

HANNOVER MESSE 2009: Positive mood despite tough times

HANNOVER MESSE 2009 demonstrated the industrial community's determination to see the economic crisis as an opportunity to explore new approaches. "The mood in Hannover was mostly positive – despite the difficulties the mechanical engineering sector is currently facing," said Dr. Hannes Hesse, Director of the German Engineering Federation (VDMA).

Around 206,000 visitors – one in five from outside Germany – came to Hannover over the five days of the fair (20 to 24 April). 6,150 companies from 61 nations ran exhibits at the fair's 13 tradeshows, which spanned 224,800 sqm (2.42 million sq. ft) of display space. A record 4,000-plus new product developments were unveiled at the fair.

"The wide range of industry sectors represented, the high level of international participation and the leading-edge themes covered make HANNOVER MESSE a must-see for anyone

who works in industry," said Dr. Wolfram von Fritsch, Deutsche Messe's Board of Management Chairman. At the end of the show, 73 percent of exhibitors confirmed they would return in 2010.

MDA – driving industry

Economic situation fuels interest in innovation



HANNOVER MESSE 2009 was a beacon of hope amid the current economic crisis. The sheer innovative élan of the fair's 6,150 exhibitors was a source of optimism, as Deutsche Messe's Board of Management Chairman Dr. Wolfram von Fritsch explained: "Rather than dwelling on the causes and course of the crisis, the fair focused on solutions for dealing with it." The five-day event yielded a total of five million B2B contacts and the majority of the exhibitors were cautiously optimistic about the future. "We have good reason to believe that we will see the first signs of recovery in the second half of 2009," commented Friedhelm Loh, President of the German Electrical and Electronic Manufacturers' Association (ZVEI).

Among the most popular sections of this year's fair in terms of visitor traffic was the biennial **MDA – Motion, Drive & Automation** tradeshow, which accounted for 75,200 of the 206,000 visitors who attended HANNOVER MESSE. The MDA show spanned seven exhibition halls and featured 1,234 exhibitors from the power transmission/fluid power industries (see the visitor statistics on page 3).

Focus on energy efficiency

Energy efficiency was the defining theme for the power transmission/fluid power displays – as

indeed it was for all of the tradeshows at HANNOVER MESSE. All sections of MDA – including hydraulic and electric drive systems, gearbox systems and bearings – featured energy efficiency solutions to impressive effect.

Among the enduring trends in the power transmission sector are condition monitoring (CMS) and maintenance management systems (see page 2 for details). Then there was **E-MOTIVE**, a new group presentation on electric and hybrid automotive propulsion systems that was an instant hit with trade visitors. This presentation will feature at next year's HANNOVER MESSE as part of the new **MobiliTec** tradeshow (see page 2).

Exhibitors extremely pleased

The exhibitor verdict on this year's trade fair was decidedly positive. "The contacts made this year were excellent, both in terms of quality and quantity, and raised the bar on last year's fair", said Dr. Karl Tragl, Executive Vice President Sales, Bosch Rexroth AG.

Looking ahead: MDA 2011

Time flies – and the next **Motion, Drive & Automation (MDA)** fair will be here sooner than you think. Being a two-yearly event, the MDA show will next feature at HANNOVER MESSE 2011.

So mark these dates in your diary:
Monday 4 to Friday 8 April 2011

And please, do not hesitate to contact the MDA Team if you have any questions.

For further information, visit:
www.hannovermesse.de/homepage_e

New MobiliTec tradeshow to premiere at HANNOVER MESSE 2010

E-MOTIVE pavilion to feature at the heart of the new tradeshow



In 2010, HANNOVER MESSE will feature a new specialist trade fair. **MobiliTec** will showcase the latest mobility technologies, including hybrid and electric drives, mobile energy storage solutions and alternative fuels. The new fair will be located in the re-vamped Energy display area in Hall 27, which will also be home to all renewables exhibits in 2010. **MobiliTec** will be complemented by an international forum, located right in the heart of the display area. Visitors will also be able to test-drive innovative new electric vehicles on a dedicated test track. At the heart of the new tradeshow will be the **E-MOTIVE** group pavilion, hailed as a spectacular success at its premiere at HANNOVER MESSE 2009.

