

Messe News

October 2009

MicroNanoTec

PARTNER COUNTRY 2010
ITALIA



GET NEW
TECHNOLOGY FIRST

2010 will be

a feast of small things
with big impact:
at MicroNanoTec.

PARTNER COUNTRY 2010
ITALIA

Fresh ideas for industry from Italy



The Partner Country for HANNOVER MESSE 2010 is Italy, for many years one of the biggest exhibiting nations at the fair and a major player in the international industrial sector.

Several hundred Italian companies will be descending on Hannover to present their latest products and research findings to an international audience and wow international partners with their expertise in micro-, nano- and laser-technology as well as mechanical engineering, the chemicals industry, the energy sector and R&D.

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MicroNanoTec on track for growth

There are (at least) ten good reasons why you can't afford to miss the world's only specialist trade fair for applied microtechnology, nanotechnology and laser micro-materials processing.

See page 2 for details.

MicroNanoTec one of a kind

New name, new format, new setting: the world's only dedicated micro- and nanotech tradeshow kicks off in 2010 with three strong theme line-ups

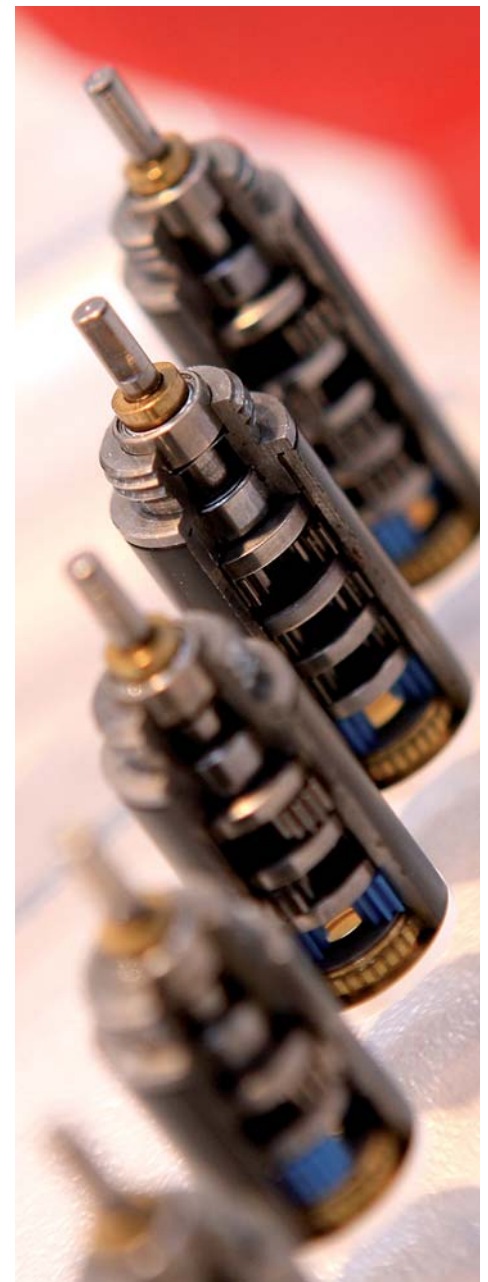
MicroNanoTec, formerly MicroTechnology, premieres at HANNOVER MESSE 2010 with a powerful new format. Its three strong theme areas, micro-, nano- and laser technology, are positioned for maximum exposure in Hall 6, next to the equally new Lightweight Construction theme park. MicroNanoTec – the world's only dedicated micro- and nanotech tradeshow – has a solid track record as the one of the best platforms for showcasing emerging technologies like energy harvesting and printed intelligence. The show is expected to occupy 2,500 sqm (26,900 sq. ft) of display space and feature over 200 exhibitors.

Micro- and nanotech work well together

The cutting-edge themes at MicroNanoTec include 3D surface measurement solutions. Fully automatic, contactless and non-destructive, this technology can yield micro- and nano-resolution measurements of surface topography, structure, profile height, roughness, wear, film thickness and many other parameters in both research and production settings. This involves a seamless interplay of micro- and nanotechnology. Jens Bonerz, head of marketing at Fries Research & Technology GmbH, explains: "Micro- and nanotechnology are classic interdisciplinary technologies. For our high-resolution measuring devices, this translates into a wealth of potential applications in growth areas like photovoltaics, microsystems technology and medical equipment, but also in classic industries such as microelectronics and the automotive sector."

