

2010 will be

a year where
electric mobility
changes up a gear –
at HANNOVER MESSE.

Hartmut Rauen,
GM, Power Transmission and Fluid Power,
VDMA Research and Technology

www.2010willbe.com

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

Just click on www.2010willbe.com



Dr. Klaus Mittelbach,
CEO, German Electrical and Electronic Manufacturers' Association (ZVEI)

Renewables headed for growth

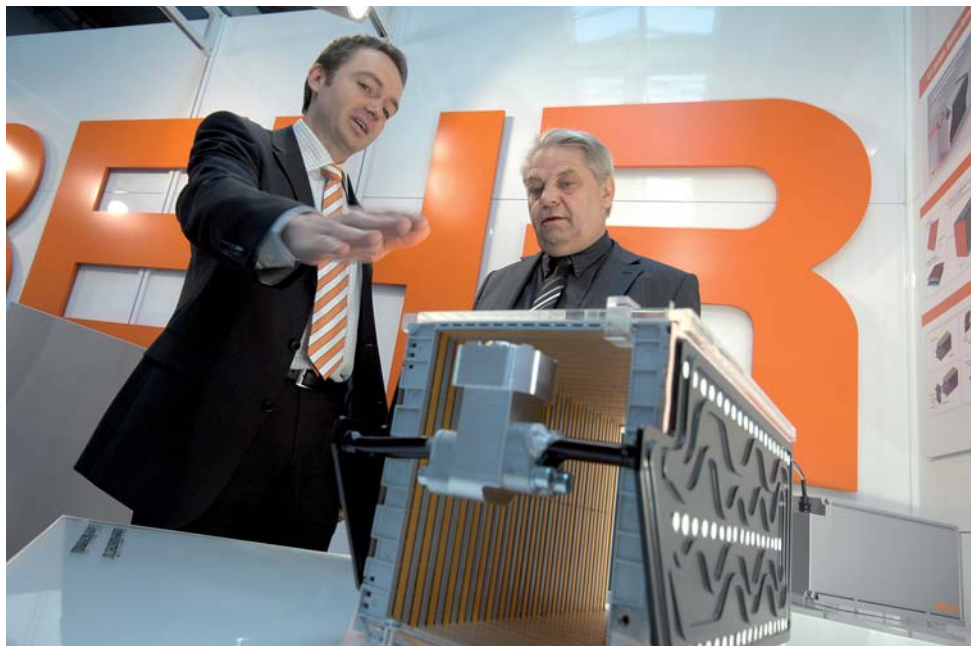
The worldwide growth in renewables offers enormous market potential. The Renewables display area at Energy 2010 brings together the latest renewables trends from all the industry areas on show at HANNOVER MESSE.

See page 4 for details.



MobiliTec for the right drive

Advanced drive and mobility technologies now have their own dedicated tradeshow at HANNOVER MESSE – a new focal point for solutions that drive the future



Technologies for sustainable mobility gaining traction in industry

Electric/electrified powertrains have a big future in mobile industrial systems. They meet pretty much all the requirements of the sustainable vehicles and mobile machines that will drive the future: high power density, efficiency and flexibility, plus energy recovery capabilities and, most importantly, the ability harness electricity from renewables. In keeping with this key trend, HANNOVER MESSE 2010 will feature the all-new MobiliTec – International Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions.

New mobility solutions bring together previously separate branches of industry

Mobility technology solutions are increasingly bringing together hitherto separate areas of industry. This trend is a keynote theme at the MobiliTec tradeshow, a new, market-savvy addition to the HANNOVER MESSE line-up. Companies specializing in drive technology, energy supply, technical infrastructure, innovative energy storage technology and many

other areas will find in MobiliTec a powerful platform for developing cooperative partnerships and shaping the market of the future.

Hub for movers and shakers of electric mobility

MobiliTec is a central hub for energy companies, manufacturers of batteries and drive technologies, makers of mobile machinery and suppliers of systems and components for mobile machinery and electric mobility. It is also home to manufacturers of biofuels, consultants and providers of infrastructure and services.

