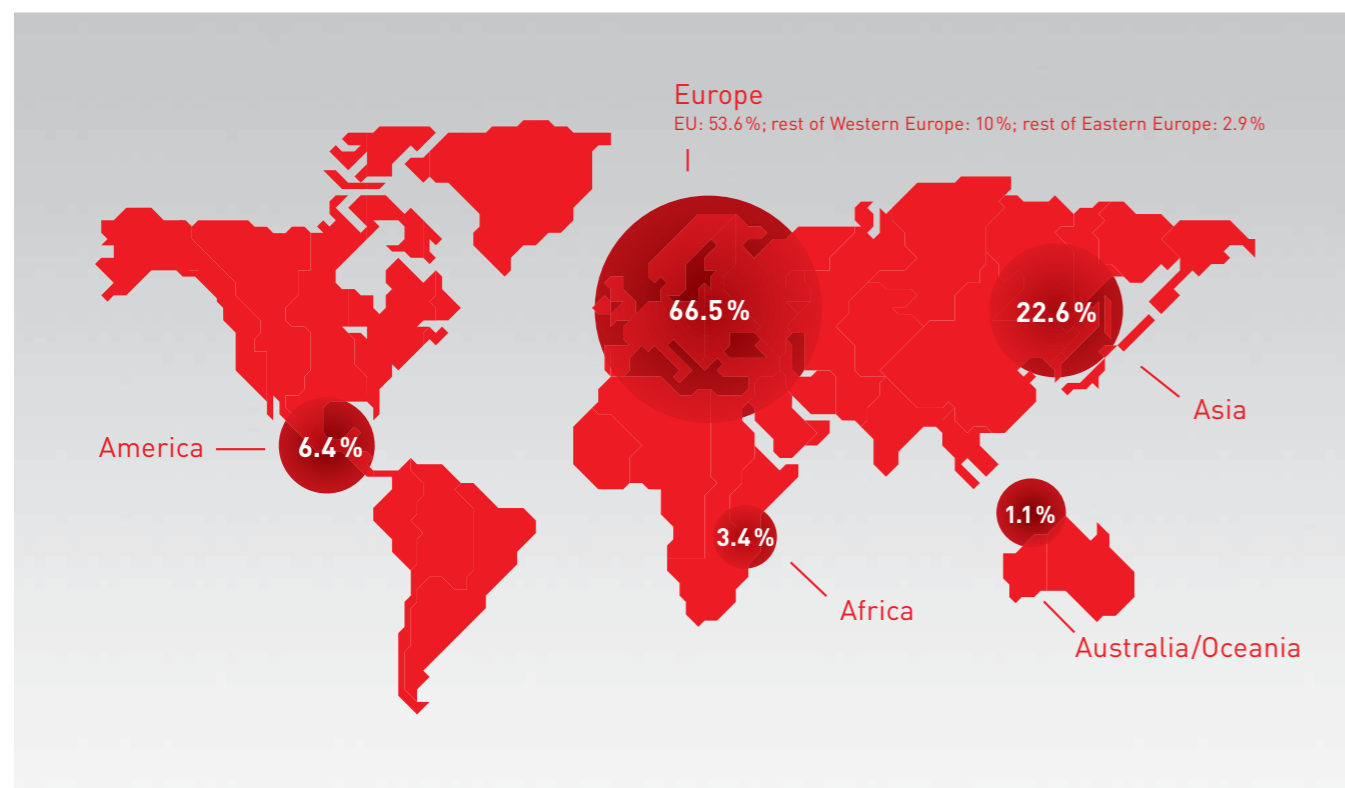


Chart → Where visitors came from

Chart → Areas of responsibility of visitors (more than one reply possible)

Focus on investment

Hannover attracts industry's top decision-makers. 70% of visitors to the 2008 show are involved in their company's investment decisions.



Chart → Role played by visitors in investment decisions

A strong line-up

At HANNOVER MESSE 2008 exhibiting companies reaped the benefits of powerful synergies between the 10 leading international trade fairs on the program. The bottom line: more visitor traffic from all sections of industry.