E-MOTIVE, themed around "Hybrid and electric drive systems for motor vehicles and mobile machines," was one of the great highlights at this year's HANNOVER MESSE. The exhibits ranged from individual components (Li-ion batteries, magnet, high-voltage, safety and monitoring systems, range extenders, etc.) to hybrid and electric drivetrains and vehicles as well as battery recharging stations. The papers presented by exhibitors at the allied MDA Forum likewise attracted a great deal of interest. The E-MOTIVE pavilion and the MDA Forum in Hall 24 were both organized by the German Research Association for Power Transmission Engineering (FVA) and Deutsche Messe.

The enclosed factsheet will give you an initial outline of MobiliTec 2010. You can also request additional information using the enclosed fax reply form.

Experts forum in Hannover this September



E-MOTIVE, a standing networking initiative on electric mobility, spearheaded by the German Research Association for Power Transmission Engineering (FVA), has a strong focus on drivetrain technology. The next E-Motive experts forum will be held on **9 and 10 September 2009** in Hannover. Experts from industry and business will be presenting papers on key issues, sharing ideas on drive systems and discussing new drivetrain components destined for use in future vehicles and mobile machines.

→ Further information on E-MOTIVE:
www.e-motive.net (German only)
 Further information on MobiliTec:
www.hannovermesse.de/mobilitec_e

High-impact live demonstrations

CMS special display a true crowd-pleaser

"The fair's condition monitoring content has been well received by the market," commented Peter Synek of the VDMA (German Engineering Federation) at the close of HANNOVER MESSE 2009. This year, the **Condition Monitoring Systems** display was staged for the third time – the first two being in 2005 and 2007 – and was once again an absolute hit with the fairgoing public. "The industry sees it as a technology and communication platform of strategic importance," Mr. Synek said. "Many exhibitors have already signed up for the fourth CMS, and preparations for 2011 are already well underway."

The CMS display was hailed as a success because of its high visitor numbers, but also because of the high quality of the contacts it generated. That's according to an exhibitor survey conducted by Deutsche Messe and the VDMA.

Staged in Hall 24 at the MDA show, the 3rd CMS special display was supported by over 20 big-name companies, who showcased their systems and solutions to a global audience. The company display stands were complemented by presentations on the benefits of CM systems with reference to demonstration models, a machine tool, a turbine rotor disk and a marine gearbox.

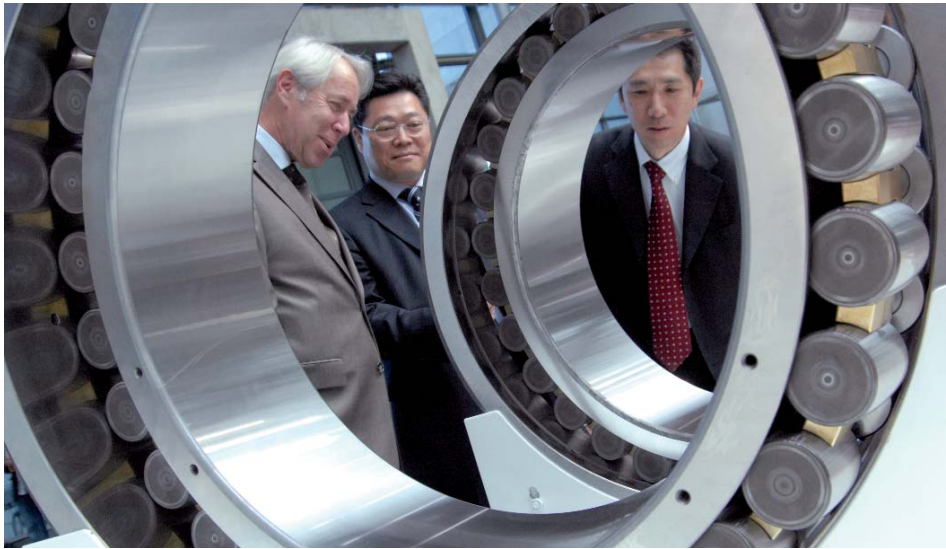
In difficult economic times in particular, manufacturers and operators of plant and machinery tend to look to plant availability, productivity gains and increased reliability to maximize returns and minimize **total cost of ownership**. The number of CM systems installed worldwide shows that plant and machinery operators are increasingly catching on to the undeniable benefits of early fault detection and remediation. CM systems have

broad applications, ranging from stationary production systems to mobile units and the aerospace industry.