See page 3 for details.



For further details, visit:

http://www.hannovermesse.de/mobilitec_e

Energy: maximum information with minimum effort

Leading global energy platform enhanced with new multi-disciplinary layout, bundling current topics across sector boundaries



The energy market currently ranks among the fastest-developing industry sectors, and this dynamism is reflected in the coverage of energy topics at HANNOVER MESSE 2010. The Energy fair is a unique presentation and discussion platform spanning the entire energy mix, with topics including "energy generation and supply," "transmission and distribution," "conventional energy" and "renewables." The event will feature a new optimized hall layout.

Dedicated tradeshow for mobility technologies

The Energy tradeshow's Renewables display area and the Power Plant Technology tradeshow network will direct the spotlight squarely on conventional and renewable forms of energy. The international WORLD ENERGY DIALOGUE forum provides a highly effective know-how transfer platform for top decision-makers from industry and the energy sector. And a special highlight at next year's event will be the debut of MobiliTec, the new tradeshow for mobility technologies. Displays will be devoted mainly to hybrid and electric drive systems, mobile energy storage solutions and alternative mobility concepts.

Restructuring of energy theme areas

The power plant technology exhibitors will now be in Hall 13 – right beside the energy utilities who buy and operate their equipment. This layout will provide an integrated focus on the themes of energy generation and supply for industrial appli-

cations and cogeneration and energy contracting. The presentations in Hall 13 will also feature downstream business process and network management technology services. And because of the ever-growing number of these areas in electrical



energy technology, the entire cabling section will also move from Hall 12 into Hall 13. Proximity to displays on topics such as superconductors and smart metering will provide a better visitor experience and more effective communication for exhibitors.

Hall 27: Renewables under one roof

Presentations on renewables will be bundled for the first time, in Hall 27. This exhibition area will be complemented with the new MobiliTec tradeshow, the Global Business & Markets networking platform and the Hydrogen + Fuel Cells theme area.



The new layout for Energy 2010: MobiliTec is located in Hall 27, along with all forms of renewable energy, the Hydrogen + Fuel Cells theme pavilion and the Global Business & Markets networking platform. Hall 13 brings Utilities and Power Plant Technology together for the first time, while Halls 12 and 11 cover the wide spectrum of Transmission and Distribution (T&D) displays.

Electric mobility – the dynamic option for the future



Information center for scientists and policymakers

In August the German Federal government announced an active support program for the development of electric mobility in Germany. MobiliTec is therefore expected to attract high-ranking politicians and researchers from Germany and abroad interested in keeping abreast of the latest trends and developments in mobility technology. High-profile events such as E-MOTIVE (see below) and the "MobiliTec"

users forum will also be strong drawcards at the new tradeshow.

Contact platform for infrastructure providers and utilities

With eight multi-disciplinary tradeshow, HANNOVER MESSE is the perfect 'incubator' for cooperative ventures. The new MobiliTec show is a great place for all key players in the mobility industry systems sector to forge new networks.

MobiliTec bridges the gap

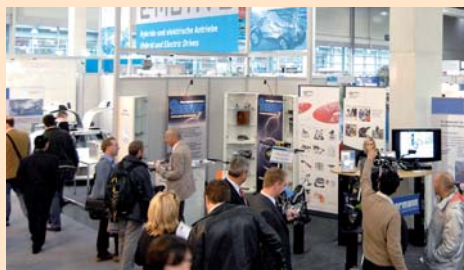
A key factor for any dynamic strategy for the future is the ever-closer linkages between component and system development and electricity supply for mobility concepts. MobiliTec closes the gap between these two sectors that previously operated independently in the marketplace, but whose future now depends on working together. The new tradeshow brings together all providers in the mobility technology value chain.