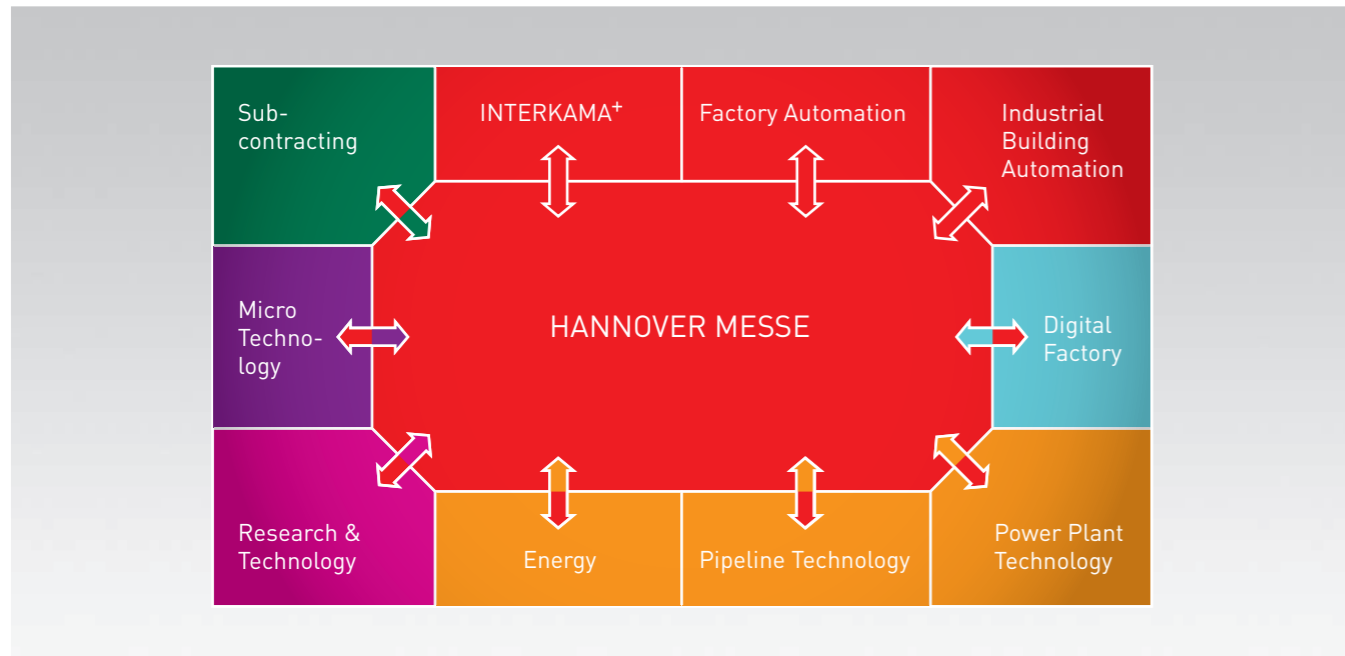


Chart → Synergies created by HANNOVER MESSE

A complete range

All the really relevant exhibitors showcase their products and services at HANNOVER MESSE. You therefore have an excellent opportunity to present your products to visitors interested in technologically related areas. In short, you can make interesting new contacts and exploit new business potential.

| | |
|--------------------------------|---------|
| Factory Automation | 104,100 |
| Energy | 98,200 |
| INTERKAMA+ | 66,100 |
| Subcontracting | 60,700 |
| Research & Technology | 56,600 |
| Industrial Building Automation | 55,600 |
| MicroTechnology | 50,200 |
| Digital Factory | 46,800 |
| Power Plant Technology | 42,700 |
| Pipeline Technology | 37,300 |

Chart → Attendance at individual trade fairs (more than one reply possible)



Representatives from all sectors

All for one – and one for all. Innovations displayed in Hannover are seen by visiting professionals from all sectors of industry and all stages of the production cycle.

| | |
|---|--------|
| Manufacturing industry | 72,000 |
| Capital goods | 48,000 |
| Basic materials and primary products | 22,500 |
| Energy | 19,200 |
| Services | 17,800 |
| Public authorities and institutions | 8,600 |
| Distributive trades | 7,000 |
| Research institutes / industrial research | 6,200 |

Chart → Business sectors of visitors (more than one reply possible)

New at HANNOVER MESSE 2009: Wind

When HANNOVER MESSE opens its doors to the public in 2009, wind energy will be a special focus of visitor interest. The new international trade fair Wind gives the industry its first self-contained exhibition platform at the world's most important technology event.

If you are involved in the manufacture of wind generating plant, the supply of components or services, installation and fitting, plant operation or project financing, then this show is definitely for you. Here you can present your cutting-edge technologies – and your contribution to an efficient, sustainable and competitive energy mix – to an audience of international decision-makers and opinion-leaders from the energy industry, manufacturing industry, the public sector and government.



Powerful partners for global business

At HANNOVER MESSE 2008 Japan handed over the Partner Country trophy to Korea. So the highly successful Partner Country concept is now being taken forward by another technology leader from the Far East.

As one of the most exciting markets in the Asian region, the 2009 Partner Country will be showcasing innovations from many key areas of industry, including industrial automation, power transmission systems and automation, energy, power plant technology, compressed air and vacuum technology, and microtechnology.

With a total of 10,000 m² devoted to next year's Partner Country presentation, trade visitors from all over the world will have plenty of opportunities to explore and develop successful business relationships with Korean firms.



Technology that moves the world

