

World of industry comes together in Hannover

## HANNOVER MESSE 2010 boosts economic upswing



Industry was in a buoyant mood at the HANNOVER MESSE 2010. With its nine **leading international trade fairs**, the technology show in Hannover, Germany, injected new life into the economic situation and made a considerable contribution to breaking the investment bottleneck, from which all industrial sectors will be able to benefit over the coming months. **"Exhibitors reported on very definite projects, solid investment plans and contracts that, in the coming weeks and months, can only serve to increase industrial activity,"** declared Dr. Wolfram von Fritsch, CEO of Deutsche Messe AG at the close of the HANNOVER MESSE.

### Exhibitors and visitors showed resolve, defying eruption in Iceland

The HANNOVER MESSE 2010 stood its ground despite the considerable restrictions on flying as a result of the **volcanic eruption** in Iceland. Exhibitors and visitors alike went to great lengths to be able to take part in the HANNOVER MESSE 2010. Deutsche Messe provided support with a comprehensive assistance package. Altogether, the HANNOVER MESSE 2010 was host to **150,000 visitors**. As expected, most foreign visitors came from Germany's neighbors, less affected by the travel restrictions. **The number of visitors from the Netherlands actually increased** over the 2008 figure. Then came Denmark, Austria, France, Switzerland and Poland. The global flight chaos had its greatest effect on visitor numbers in the first days of the trade fair. "The success of this year's HANNOVER MESSE cannot be measured by the number of visitors. The 2010 event will go into our company history as the volcano fair," said von Fritsch.

### "More efficient - more innovative - more sustainable" - Motto traversed all specialist fairs

**More than 4800 exhibitors from 64 countries registered** for this year's HANNOVER MESSE, guided this year by the motto "More efficient - more innovative - more sustainable." With these numbers, the HANNOVER MESSE 2010 was reminiscent of the boom year 2008, and once more demonstrated its leading position on the international trade fair market. Nine leading specialist fairs (**Industrial Automation, Energy, Power Plant Technology, MobiliTec, Digital Factory, Industrial Supply, CoilTechnica, MicroNanoTec** and **Research & Technology**) provided visitors with the opportunity to establish high-quality, long-term business contacts. Areas of strength included **industrial automation, energy technologies** and **industrial supply and services**. At the Energy fair, more than 1100 companies displayed both conventional and renewable energies: the energy mix of the future.



## New specialist fairs MobiliTec and CoilTechnica kick off as major public drawcard

The two new leading specialist trade fairs, CoilTechnica and MobiliTec, proved to be major drawcards. With MobiliTec, Deutsche Messe forged a link with the field of electromobility, an important theme for the future. MobiliTec was visited by around one third of all visitors, there to find out about hybrid and electric drive technologies, mobile energy storage and alternative mobility technologies. "The new MobiliTec trade fair was a resounding success," said von Fritsch.

At CoilTechnica in Hall 6, around 70 exhibitors presented technologies for the production of transformers, generators, coils and electric motors. "With CoilTechnica, we have successfully introduced an industry which fits perfectly into the HANNOVER MESSE portfolio," said von Fritsch. It is already certain that CoilTechnica will once again take place at the HANNOVER MESSE in 2011.



## Efficiency Days, TectoYou, 1000 Events - HANNOVER MESSE 2010 had many highlights

Industrial automation once again drew great interest. Of particular interest were the **Efficiency Days**, organized by the German Engineering Federation (VDMA), the German Electrical and Electronic Manufacturers' Association (ZVEI) and Deutsche Messe. With presentations, discussions and demonstrations over five days of the trade fair, companies demonstrated their know-how in the area of **energy efficiency in industrial processes**.

The **TectoYou** youth initiative was also a great success this year. Several thousand young people from across Germany came to Hannover and were thrilled at the technologies and innovations on display. Visitors could find out about current themes and trends in more than 1000 conferences, forums and workshops at the HANNOVER MESSE. Industrial history was once more being written in the trade fair city: more than **4000 technical innovations** had their global premiere here.