Strong partners

The debut of the new tradeshow is supported by the German Energy and Water Industry Federation (BDEW) the German Renewable Energy Federation (BEE), the German Research Association for Power Transmission Engineering (FVA), the German Electrical and Electronic Manufacturers Association (ZVEI) and the German Engineering Federation (VDMA). According to VDMA management board member Hartmut Rauen: "Electric mobility is one of the most ambitious technological transformation processes to take place over the last few decades. The fact that Germany is well placed to become the technology leader for mobility in the 21st will be showcased to a global audience by MobiliTec, the new stand-out event at HANNOVER MESSE."

E-MOTIVE special display: full coverage of alternative drive systems

E-mobility technologies are the next step to a smarter future. This hot topic will again be featured at the joint E-MOTIVE pavilion, staged for the second time in 2010, as a partnership between the Research Association for Power Transmission Engineering (FVA) within the VDMA, and Deutsche Messe. The E-MOTIVE pavilion at HANNOVER MESSE 2010 is nested right at the heart of the MobiliTec tradeshow, offering research institutions and companies in the power transmission technology and component supply sectors and mechanical and electrical engineering firms an even more effective platform for displaying their innovative products and services to a high-caliber audience from the business and government sectors. There is also an extensive supporting program, including the MobiliTec user forum and the



Energy Park on the open-air site, creating numerous opportunities for making new contacts. A full-service program will provide optimum infrastructure support for exhibitors. This includes the lounge area with drinks and snacks service, free Internet terminals, a centrally-located meeting room for confidential discussions and storage areas for brochures or giveaways.

2010 will be

focused on supporting industry with an intelligent energy concept.

Thorsten Herdan,
General Manager VDMA Power Systems

2010 will be

a good year for renewables. As technology leaders, German companies will play a prominent part in the global development of renewables.

Dietmar Schütz,
President, German Renewable Energy
Federation (BEE)

Renewables in Hall 27

Renewables will be a major showcase in 2010, and the display area on this theme will be a central gathering point for Znetworking, forging new contacts and exchanging information and ideas on the latest trends. The wide coverage provided by the Energy show at HANNOVER MESSE puts the international energy business in



direct contact with all renewables segments. There will be synergies aplenty – with electric mobility technology as a 'hot topic' in 2010 (see page 3), for example, and the latest developments and designs for the future. Exhibitor numbers and leased exhibition space at HANNOVER MESSE continue to increase in line with the dynamic growth in the sector as a whole. Accordingly in 2010, the renewables display will move into the largest hall in the fair complex (Hall 27), where it is expected to draw big crowds as a key theme of the world's leading energy technology event.

Support from the German Renewable Energy Federation (BEE) and the German Wind Energy Association (BWE) enables SMEs and new entrants to the sector, associations and institutions to generate maximum exposure for their products and services to an international trade audience, at minimal expense and with a favorably-priced full-service package.

Strong global demand for renewables

Renewable energy power plant market set to quadruple by 2020



Renewable forms of energy protect the environment and create jobs

Renewable energy is a major global trend, and will be a key feature of the eight tradeshow at HANNOVER MESSE 2010. The generation of eco-friendly energy from renewable sources made a major contribution to climate protection in Germany last year, with CO₂ savings of around 112 million metric tons. Sales revenue for the industry climbed to approximately 29 billion euros, and total plant and machinery investments were almost 20 percent up on the prior year.

Sustainable energy was also in demand globally in 2008, with worldwide installed renewable generation capacity (not including large hydro

plants) increasing 16 percent from 2007 levels to 280,000 megawatts. The total global market for renewable energy power plants is expected to more than quadruple over a period of just fifteen years, from just under 60 billion euros in 2005 to 275 billion in 2020.

According to BEE general manager Bernd Klusmann: "Renewables are set to become one of the key sectors of German industry, providing a total of 280,000 jobs in innovative companies. The renewables theme area at HANNOVER MESSE is the ideal platform for our market leaders, and also for new, agile companies in the sector. This is where they can impress an international audience with their skills across the entire range of the renewables industry."

