

2010 will be

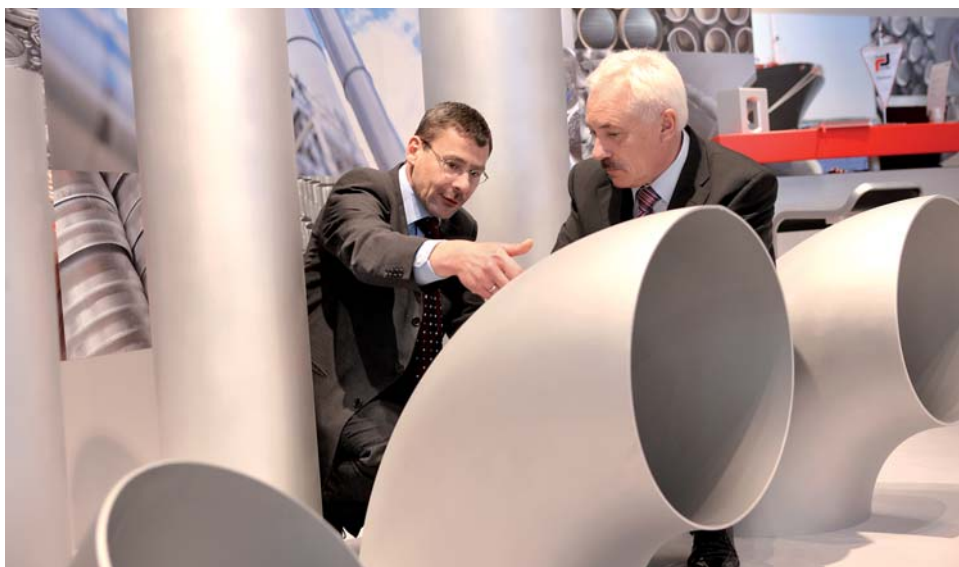
brighter for subcontractors than 2009 – industry expectations are already on the rise.

Dr. Theodor L. Tutmann
CEO of the Association of the German Steel and Metal Processing Industries (WSM) and spokesman for the German Subcontracting Industry Association (ArGeZ)



Subcontractors making it move

New name, new hall, more themes –
Powerful “Industrial Supply” platform in 2010



Early-bird discount till 15 September

Here are two good reasons to book your place at HANNOVER MESSE 2010 by 15 September:

- Benefit from an attractive early booking discount
- Enjoy best placement thanks to early inclusion in the hall planning process. For details, visit the OBS site (page 4).

www.hannovermesse.de/participation

New showcase: Lightweight Construction

The Industrial Supply tradeshow at HANNOVER MESSE 2010 will feature the all-new Lightweight Construction display as a further highlight in its already extensive lineup for the global industrial subcontracting industry. This prime international showcase for visionary lightweight construction solutions highlights energy-saving, cost-efficient technology at its very best. See page 2 for details of this new theme area.

60 percent of all industrial innovations come from subcontractors

Subcontractors and industrial suppliers are steadily growing in stature as agents of innovation in all parts of industry, accounting for at least 60 percent of all new developments. With their intricate weave of cutting-edge solutions they are the engine that will power global industry out of the current economic crisis.

Taglined “Hotspot for Dynamics”, the tradeshow formerly known as Subcontracting will be making its appearance at HANNOVER MESSE 2010 (19 to 23 April) under the new name of Industrial Supply – Leading Trade Fair for Industrial Subcontracting and Lightweight Construction. The new fair will have more space and a new location, Hall 6, where the new Lightweight Construction theme park (see page 2) will be holding its premiere. Lightweight construction is a cross-industry theme underlying all the displays in the Industrial Supply show's other three halls (3, 4 and 5).

Cutting-edge solutions show the way

In 2010, the new format will enable subcontractors and suppliers to position themselves even more effectively at HANNOVER MESSE as the world's No. 1 industrial technology expo. Industrial Supply is a key industry-to-business match-making forum, a dynamic global platform where trade visitors go to gather and share new knowledge. It is where component and systems suppli-

ers from more than 50 nations meet to pool their expertise in a vision for the future. And, being part of HANNOVER MESSE 2010, Industrial Supply positions subcontractors within quick and easy reach of their targeted industries.

Subcontractors optimistic about the future

The German Subcontracting Industry Association's (ArGeZ) July survey of 600 affiliated companies shows that Germany's subcontractors are once again feeling optimistic about the future.