## Italy: Partner Country 2010 shows its innovative strength

Partner Country Italy - already one of the biggest exhibiting nations for many years - proved its leading position in international industry with more than 300 exhibitors represented at the HANNOVER MESSE 2010. The Mediterranean country demonstrated its innovative strength first and foremost in the field of "sustainable mobility." Additional focal points included energy, renewable energies, climate protection, aviation and space technologies, supply, automation and micro- and nanotechnologies. "Italy took advantage of every opportunity to present itself as an industrial nation strong in both innovation and exports," said von Fritsch.

## Looking ahead: all eyes on HANNOVER MESSE 2011

For many exhibitors and visitors, **HANNOVER MESSE 2011** is already firmly inked into their diaries: **4 to 8 April, 2011**. Following 2010's nine leading specialist trade fairs, 13 specialist trade fairs will take part in 2011 on 200,000 square meters. HANNOVER MESSE 2011 will present a broad cross-section of the industrial value chain, covering industrial automation, drive and fluid technologies, compressed air technologies, surface technologies, micro- and nano technologies, energy technologies, renewable energies and Windenergy, power station construction, electromobility, supply and industrial software applications.

## Volcanic eruption fails to deter exhibitors, visitors and Deutsche Messe team

NR. 88 FREITAG, 16. APRIL 2010

Blick in die Zeit

HANNOVERSCHE ALLGEMEINE ZEITUNG 3



## A cloud on its travels ...

They say that HANNOVER MESSE goes ahead, come what may - and, this year, the exhibitors, visitors and the **Deutsche Messe team** at the event have proved just that. When the Eyjafjalla volcano erupted on Friday 16 April, just two days out from the opening of the trade fair, leaving many European airports closed for days as a result, Deutsche Messe immediately set up a crisis management team to deal with the situation.

## Deutsche Messe charts over a dozen buses for exhibitors throughout Europe



"The exhibitors and Deutsche Messe AG responded to the disruptions to international air travel schedules with commitment, creativity and determination," said Deutsche Messe Management Board Chairman Dr. Wolfram von Fritsch. **"We set up a whole package of measures to minimize the impacts on our exhibitors and visitors. Over a dozen buses were chartered to get our exhibitors to Hannover."**

In Istanbul, Deutsche Messe AG chartered three coaches for 150 Turkish exhibitors. The company also dispatched two coaches to Milan on Sunday morning to pick up representatives from Italy - this year's Partner Country. Likewise, the musicians of the Santa Cecilia orchestra started out on early Saturday evening from Rome to make the long bus trip to Hannover to perform at the opening function, while Italian Minister for the

Economy Claudio Scajola set off by car from his home in Imperia, near Genoa, to arrive in time to open the fair.

## Car convoys from Spain and Scandinavia, a leased train and a flight by private jet

Other arrivals were no less inventive: A team of exhibitors from Spain formed a car convoy to head for Hannover, and Scandinavian exhibitors got together to do the same. One French company leased a train to make the trip. And Hans-Jochen Beilke, CEO of the emb-papst group, landed in Hannover at the controls of his own private plane.



## Exhibitors from four countries arrive by Monday night



Erkan Barisir, Sales and Marketing Manager of the Cermas foundry in Istanbul finally made it to Hannover after a 46-hour journey. He was one of the many exhibitors in one of the more than a dozen buses organized impromptu by Deutsche Messe to transport exhibitors from Turkey (Istanbul), Italy (Milan), Spain (Bilbao) and Russia (St. Petersburg), each with a load of 50 passengers.

Barisir: "I found the journey quite tiring, but **there was no way I was going to miss this fair. This is where we meet our most important customers.**" Sinan Cevik, Technology Manager of Gür Metal Investment Casing, also made the long trip from Turkey. He made light of the problems and inconvenience: "I got to see the whole of Europe, including Bulgaria and Romania. **The long journey has been worth it.**"

**HANNOVER MESSE is the most important fair on our trade fair calendar."**

The journey from Turkey was arranged by Deutsche Messe's Istanbul office manager Alexander Kühnel. He described the trip as just like "a school trip with your classmates. After a while we started singing and sharing our sandwiches. The atmosphere was great."

On arrival in Hannover on Monday evening, the exhibitors from Turkey were welcomed by Deutsche Messe's Board Chairman, Dr. Wolfram von Fritsch, the company's Senior Vice President in charge of HANNOVER MESSE, Wolfgang Pech, and Jörg Bode, Minister for Economics, Labor and Transport of the German state of Lower Saxony, who distributed drinks and sandwiches among the weary travelers.