Energy trends in Germany and foreign markets

Leading experts from all segments of the renewables market – solar, bio and wind energy, geothermal and hydro – will meet for the ninth time at the Renewable Energy Forum. They will bring first-hand reports on recent



market trends, the political context and possible project financing opportunities in Germany and abroad. This popular event – with no charge for participation – will be located in Hall 27, where it and the new Mobilitec tradeshow will be at the center of visitor interest.

This will be a chance for German companies in particular to pick up some ideas for future strategies and approaches in promising export markets. The event organizers are the German Energy Agency (dena), Deutsche Messe and eclareon GmbH.



Cables, transformers and metering systems – continuing focus on energy technology



Presenting, informing and making new business contacts – energy technology is a priority for today's decision-makers.

The efficient, reliable and environmentally responsible generation, conversion, storage and transmission of energy in all its forms is clearly going to be a key requirement in the energy market of the future. This explains the traditionally strong interest in the Transmission & Distribution section of the exhibition and why so many exhibitors have already registered for HANNOVER MESSE 2010.

Leading German and international companies use the Energy tradeshow at HANNOVER MESSE 2010 to present their latest products and solutions in the area of energy technology and systems to a quality trade audience, and to benefit from the media impact of the world's leading industrial technology trade fair.

An important objective for energy technology innovations is getting the maximum yield of

usable energy – in other words, maximum efficiency with minimum impacts on human health and the environment.

Now in Hall 13: Energy transmission and power cables

Manufacturers specializing in energy transmission and power cables (now in Hall 13), and in transformer, switching and distribution technology, metering and control systems and devices, and components for electrical energy systems – e.g. relays, transformers or control devices – will find an outstanding platform for their products and services in Halls 11 to 13. These prime locations give exhibitors maximum exposure to high-caliber visitors from the trade, media and government sectors.

Innovative superconductors for efficient energy transmission

SuperConductingCity is the only platform of its kind in Germany. Its prime location within the Energy tradeshow provides exposure to an audience of around 100,000 trade visitors, with a trade visitor ratio of 95 percent. German and international companies use this event to present the world's most advanced innovative superconductor products, helping energy market operators to become even more efficient and sparing in their use of resources.

Recognizing the importance of current technology trends in this sector, HANNOVER MESSE will in 2010 again feature the SuperConductingCity pavilion, a powerful showcase of industrial applications, processes, products and top-quality exhibits covering a wide range of application areas. The location within the Energy show, in Hall 13, reflects the advanced stage of commercialization of today's superconductor technology. Representatives from the international industry and research sectors will have the opportunity to meet face to face and form mutually beneficial business relationships. Spanning around 400 square meters (4,300 sq. ft) of display space, SuperConductingCity explores the latest industry products and applications for zero-resistance power transmission.

“Life Needs Power” forum celebrates its 10th anniversary



What are the options for connecting offshore windfarms to on-shore power grids? What role can modern buildings play as local electricity generators, and what are the options for more efficient energy storage? All of these and many other fundamental issues to do with the generation, transmission, distribution and use of energy will be under the spotlight at HANNOVER MESSE's “Life Needs Power” forum, which celebrates its tenth anniversary in 2010.

Leading experts from the energy technology and supply industries and the science, research and government sectors will again be

on hand to present their visions of the energy future and options for realizing them. 30 lectures and 15 panel discussions provide the perfect context for a lively exchange of ideas between informed experts. Key topics in 2010 will include E-Energy, smart metering and energy systems for mobility technologies. The forum is organized by the German Association for Electrical, Electronic and Information Technologies (VDE) and the German Electrical and Electronic Manufacturers Association (ZVEI). An audience of around 3,000 is expected for this prestigious event in 2010.

Power Plant Technology 2010 with Utilities in Hall 13

Future power plant construction is increasingly a key concern for today's utilities. This prompted the organizers of Energy to locate the Power Plant Technology tradeshow together with the utilities display areas in Hall 13, where visitor numbers are always high.