Dr. Theodor L. Tutmann, CEO of the Association of the German Steel and Metal Processing Industries (WSM) and spokesman for the German Subcontracting Industry Association: “Sentiment in our industry has improved by 3.1 points – as compared with 0.9 for the industrial sector as a whole. 2010 will be a pivotal trade fair year. The subcontracting industry needs to put in a strong showing in order to tend this new growth. The new display hall is thus a major plus – and a clear expression of the subcontracting industry's steadily mounting importance in the industrial value chain.”

www.2010willbe.com

For further details, visit

[www.hannovermesse.de/
industrial_supply_e](http://www.hannovermesse.de/industrial_supply_e)

New: Lightweight Construction theme park

Marketplace for materials and energy efficiency

Focus on energy- and cost-effectiveness

Perhaps not surprisingly given the current economic climate, the prime focus of HANNOVER MESSE 2010 is on intelligent solutions which enable businesses to cut costs in many ways.

Lightweight as key to major savings

Industrial Supply 2010 puts the spotlight on lightweight construction, an interdisciplinary technology that uses advanced materials, joining and bonding systems to generate enormous

potential for energy and materials savings. This is big news for industry, given that in Germany, for example, materials on average account for over 40 percent of manufacturing costs – or more than 500 billion euros annually – making them the biggest single cost factor.

Materials efficiency: more than 100 billion euros in savings possible

Recent studies show that lightweight construction offers materials cost savings of around 20

percent, or more than 100 billion euros annually. The new Lightweight Construction theme park in Hall 6 enables exhibitors to profile their interdisciplinary expertise at a central location handy to the industrial users of their solutions. The new lightweight construction-themed display is built around three theme clusters: materials/parts, components/systems and manufacturing technologies. It comprises individual exhibitors, group pavilions such as the Innovations Center for Engineering Materials and the Materials Forum, and a central product presentation zone called the Solutions Area. The theme park is also a shop window for new processes and services as well as education and training offerings.

Subcontractors and suppliers will be able to take center stage with their own custom-tailored showcases, profile their products, technologies and services in the context of overarching themes, and pitch the undeniable benefits of their new, high-efficiency lightweight solutions to a range of user industries.

Eye-catching “Solutions Area”

The centerpiece of the Lightweight section will be the Solutions Area, featuring large-scale exhibits providing a holistic view of what advanced lightweight construction has to offer.



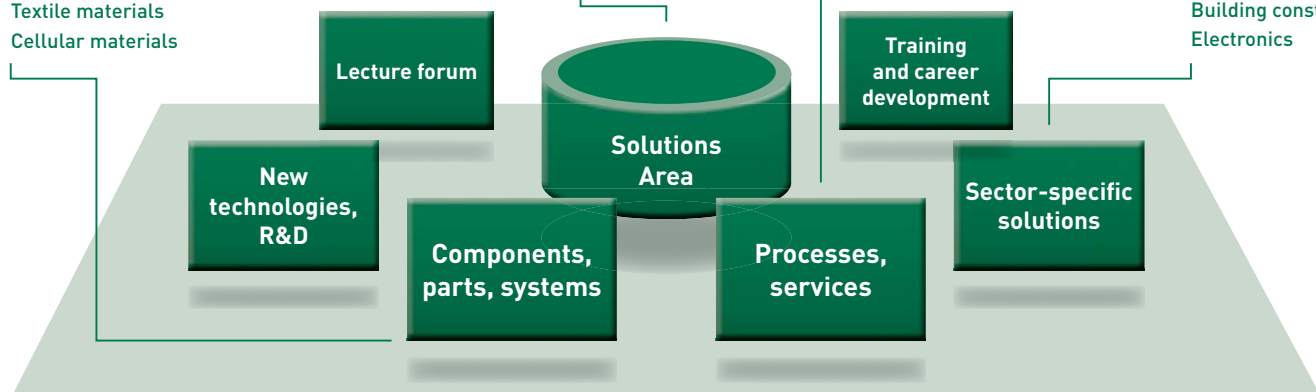
Hall 6: Central hub for lightweight solutions

- Composite materials
- Hybrid materials
- Ceramics
- Plastics/Polymers
- Metal alloys
- Natural materials
- Sandwich elements/Foams
- Smart materials
- Textile materials
- Cellular materials

Large-scale exhibits demonstrate the potential of lightweight construction solutions