Deutsche Messe expected most of the latecomers to arrive on Monday night or Tuesday, so on the Saturday before the start of HANNOVER MESSE it ordered hundreds of plastic boxes. "We put these at the stands that could not be opened on time, and asked visitors to leave their business card behind," said Deutsche Messe spokesperson Hartwig von Sass.

Many Deutsche Messe staff also worked a night shift, providing latecomers with sandwiches and a cup of coffee. "People have been so helpful, it's amazing. We even had some former staff members offering to help," von Sass said.

## Stands erected overnight, extra catering staff and crews for orphan stands

In addition, the Deutsche Messe team provided equipment and service support to enable exhibitors to set their stands up overnight, including a round-the-clock technical assistance service. 24-hour catering facilities were also provided.

And to help exhibitors unable to arrive at HANNOVER MESSE on time because of the disruptions to international air services, Deutsche Messe moved urgently to hire additional staff to crew many of the stands, to record visitors' contact details and forward these to the companies.

## Champagne from Deutsche Messe for intrepid New Zealander: 134-hour journey to HANNOVER MESSE



New Zealander Anne Barnett, from the Marketing and Development unit at iZON Science Ltd, only arrived at HANNOVER MESSE on Wednesday - again because of the Icelandic eruption. She flew from Wellington to Auckland, then on to Singapore where she had a four-day wait before finally catching a flight to Frankfurt. From there she caught the train to Hannover. In her own words, **"I was absolutely determined to be there!"** The reward for her determination: A bottle of bubbly from the Deutsche Messe team.

## Opening Ceremony in Hannover Congress Centrum

### Ministers of Economics Rainer Brüderle and Claudio Scajola open HANNOVER MESSE 2010



#### German industry gives green light to economic situation

The Opening Ceremony of HANNOVER MESSE 2010 - held on Sunday, 18 April, in the Kuppelsaal at the Hannover Congress Centrum in Hannover, Germany - played host to a large number of guests from business and politics who, among other attractions at the fair, had come to marvel at a robot drummer playing live with the orchestra.

Right from the start of the world's biggest technology trade fair, German industry gave the economic situation a green light: "The signals are clear: things are picking up, we are looking at growth again," said German Federal Minister of Economics Rainer Brüderle at the opening ceremony of the HANNOVER MESSE 2010, held in the Hannover Congress Centrum (HCC). He expects the HANNOVER MESSE to give new impetus to the economy. "The HANNOVER MESSE brings with it a new sense of optimism," said Brüderle. The Federation of German Industries (BDI) also asserted the possibility of economic growth of 2 percent in 2010.

#### 60,000 patents prove success despite crisis

Friedhelm Loh, President of the German Electrical and Electronic Manufacturers' Association (ZVEI) commented: "The trade fair is visible proof that we have fought against the crisis courageously and we have won." Many new products have been developed to the market ready stage. This is demonstrated by the number of patents which, at nearly 60,000 in 2009, was practically as high as in the previous year. "We are still alive, and we are doing better than expected. We are still a long way from the levels of 2008, but the most important economic indicators are showing a reassuring upward trend," said Loh.



#### Italy's Minister of Economics focuses on Green Economy

Italy's Minister of Economics Claudio Scajola stressed the significance of the Green Economy for Italy and Germany. "It is more than just a driver of growth, it is also important for environmental protection," said Scajola. Italy was this year's HANNOVER MESSE Partner Country. With 343 exhibitors it was also the largest foreign contributor to the fair. German

Federal Minister of Economics Brüderle also drew attention to the topic of environmental protection: "The HANNOVER MESSE is the key for innovative processes in this field."

In fact, German Chancellor Angela Merkel and Italian Prime Minister Silvio Berlusconi were to have opened the HANNOVER MESSE. However, because of the **eruption of the Eyjafjalla volcano** in Iceland, Berlusconi was unable to make the trip and Angela Merkel only arrived in the trade fair city in time for the **opening tour** on Monday.



## Chancellor offers reassurance

### Angela Merkel praises innovative power at HANNOVER MESSE

A mini-robot smiled at Angela Merkel, a robotic arm handed her a green apple and a futuristic electro-taxi invited her to step inside. "I am very happy to be here," said the Chancellor.