Exhibitors welcome new layout

The move was well received by the exhibitors. For example, the Association of Power and Heat Generating Utilities (VGB) is confident that the new arrangement will boost the success of the next HANNOVER MESSE: "Given our focus on key energy generation issues and our international network, VGB PowerTech is actively involved at the heart of electricity and heat generation developments Europe-wide. Accordingly we are delighted that the Power Plant Technology area will again reflect this central position next year. The move to Hall 13, directly next to Utilities, will clearly help us present our views and services even more effectively," says Christopher Wesselmann, chief editor of the VGB PowerTech trade magazine.

Ambitious goals

The goals set by the EU Commission for a Union-wide climate protection program – including a 21 percent decrease in emissions from 2005 levels by 2020 – are going to create an enormous demand for efficient power stations. According to figures calculated by VGB PowerTech, the European trade association for electricity and heat generation, this ambitious climate target will require a significant new power plant construction program. Even with an increased uptake of energy efficiency savings, the VGB calculates an increase of more than 15 percent in consumption in the European Union through 2020, from the present figure of around 3,400 terawatt hours (TWh) to approximately 4,000 TWh.

Power Plant Technology an ideal platform

The Power Plant Technology show, which attracted over 30,000 trade visitors in 2009 (70 percent of whom are already planning to be back in 2010), is the ideal place for initiating projects to meet this enormous demand for new power

generation capacity. Power Plant Technology is an outstanding networking platform, opening up major new business opportunities internationally. With the theme areas of engineering & services, cogeneration plants and power plant components, plus close linkages with the renewables display area, Power Plant Technology is looking very good indeed for 2010.

Theme pavilion to present sector associations

EPPSA, VGB, FDBR and Energy-Agency. NRW will again introduce themselves and their member companies at a theme pavilion, also in Hall 13. This will provide association members with outstanding facilities for presenting their products and services, along with attractive preferential conditions.



Spotlight on utilities: big opportunities for municipal providers



HANNOVER MESSE 2010 puts the spotlight on utilities, which combine with power plant technology to form the key “energy generation and supply” theme area in Hall 13. Current trends in the energy market are generating increasing interest in products such as all-inclusive contracting packages and innovations for low-cost energy deliveries. The German Association of Towns and Municipalities (DStGB) is forecasting an imminent revival in the concept of local energy distribution by municipal utilities, driven by increased consumer awareness. And the German Association of Cities (DST) believes

that competition in the electricity market would be enhanced by the creation of more municipal utilities, particularly since over 2,000 public service concessions – out of a total of 20,000 – are scheduled to expire in the next two years. These agreements define the distribution of local distribution network operating tasks between municipalities and utilities. The municipal associations see the upcoming renegotiation process as an ideal opportunity to establish new municipal utilities or joint ventures, or to secure more favorable conditions when rolling over existing agreements.

PPT Users Forum an efficient knowledge transfer vehicle

The successful PowerPlant Technology Users Forum will again be a valuable source of detailed and comprehensive information on current developments in local and centralized power plant design concepts. The five-day forum, relocated to Hall 13 along with Power Plant Technology, will address technology, economic and political aspects of conventional energy generation, and address the pressing questions of our time. The high-caliber lecture and discussion program

arranged for the forum is much appreciated by both exhibitors and visitors. Leading experts will express their views on climate protection and present practical and innovative power plant technologies for low-emission generation, reducing environmental impacts and minimizing the consumption of resources.

www.hannovermesse.de/46503



E-Energy a top theme for 2010

Next year's Energy tradeshow will address many aspects of E-Energy (ICT-based energy systems), which is seen as an important concept for the industry's future. The central issues highlighted at HANNOVER MESSE's energy-themed tradeshows – cost efficiency, security of supply, environmental responsibility and climate protection – will be complemented in the E-energy area with the themes of smart metering, smart grids and smart homes.

Smart technologies offer outstanding opportunities for generating added value and creating an intelligent energy marketplace for industry, consumers, electricity suppliers, municipal utilities and policymakers, by applying the benefits of information and communication technology to optimize both the supply and consumption of energy.