- Construction/Simulation
- Design/Prototyping
- Manufacturing methods
- Surface treatment technology/Coating technology
- Fastenings/Connectors
- Materials testing technology
- Recycling
- Services

- Vehicle construction and shipbuilding
- Aerospace industry
- Mechanical and plant engineering
- (Wind) energy
- Medical technology
- Building construction
- Electronics



The new themed exhibition zone offers a wealth of presentation options

Suppliers Convention: effective dialogue

2010: International forum for subcontractors and users to build on success of this year's premiere



High-caliber German and international experts will meet at the Suppliers Convention 2010

Special displays explore industry-specific solutions

As in 2009, the industrial supply section will in 2010 again be one of the big highlights at HANNOVER MESSE, the world's leading industrial technology fair. For suppliers and subcontractors from around the globe, Industrial Supply is a much prized opportunity to profile their products 'right under the noses' of their principal buyer industries – a winning concept made even more perfect by the show's array of theme parks and special displays. In 2010, the exhibitors at Industrial Supply will once again find perfect conditions for presenting their ideas and technologies in a way that is accessible and appealing to users. The following special events and displays will be bringing prospective cooperation partners together in 2010:

- **NEW: Lightweight Construction theme park.** This showcase of the state of the art in lightweight construction premieres at Industrial Supply 2010. An absolute must for exhibitors and visitors alike, it will profile visionary concepts, including products and systems made of lightweight materials, lightweight construction technologies and industry-specific lightweight construction solutions.

- **"Casting Technology Forum" ("gegossene Technik"):** In 2010 the German foundry industry will stay true to form with a highly topical show that is as impressive as it is comprehensive.

- **Forging industry display:** This forge for pioneering ideas will have a strong focus on innovative, lightweight forgings.

- **Engineering Ceramics special display:** The German Ceramics Industry Association (VKI) and Technologie Agentur Struktur Keramik TASK GmbH will be demonstrating the growing importance of engineering ceramics as catalysts of innovation in virtually all areas of industry.

- **SystemPartners special display:** This themed display profiles system suppliers as hi-tech value chain partners fully equal to the high expectations of industrial-sector users.

- **Innovations Center for Engineering Materials:** Smart metals, plastics and composites are the stock in trade of the companies and research institutes who will be using this show to present their products and solutions for materials- and energy-efficient applications.

- **Materials Forum:** Experts for science and industry will be exploring a different set of materials innovation themes on each day of the fair. The forum makes an important contribution to technology transfer between suppliers and industrial manufacturers.

- **WeP – Supply Chain Partners:** Elastomer composite bearing elements and energy-optimized conveyor belts are just some of the rubber-industry innovations that ContiTech and its partners will be showcasing at this display.

First launched in 2009, the Suppliers Convention is an effective integrator and incubator of communication between all the industries represented at Industrial Supply. No small matter, given that dialogue between subcontractors and their user industries is vital to preparing all links in the industrial value chain for the challenges of economic growth as we head into 2010. For exhibitors, the Suppliers Convention at Industrial Supply 2010 is an opportunity to discuss effective strategies with top-flight international speakers and present the innovative solutions and ideas developed by the companies, industry associations and research institutes they represent. The Suppliers Convention is an open discussion forum that will focus on a different topic on each day of the fair, an effective way of canvassing the great wealth of issues facing the subcontracting industry.

Your opinion counts!
www.2010willbe.com

Companies and industry associations team up



The impressive diversity of themes that make Industrial Supply the leading presentation and discussion platform for the industrial subcontracting industry is due in no small measure to the great number of group pavilions. With over 60 national and regional pavilions packed with exhibitors from more than 50 nations, HANNOVER MESSE 2010 has the subcontracting industry well and truly covered. SMEs and research institutes in particular value the synergy benefits of sharing a pavilion with fellow exhibitors. Deutsche Messe's pavilion specialists will be happy to advise you.

www.2010willbe.com

Here you will find a wealth of information, including recent video statements by exhibitors and industry associations from the subcontracting sector.

Just click on
www.2010willbe.com



Dr. Gotthard Wolff, Member of the Management Board, Federation of the German Foundry Industry (BDG).