Following her "volcanic odyssey" across Europe, Merkel arrived punctually for the start of the HANNOVER MESSE 2010. "The large number of exhibitors and the high degree of innovation at the HANNOVER MESSE are hopeful signs that the crisis has been overcome," she said. Merkel then got an impression of the innovations on display for herself. 13 stops in two hours.

#### Group Photo with Chancellor at Mennekes Stand

At the **Volkswagen** stand, Merkel was shown the prototype of the company's electric taxi, the "Milano Taxi," by VW Chairman Martin Winterkorn. At **ebm-papst** a dozen apprentices introduced their company. Merkel was pleasantly surprised as the young trainees explained the fans and air-conditioning systems to her. "Interesting," she commented, adding: "Give my regards to the other apprentices, won't you?" At the **VEM Sachsenwerken** stand, the Chancellor had the opportunity to see the most powerful wind power generator currently on the market, while at automation specialist **Festo**, she was proudly shown a robotic claw arm; when developing the arm, the company oriented itself on the trunk of an elephant.

Merkel's visit to the stand of Sauerland company **Mennekes Elektrotechnik** was met with elation. "It is wonderful that you are also able to pay a visit to a medium-sized company. They will be waving flags and ringing the bells in Sauerland today," said company head Walter Mennekes, rounding up his staff for a group photograph with the Chancellor.

**Lenze** and **IBG Automation GmbH** were also overjoyed at being visited by the Chancellor.



#### A windmill for a guest

Then the tour moved on to selected Italian exhibitors. At the stand of Italian power company **ENEL**, Merkel was inducted into the mysteries of modern power generation. ENEL combines photovoltaics with a system for the production and storage of hydrogen. In this way, power can be produced via fuel cells. A few halls further on, the Chancellor got to know **Bonfiglioli Riduttori**, an important supplier for wind power system manufacturers, with operations around the globe. The Chancellor also paid a visit to the **Federmacchine** and **Fiamm** companies. At the **joint Italian stand** in Hall 6, Angela Merkel was especially impressed by the "iCub" robot. The diminutive humanoid robot can learn from previous experience and adapt itself to its surroundings. He hit it off with the Chancellor right away!

At the close of her tour, Angela Merkel received a final gift. **Vestas**, a builder of wind power facilities, gave the Chancellor a build-it-yourself windmill - made of Lego® bricks. "Well, I'm sure a kindergarten will enjoy that," said Merkel, saying that she wanted to donate it on her return to Berlin. Merkel: "I think it is a very good thing that our children grow up with the right products."



## Technology Oscar

### Laser specialist from Lower Saxony wins Hermes Award



The Hermes Award, endowed with prize money of 100,000 euros, is among the most lucrative technology awards for technical innovation. This year, the jury awarded the industry Oscar to Hannover-based company LPKF Laser & Electronics AG.

The company was honored for an innovative laser procedure that structures extremely complex plastic components. The LPKF Fusion3D laser structuring system writes the electronic conductor structures directly onto the three-dimensional component. In this way, a simple plastic component - for example, a motorcycle handgrip or a mobile phone antenna - becomes a sophisticated circuit substrate. By using up to four lasers simultaneously, the processing is faster and more precise than with conventional procedures. The outstanding Laser Direct Structuring process convinced the jury with its precision, three dimensionality and flexibility. For the developer, the procedure offers considerable advantages: Unit costs and overall costs are reduced, separate cables and shielding are rendered unnecessary, plugs or additional circuit boards become superfluous and fitting and assembly work decreases.

### Federal research minister selects winner

Dr. Annette Schavan, German Federal Minister of Education and Research, awarded the internationally renowned prize as part of the **Opening Ceremony** at the HANNOVER MESSE. "A few weeks ago, in Berlin, we celebrated the 50th birthday of the laser, an invention that was patented in the United States. But a considerable proportion of the companies that have turned the laser into an industrial tool are based in Germany. And LPKF is among them," said Dr. Schavan in her speech. The outstanding procedure brings with it not just economic advantages, shorter changeover times and improved flexibility. At the same time, it promotes smart and economical use of energy and resources, thus enabling the creation of more intelligent products for communication, medicine, health and security.