HANNOVER MESSE gives exhibitors in the E-Energy area an ideal environment for presenting their solutions. The “E-Energy / smart metering” and “energy business processes, systems and solutions” theme pavilion concepts designed by HANNOVER MESSE, with support from associations and leading energy companies, include attractively-priced full-service packages.

Contracting/ cogeneration match-up at the core of Energy

Following this year's successful debut, the German Cogeneration Association (B.KWK) and German Electrical and Electronic Manufacturers Association (ZVEI) will again organize a “contracting and cogeneration” theme pavilion at Energy 2010. This will create stunning opportunities to meet decision-makers on specific investment projects and potential business partners from the energy industry and the commercial and public sectors. The theme pavilion is likely to attract big crowds, assuring exhibitors of a high impact at HANNOVER MESSE 2010. They are also offered attractive preferential conditions, and the benefits of a central location at the heart of the Energy event.

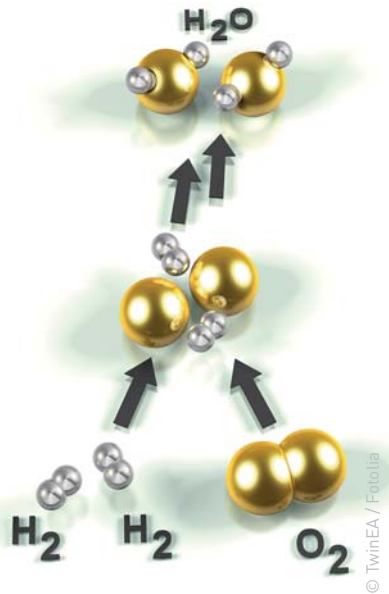


Europe's largest hydrogen and fuel-cell tradeshow

Fuel-cell and hydrogen technology is set to become a vital source of energy for the future. A fuel cell essentially operates as an electrochemical energy transformer, changing the chemical energy from the reaction of a supplied fuel, usually hydrogen, with oxygen into electrical energy and heat. And in contrast with conventional combustion engines, the process does not produce any harmful emissions.

Fuel-cell technology is now gaining an increasingly firm foothold, as will be highlighted at the "Hydrogen + Fuel Cells" theme pavilion. "We are still a good eight months out from HANNOVER MESSE 2010, but 70 exhibitors have already signed up for the theme pavilion in Hall 27," says Tobias Renz, from stand organizer h2fc-fair.com. Renz is confident the pavilion will be a success: "This is Europe's largest hydrogen and fuel-cell fair, and we are expecting to attract 150 exhibitors from 25 countries."

Exhibitors at the theme pavilion in Hall 27 will



The fuel-cell operating principle is increasingly being recognized as a vital element of tomorrow's energy market.

on the open-air site, to get a first-hand impression of the amazing potential of this exciting technology.

Further information:
www.h2fc-fair.com

include global energy groups, SMEs and research institutions. They will be displaying products and innovations spanning many different sectors, giving the trade audience at Energy 2010 a comprehensive view of all aspects of this eco-friendly energy generation technology. The theme areas on display will cover everything from hydrogen production and fuel cell components, stationary, portable and in-vehicle fuel cells and applications and testing systems for fuel cells to hydrogen transport and storage. The theme pavilion will include two forum areas as a simple and effective knowledge transfer platform, and there will also be a "Ride + Drive" program. This will give visitors the chance to test drive a fuel-cell powered vehicle

Partner Country Italy – fireworks in store

"Sustainable Mobility" motto



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Mount Etna and Mount Vesuvius periodically unleash a visual display of energy in action. And our Partner Country Italy also has some fireworks and exciting new ideas in store for the Energy tradeshow at HANNOVER MESSE 2010. The main focus of our Italian exhibitors will be on the MobiliTec show, with numerous exhibits illustrating the Italy's motto of "Sustainable Mobility."

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Energy on display – an eruption of Mt Etna on Sicily.

OBS online stand configurator for easy showcase planning



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.

For further details, visit:
www.hannovermesse.de/obs_e



The new OBS tool makes it easy to cost your stand at the trade fair online

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