Laser technology growing in importance for the global market

Laser technology, too, has an increasingly important part to play in the miniature industrial world. Dr. Arnold Gillner, of the Fraunhofer Institute for Laser Technology (ILT), Germany, on innovations in laser-based microproduction technology: "In recent times, miniaturization has diversified into new areas and products, such as medical equipment, the automotive subcontracting industry, optics and chemical analysis, where, for various reasons, the use of silicon materials is not possible. This is driving demand for alternative production processes for microtechnology products. Laser production processes involving new laser sources such as fiber lasers and short-pulse lasers have significant potential for achieving market penetration in this area."



For further details, visit:

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

10 good reasons to visit MicroNanoTec

Three out of every four visitors from 2009 are already planning to return in 2010

International reputation

1 MicroNanoTec is the only dedicated trade fair for applied microtechnology, nanotechnology and laser micro-materials processing – worldwide! It has carved out a strong niche for itself over the years and is held in high regard internationally. The name change to MicroNanoTec will further enhance its reputation and standing.

International visitor mix – 33,000 contact opportunities

2 MicroNanoTec attracts a highly international visitor mix. 33,000 of the trade professionals who attended HANNOVER MESSE 2009 were there specifically for the fair's micro- and nanotech content. These included industry specialists from China, Finland, France, Japan, Korea, the Netherlands, Russia, the UK and the USA.

Business-to-business-Segment

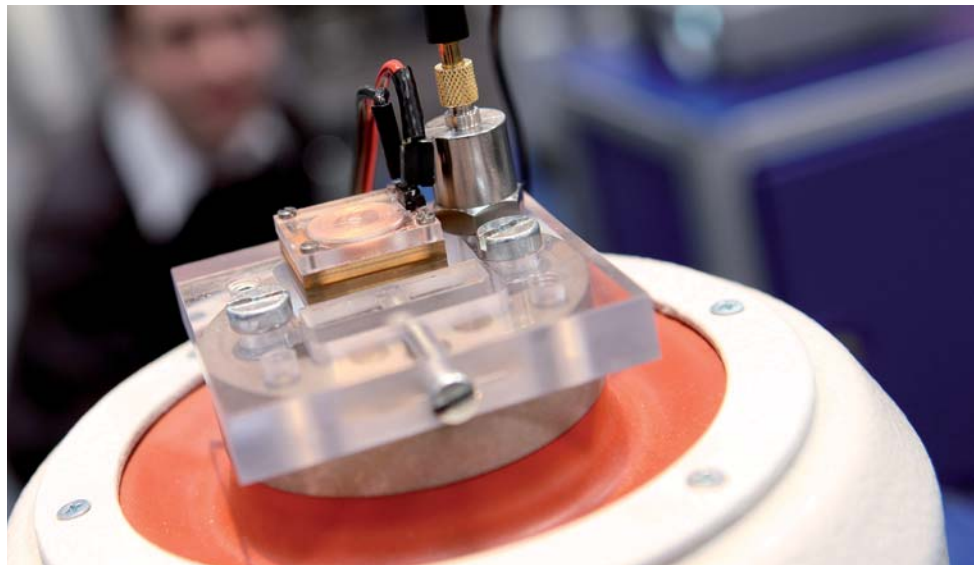
3 MicroNanoTec has a clearly structured format that targets the B2B segment for optimal business networking. 96 percent of the visitors in attendance in 2009 were trade professionals!

Major public profile

4 HANNOVER MESSE's superior media presence and strong public recognition open up boundless possibilities for your own media exposure. The fair's powerful visitor appeal and coverage of the defining issues of the future keep it – and you – front of mind with decision-makers from business, science and government.

Sited in the heart of your target market

5 MicroNanoTec is physically and thematically positioned at the center of a prime user catchment. This means the other exhibitors at HANNOVER MESSE are potentially your customers. Visitors at HANNOVER MESSE's Energy and Factory Automation tradeshows and its array of other theme clusters will also be interested in the kinds of product and process optimization



benefits your micro-, nano- and laser technology solutions can deliver (see graphic on page 4). No other tradeshow has such a diverse built-in pool of potential buyers.