### 50 companies applied for award

50 innovative companies applied for consideration for this year's internationally renowned industrial prize. Jury president Dr. Wolfgang Wahlster, Chairman of the Board of Management of the German Research Center for Artificial Intelligence (DFKI), stressed: "The high quality of this year's submissions shows that the companies' innovative strength remains undiminished. In times of crisis in particular, companies focus on research and development."

### The best ideas come from Germany

The four other HERMES AWARD nominees were:

- attocube systems (Munich), attocube systems - Nanomachining at the limits of the physical
- ebm-papst (Mulfingen), RadiCal - energy-efficient radial ventilator series
- Proton Motor Fuel Cell (Puchheim), Triple Hybrid Drive - drive system for urban buses
- Rittal GmbH PrLC & Co. KG (Herborn), Modular fuel cell system RiCellFlex with SmartGrid interface

## Night of Innovations

### "The Future of Energy" seen from every angle



"Without innovation, the financial crisis would have been a different story." With these words, Lower Saxony Prime Minister Christian Wulff opened the sixth "Night of Innovations" on trade-fair Monday, once again pointing directly to the indispensability of research and development activities in international economies. Referring to the motto of this year's "Night of Innovations," "The Future of Energy," he said that, in lower Saxony, one focuses on a mix of energy sources.



For the exhibitors at the **Research & Technology** specialist fair in Hall 2, this year's "Night of Innovations" was a welcome opportunity to present both themselves and their work. In a relaxed after-work atmosphere, the exhibitors, along with a wide variety of representatives from science, economics, politics and media, made use of the platform for networking purposes. The "Night of Innovations" was guided by the motto of the Federal Ministry of Education and Research's Year of Science - "The Future of Energy." Dr. Annette Schavan, the Federal Minister for Education and Research, was patron of Research & Technology. Among the highlights was the panel discussion on the subject. Besides Lower Saxony Prime Minister Wulff and Dr. Werner Schnappauf, Managing Director of the Federation of German Industries (BDI), additional speakers were Dr. Eberhard Umbach, President of the Karlsruhe Institute of Technology (KIT) and vice president of the Helmholtz Association for the Energy Research Field, Dr. Werner Brinker, CEO of EWE AG, and Thomas Rachel, Parliamentary State Secretary of the Federal Ministry of Education and Research. The five companies nominated for the **HERMES AWARD** were also honored during the Opening Ceremony of the "Night of Innovations."



Also aligned to the motto "The Future of Energy," the exhibitors in Hall 2 had prepared themselves well for the evening. At the techtransfer podium the "e-ROCKIT," a combination of electric motorbike and bicycle with a top speed of up to 80 kilometers per hour, was introduced. At the Karlsruhe Institute of Technology stand one could discover science through 18 questions; at the same time, Innovationsland Lower Saxony presented "Physics for Pedestrians" as part of an idea-expo, and at Innovationsland North Rhine Westphalia not only did a robot mix the cocktails, but one could also find answers to questions about low-emission fuels. **The Partner Country of the HANNOVER MESSE**, Italy, supported the evening with cultural delights including performers mingling with the guests, ensuring the best of moods among both exhibitors and visitors.





## WORLD ENERGY DIALOGUE

### The energy mix of the future: efficient, sustainable, safe and competitive



The platform for the global dialogue concerning the energy mix of the future provided much new impetus for the topic. In the WORLD ENERGY DIALOGUE 2010 (WED), participants most importantly were able to get answers to questions relating to "renewable energies" and "energy efficiency." Patron of the WED was German Federal Minister for Economics and Technology, Rainer Brüderle. The event was organized by the Federation of German Industries (BDI), the German Energy Agency (dena) and Deutsche Messe. Since the Climate Conference in Copenhagen, the security of energy systems, long-term security of supply and

climate protection have again returned to public focus as the cornerstones of the debate surrounding energy and energy politics.

### The most important global challenges: energy efficiency and renewable energies

Renewable energies and energy efficiency, in particular, are not only becoming crystallized as the most important global challenges confronting energy politics, but also represent opportunities for business. To further increase energy efficiency, what is needed is industrial innovation. Such innovation, in turn, has to be economically profitable as well as legally compliant. Additionally, the goal of storing renewable energies and building up their share of the energy mix in the future will need further pioneering technology.