High-quality trade visitors

MDA 2009 – visitor statistics

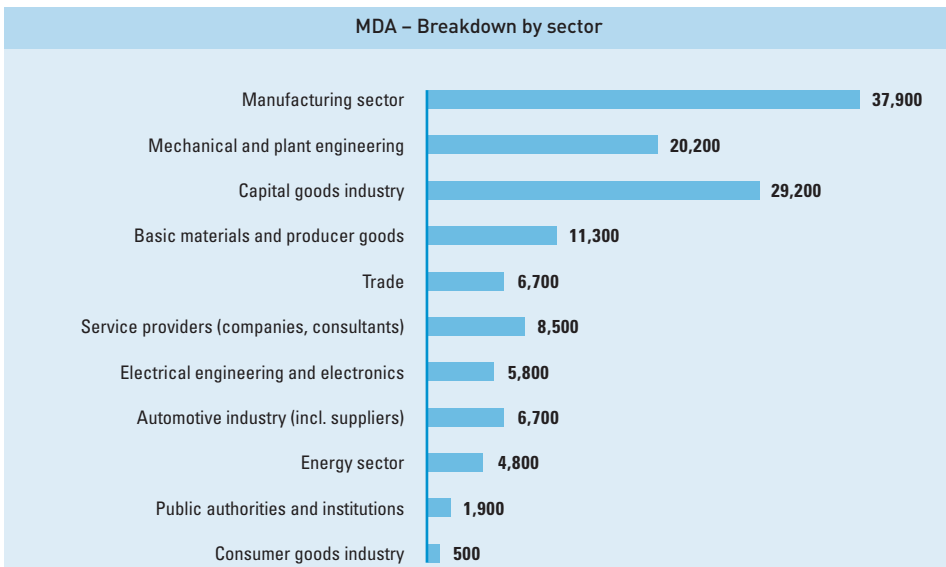
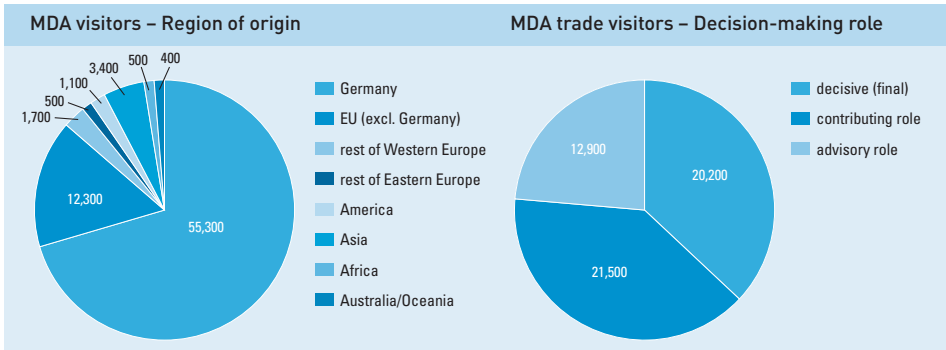


As in 2007, this year's MDA show attracted a high percentage of international visitors and trade professionals with high-level decision-making authority and expertise. 41,700 of the show's 75,200 trade visitors belonged to top-level and second-tier management.

The number of visitors from beyond Germany totaled around 19,900, including some 14,500 from EU states and other Western and East-

ern European countries as well as about 5,400 from America, Asia, Africa and Australia/Oceania.

In terms of sector breakdown, this year's VDMA saw a preponderance of visitors from the manufacturing (37,900), capital goods (29,200) and mechanical and plant engineering (20,200) industries.