Online stand configurator for easy costing

Long valued by exhibitors for its convenience, Deutsche Messe's Online Business Service (OBS) has been upgraded: several areas can now be accessed by potential exhibitors even before they decide to participate. This means it is now easier than ever for companies, industry associations and research institutes to check out their options in detail, entirely free of obligation. With the new system, users can instantly cost the display floor space they are thinking of renting, plan stands, register for the fair, then log in any time to check on progress. This puts everything at the exhibitor's fingertips, including account statements.

www.obs.messe.de



Italy is Partner Country in 2010

The fact that Italy is Partner Country at next year's HANNOVER MESSE is expected to provide a major boost to the fair's Industrial Supply show, given that nation's exceptionally strong subcontracting industry. In 2010, Italy's exhibitors will be showcasing a full range of solutions catering to the hot topic of sustainable mobility. This is a prime opportunity for Italian firms, as many are world leaders in the renewables, industrial automation, compressed air, power transmission and electrical engineering sectors. Regularly fielding around 500 exhibitors, Italy is traditionally HANNOVER MESSE's biggest exhibiting nation after Germany, and one of the main reasons for its continued success. As the show's official Partner Country in 2010, Italy will have even more to offer subcontractors and suppliers at Industrial Supply.

Further details:

Italian Foreign Trade Commission
Schlüterstraße 39
10629 Berlin, Germany

Tel.: +49 30 8844030
Fax: +49 30 88440310
e-mail: berlino@ice.it
www.italtrade.com

HANNOVER MESSE 2010 at a glance

Industrial Automation

- Factory Automation**
Leading Trade Fair for Factory Automation (Halls 11, 14-17)
- Process Automation**
Leading Trade Fair for Process Automation (Halls 6-9)

Energy

- Energy**
Leading Trade Fair for Renewable and Conventional Power Generation, Transmission and Distribution (Halls 27, 11-13)
- Power Plant Technology**
Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance (Hall 27)

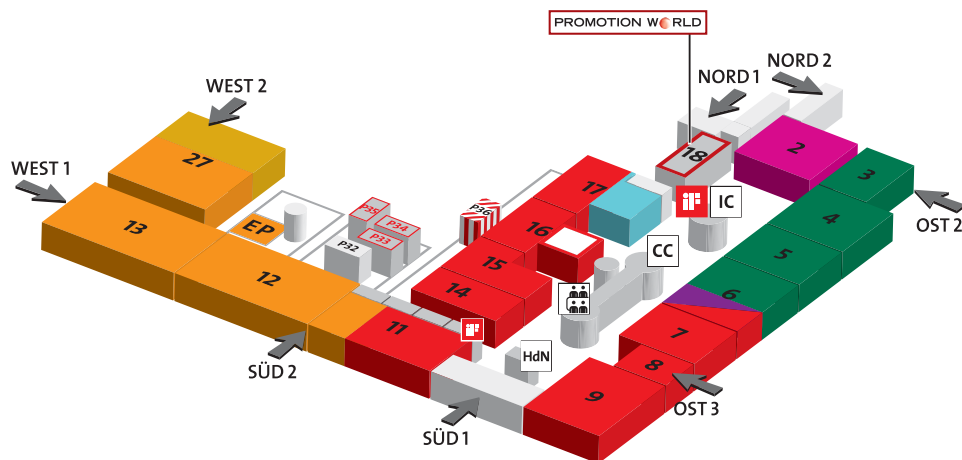
- MobiliTec**
International Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions (Hall 27)

- Digital Factory**
Leading Trade Fair for Integrated Processes and IT (Hall 17)

- Industrial Supply**
Leading Trade Fair for Subcontracting and Lightweight Construction (Halls 3-6)

- MicroNanoTec**
Leading Trade Fair Microtechnology, Nanotechnology and Laser Micro-Materials Processing (Hall 6)

- Research & Technology**
Innovations Market for R&D (Hall 2)



- IC** Information Center
- CC** Convention Center
- if** International Forum Design
- CR** Conference Rooms
- RA** Robotation Academy (P36)
- PROMOTION WORLD** (H18)
- HdN** House of Nations
- EP** Energy Park
- Entrance**

YOUR CONTACTS

Deutsche Messe
Arno Reich, Director

Kerstin Hirche
Tel.: +49 511 89-31114
kerstin.hirche@messe.de

Ursula Hübner
Tel.: +49 511 89-31126
ursula.huebner@messe.de

Fax: +49 511 89-39682

Published by Deutsche Messe
30521 Hannover, Germany
Arno Reich (responsible)
Content & design:
media consulting hannover GmbH & Co. KG
Photos: Deutsche Messe
Text reproduction authorized on condition
that the source is indicated;
courtesy copies requested.

Date of issue 9/2009 • Modifications reserved.