### Better assessment of future markets

At the Congress, taking place at the HANNOVER MESSE for the fifth time and moderated by Klaus Töpfer, high-ranking experts from the international energy industry, politics and science met to discuss the issues from disparate points of view. But they were united in one goal: to be able to better assess the varying international conditions facing future markets.

Central to the discussion were renewable energies and improved energy efficiency as key elements of an integrated sustainability and network concept, in particular:



- Sustainable energy supply for the cities of the future
- interlinking of regions by expansion of network systems
- renewable energies: international opportunities and markets
- German African Energy Dialogue and DESERTEC

### "Energy Efficiency Award 2010" for energy industry trailblazers

For the fourth time, as part of the WED opening, three innovative companies from commerce and industry were selected by an international jury comprising representatives from business, specialist media, science and politics and honored with the "Energy Efficiency Award" on Tuesday, 20 April. All three companies have successfully set up precedent-setting projects for increasing profitability and raising energy and cost efficiency and, at the same time, improving climate protection:

First prize winner: Viessmann Werke GmbH PrLC & Co KG, SMA Solar Technology AG

Second prize winner: Saigon TanTec Limited

Recognition prize: Alunorte - Alumina do Norte do Brasil S.A.

The "Energy Efficiency Award 2010," endowed with a total of 35,000 euros in prize money, was organized by the German Energy Agency GmbH (dena) together with Deutsche Messe and DZ Bank AG as part of the Energy Efficiency initiative, and supported by the German Federal Ministry for Economics and Technology.

## Partner Country Italy at HANNOVER MESSE 2010

### Innovation in aid of the environment

The Partner Country concept has proven itself: 343 Italian companies from all branches of industry as well as research institutes took part in the HANNOVER MESSE 2010. Over some 8300 square meters of exhibition area, the Italians demonstrated their high-tech solutions for industry, thus making the Mediterranean country the biggest exhibiting nation after Germany.



#### Focus on "Padiglione Italia"

Encompassing 1700 square meters, the Italian pavilion (Padiglione Italia) in Hall 6 was the heart of Italy's appearance at the trade fair. It was also the starting point of Angela Merkel's tour on the first day of the fair. Visitors were able to see and experience innovations in transport: from trains to airplanes, from ships to electric cars - all spurred by energy efficiency, noise reduction, and the use of sustainable fuels. Under the guiding principle of "Sustainable Mobility," the Partner Country focused on the long-term development of innovative technical solutions, as opposed

to increased air pollution and the greenhouse effect, noise, high traffic volume, traffic jams and the risk of road accidents. The Italian exhibitors shared a common goal: to protect the environment and to reduce worldwide emissions of carbon dioxide.

### Leading position in research sector

Italy is taking a leading international position in automation of industrial processes, drive technologies and electrical engineering. Fundamental to Italy's industrial versatility is its enormous research landscape. The joint Italian stand at the HANNOVER MESSE 2010, organized by the Italian Institute for Foreign Trade (ICE), underpinned Italy's technological potential. Whether focusing on "Sustainable Mobility," the major projects in the fields of alternative energy sources, the prospects of "Made in Italy," the European research projects or innovations in the Italian supplier industry - leading Italian representatives appeared at all ICE events in Hannover.



#### Italy in Hannover

As part of the HANNOVER MESSE, the Partner Country enjoyed special attention in Hannover city centre. This year, businesses in the city put on an Italian Week. In the cinemas too, rarely seen Italian films were screened.

## HANNOVER MESSE 2011

### Outlook for HANNOVER MESSE 2011



After the success of the HANNOVER MESSE 2010, we are looking forward to the **HANNOVER MESSE 2011**, which will take place at the trade fair grounds from **4 to 8 April, 2011**. Why these dates should be included in your diary without fail:

With a total of **13 specialist trade fairs**, the event will be **more attractive than ever** before for both exhibitors and visitors. Besides such **specialist trade shows** as **CoilTechnica**, the leading trade fair for producers of coils, electric motors, generators and transformers, and **MobiliTec**, the leading trade fair for hybrid and electrical drive technologies, mobile energy storage and alternative mobility technologies - which attracted outstanding market interest at its premiere this year - there will also be, in addition to a number of new specialist affairs, the regular bi-annual appearance of:

- the **MDA**, the leading trade fair for drive and fluid technologies
- the **WIND**, the leading trade fair for system components and services for wind energy
- the **ComVAC**, the leading trade fair for compressed air and vacuum technology
- the **SurfaceTechnology**, the leading trade fair for surface technologies

### Now also in 2011: CoilTechnica in Hannover

**CoilTechnica**, the leading trade fair for producers of coils, electric motors, generators and transformers, had such a successful premiere as the new presentation and community platform for suppliers to the electrical industry that, in future, it will take place also in 2011 as part of the HANNOVER MESSE.