“A very good show”

MDA – Survey of VDMA members

The engineering firms affiliated to the German Engineering Federation (VDMA) have rated this year's MDA – Motion, Drive & Automation as “very good”. This positive verdict is the outcome of a survey of VDMA members from the power transmission and fluid power sectors conducted by the association shortly after HANNOVER MESSE 2009. VDMA management board member Hartmut Rauhen explains: “In light of the economic crisis, which has sparked an acute focus on cost management and widespread cutbacks on business travel, many exhibitors and visitors had lowered their expectations going into the fair. But by day two it was already clear that HANNOVER MESSE would be delivering fully on its promise as a crucial international platform for innovation and communication.”

On a scale of 1 to 5, with 1 being the top score, this year's MDA scored a pleasing 2.2 (“very good”) for trade visitor quality. Similarly, international trade visitor attendance was rated “good” – and this despite the considerable impacts of travel cutbacks. Many VDMA members put the international share of trade visitors at their stands at over 30 percent – the hydraulics sector did particularly well on this front. At about 27 percent, the average “international visitor” score for all VDMA members was well above the HANNOVER MESSE average. Of the 206,000 trade visitors who attended HANNOVER MESSE, 20 percent were “international” – from beyond Germany. The MDA show received an aggregate score of 2.4 – “very good”.

High praise for topical themes and special displays

MDA's strong focus on key topical themes went down well with visitors and exhibitors alike. In fact, one of HANNOVER MESSE's acknowledged strengths is its ability to pinpoint topics that have global resonance. Singled out in particular by exhibitors was the keynote theme of energy efficiency – as was the CMS special presentation and the new E-MOTIVE special display.

Proximity to wind power displays a major plus

The MDA show's interface with the Wind show in Hall 27 was also highly rated. The proximity between the two events meant that MDA exhibitors were able to demonstrate their technology leadership to the international wind energy community to truly impressive effect. The mechanical engineering sector's wind energy PR value was further heightened by the fact that this year's HERMES AWARD was won by Voith Turbo Wind GmbH for its innovative wind turbine drive system.

“2010 will be...” campaign for HANNOVER MESSE 2010

Joint initiative by business, government and industry associations



Deutsche Messe has launched a wide-ranging campaign to stimulate new ideas and boost development in all branches of industry. The integrated dialogue envisaged by “2010 will be...” is already underway. “We want to work with our partners in industry to pro-actively help shape the future. Our initiative is all about communicating this,” emphasized Dr. Wolfram von Fritsch, Chairman of the Managing Board of Deutsche Messe AG.

The “2010 will be...” campaign is designed to foster knowledge-networking, integrated dialogue and the sharing of opportunities between businesses, politicians and industry associations as a means of stimulating economic activity, growth and innovation. “In these uncertain times we can only prosper if we work together,” agrees VDMA Chairman Dr. Manfred Wittenstein. “The greater the level of participation in the “2010 will be...” initiative, the greater the benefits for all involved.”

Italy is Partner Country to HANNOVER MESSE 2010



Italy will follow in Korea's footsteps in 2010

The official Partner Country to HANNOVER MESSE 2010 is Italy, traditionally the fair's biggest foreign exhibitor nation. Italy is expected to field several hundred exhibitors at next year's fair.

They will come from all branches of industry, with a particularly strong focus on energy, industrial supply, electrical and motive power engineering, industrial automation, mechanical engineering, production technology and R&D.

Italy is a very strong exhibition partner: with a GDP of some 1.6 trillion euros (IMF 2008), it is

the world's seventh-largest economy. It is the fourth-largest economy in the EU and is Germany's Number 1 trading partner.

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See you in 2010!



The following eight leading trade fairs will display the innovations of tomorrow at HANNOVER MESSE 2010 (19 – 23 April 2010):

Industrial Automation

Factory Automation, Process Automation, Industrial Building Automation

Energy

Leading Trade Fair for Renewable and Conventional Power Generation, Transmission and Distribution

Power Plant Technology

Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance

NEU! MobilTec

International Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions

Digital Factory

Leading Trade Fair for Integrated Processes and IT

Industrial Supply

Leading Trade Fair for Subcontracting and Lightweight Construction

MicroNanoTec

Leading Trade Fair Microtechnology, Nanotechnology and Laser Micro-Materials Processing

Research & Technology

Innovations Market for R&D

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