Just how popular this new international trade fair would be among exhibitors was already clear before the start of the HANNOVER MESSE 2010. **Exhibitors and trade associations wanting a follow-up event as soon as possible** after this year's CoilTechnica will see the specialist fair staged in Hannover again in 2011. At the same time, the trade fair is to be integrated into the trade fair association as part of the HANNOVER MESSE 2011. CoilTechnica's partner is the subcontracting industry division of the German Electrical and Electronic Manufacturers' Association (ZVEI).

### Trade fairs abroad at a glance

In keeping with the motto "after the HANNOVER MESSE 2010 is before the next one," under the corresponding trade fairs you can find out about and already register for our fairs abroad; there are 18 in all, in Turkey, Russia, China, India and Brazil.



## Your HANNOVER MESSE team



The motto of the HANNOVER MESSE team is "there's no such thing as can't be done." This year, confronted in particular with the challenges presented by the **eruption of the Eyjafjalla volcano**, the team were once again actively involved, supporting exhibitors and visitors alike with every means at their disposal to enable them to get to the HANNOVER MESSE 2010 in spite of the restrictions on flying. A team you can rely on, always.



# After Show Report 2010

## Your HANNOVER MESSE team

The HANNOVER MESSE Team is there at any time to answer your questions and requests.

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## Voices & Viewpoints

**Andreas Brandtner, Head of Corporate Communications, E.ON Kraftwerke GmbH, Hannover, Germany:**

"HANNOVER MESSE is Central Europe's leading trade fair when it comes to modern energy technology and the energy mix of the future. It offers very broad coverage and scores on the high calibre of the audience it attracts. The energy sector has seen enormous changes. Our aim is to take the lead in promoting dialogue and ensuring that all the different views get a hearing. The resulting debate is bound to be lively and even controversial. We have invited experts onto our stand to discuss the issues and enliven the debate. This initiative has been welcomed by the visiting public."

**Andreas Eichler, Director Sales Germany, Vestas Deutschland GmbH, Husum, Germany:** "Because of its links with countries across the world, HANNOVER MESSE is a truly international trade fair, and that's very important for our company. We exhibit every year, and use the show as a platform for dialogue with our suppliers and partners. The trade fair Energy is particularly well positioned at HANNOVER MESSE, and it is also very helpful to have it so close to MobilitEc, because that creates a thematic link between the generation of electricity from renewables and the use of electricity for e-mobility applications. We want to get more people interested in renewable energy. At the same time - and we see this as part of our responsibility as an exhibitor - we want to play our part in making HANNOVER MESSE as interesting in the future as it has been in the past."

**Thorsten Herdan, Managing Director, VDMA Power Systems, Frankfurt/Main, Germany:** "HANNOVER MESSE is so important because there is no better place to explore the connection between energy and politics. It is not possible for a single niche trade fair to cover such a broad spectrum of overarching themes. It's only in Hannover that we get to see how all these different themes are interrelated and interdependent. The ability to document and contextualize all these themes is what makes HANNOVER MESSE unique. Plus, of course, the huge media impact that this event has."

**Dr. Rudolf Simon, Technology Manager Electronics, M+W Germany GmbH, Stuttgart, Germany:** "Compared with other trade fairs HANNOVER MESSE is very wide-ranging and international in scope. At the same time HANNOVER MESSE gets a lot of media attention worldwide. This is obviously good for the exhibitors. The show's website is hugely important and the HANNOVER MESSE portal is a very professional operation. It's also very helpful for exhibitors when preparing their presentations for the show."

**Hartmut Rauen, member of the management of engineering federation VDMA and director of the trade association representing the power train and fluid technology industries, Frankfurt, Germany:** "Powered up and ready to go - that's what the show feels like to us here at MobilitEc! My colleagues and I at the VDMA are delighted with the response from the industry. The potential for innovation in the electrification of vehicle power trains is immense. Mechanical engineering firms and specialists in power train technology and production engineering are coming up with some great ideas for shaping the future of electromobility and building a better future for us all. And that has to be our watchword: keep production and wealth creation here in Germany! We need to become leaders in the supply of new technologies and products."

**His Excellency Mohammed Omar Abdullah, Secretary of State at the Department of Economic Development in Abu Dhabi, United Arab Emirates:** "The United Arab Emirates are Germany's most important trading partner in the Arab world. German exports have doubled over the last four years. This rapid growth assures the continuation of our relations and our ongoing attendance at HANNOVER MESSE. The show is a unique opportunity for us to build on our trade relations with Germany and to showcase our successes to date. It is also the ideal platform for furthering global integration through closer international business relations, attracting foreign investment into Abu Dhabi and realizing our Economic Vision 2030."

**Wolfgang Reichelt, CEO, Block Finanz Holding GmbH und Block Transformatoren-Elektronik GmbH, Verden, Deutschland:** "Our company has been exhibiting at HANNOVER MESSE for the past 35 years. We grew up with this trade fair, and everything necessary for our growth we have always found here. HANNOVER MESSE is a global showcase, unrivalled in its diversity and scope. The premiere of CoilTechnica adds another essential category of exhibits to the show's wide-ranging industrial coverage. It is our intention to make CoilTechnica the world's leading trade fair in its field, and Hannover is the perfect location for this. CoilTechnica opens up a window on world markets, and provides businesses with a platform for their communication. The exhibitors are hugely impressed, not least by the professionalism of the organizers at Deutsche Messe AG."

**Dr.-Ing. Willi Fuchs, Director, Association of German Engineers (VDI), Düsseldorf, Germany:** "Hannover Messe 2010 was once again a great success for the VDI. Our target was to sign up 1,000 new members, and we managed it. Nearly 10,000 members of the Association made use of the VDI stand as a communication and information-gathering platform. Our new form of professional identification for engineers, the EngineerING card, excited a lot of interest."



**Herbert Parnreiter, Managing Director, Industrie Informatik GmbH, Linz, Austria:** "HANNOVER MESSE is the best place for us to reach our target audience. That includes the manufacturing sector, and more specifically people like process engineers and production managers. HANNOVER MESSE is one of the very few trade fairs that are still of interest to us. The mood in the industry is not so resigned as it was a year ago. There is definitely a new optimism in the air."

**Carsten Stumpf, Marketing Manager, Kawasaki Robotics GmbH, Neuss, Germany:** "HANNOVER MESSE is important for us because it is truly international. We are an international company, so it makes for an excellent fit. Deutsche Messe is now giving more space to automation solutions. At the Application Park we are reaching our precise target group. We are seeing signs of recovery in the market for automation solutions. Our production stocks have built up, and so we need to work through the backlog. But we are getting more orders coming in, and customer interest in concrete solutions is on the increase again. We have already had many serious inquiries, and we can see a real need for our solutions."

**Dr. Eberhard Veit, CEO, Festo AG, Esslingen, Germany:** "With 75 new products and future concepts, Festo is setting trends at HANNOVER MESSE 2010 in many different areas - from safer and more efficient automation, intelligent mechatronics solutions and new bionic handling and gripper technologies to energy efficiency and green production. HANNOVER MESSE is the most important international trade show for our automation products. We are currently getting more positive signals from the market. We are working together more closely with our customers. Festo is seen as the ideal partner for developing sector-specific solutions. The general trend at the show is away from the presentation of individual products. Here we focus on showing our customers complete solutions that allow them to automate their production more quickly, simply and safely, and also more efficiently in terms of energy use. This goes down very well with customers - which is why we are expecting HANNOVER MESSE to stimulate sales across our core business of pneumatic and electric automation systems for factory and process automation, but also for new business fields such as photovoltaics and medical technology. The number of serious inquiries from customers is notably higher than last year. Major key-account customers here in Germany are visiting our stand. We are even finding that some foreign visitors were so determined to see our display that they have travelled to Hannover by bus."