Unique platform

6 MicroNanoTec is without peer in its coverage of the trend towards ever-greater miniaturization and the growing use of micro- and nanotechnology in practically all fields of industry and research.

High-power "Innovations for Industry" forum

7 As an exhibitor, you can give your innovations extra exposure at the "Innovations for Industry" forum (see page 3) at no additional cost. Last year's forum included speakers from Germany, Finland, Japan, Korea and the USA. All papers are presented in English. For further details, visit www.hannovermesse.de/forum_micronanotec_e. In keeping with Italy's Partner Country status, there will also be a special German-Italian symposium on micro-, nano- and laser technology opportunities in Italy.

Plenty of options to optimize your showcase

8

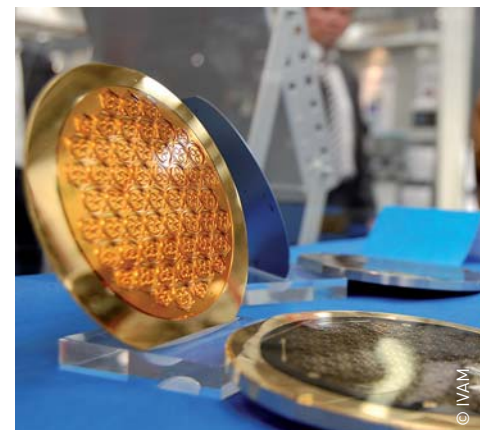
- Exhibit on your own at a stand of your own design and construction
- Exhibit on your own using one of our turnkey stands
- Exhibit at a group pavilion organized by one of our partners (IVAM, SchauPlatz NANO, World of Nano, NC Society/NCG)
- Get added exposure on our website at www.hannovermesse.de
- Looking to organize a group pavilion for an industry cluster, industry association or interest group and need help with stand construction, catering or pavilion siting? We will gladly put together an offer for you. Talk to us!

Expertise in technology trade fairs

9 MicroNanoTec is managed and produced by Deutsche Messe, an internationally recognized developer, organizer and operator of technology-themed trade fairs. It is held at the Hannover Exhibition Center, a world-class expo venue offering first-rate infrastructure and unbeatable service.

High exhibitor and visitor satisfaction – performance where it really counts

10 "As specialists in laser materials processing, we at LIMO see HANNOVER MESSE's MicroNanoTec tradeshow as the ideal platform for dialoging with users from a wide range of industries about high commercial value solutions and presenting the productivity-enhancing and cost reduction possibilities of laser technology," explains Dirk Hauschild, Director Materials Processing Solutions, LIMO Lissotschenko Mikrooptik GmbH. The visitors are no less satisfied with the quality of the show: 74% of those who attended in 2009 are already making plans for a repeat visit in 2010.



2010 will be

showtime for miniaturization: at HANNOVER MESSE.

Dr. Uwe Kleinkes, Managing Director, IVAM

“Innovations for Industry” – hub of the show

Premier communication forum for international micro- and nanotechnology experts



The “Innovations for Industry” forum is MicroNanoTec’s central hub for international experts and companies in the micro- and nanotechnology industry. It is where they meet for interdisciplinary dialogue on hi-tech products, research projects and new materials. The discussion topics cover everything, from laser technology and microsystems technology to energy harvesting.

The speakers at the forum provide quality commentary and analysis on the key issues raised at the MicroNanoTec show, examining the latest research findings and looking ahead to the developments and products of tomorrow. There will be a strong focus on the fundamental importance of micro-, nano- and laser technology to miniaturization, an area widely seen as offering major efficiency gains in the form of reduced materials, space and energy requirements.

Your opinion counts!
www.2010willbe.com

Fascinating mini-worlds: Nano, micro- & laser technology

Group pavilions and special displays plot future trends

The group pavilions and special displays at MicroNanoTec will take visitors on a journey into the future, into the fascinating miniature worlds of micro, nano- and laser technology.

Nano is the name of the game in surface technology – the realm of ultra-thin surface coatings, where unimaginably tiny particles are manipulated at light speed in high-precision laser-based production processes. These and other groundbreaking technologies will be showcased to an enthralled international audience under one roof at MicroNanoTec.

WON – World of Nano: processes and visions from the world of nanotechnology

The WON group pavilion is an exhibition platform where companies, organizations and research institutes profile nanotech innovations, including the latest developments, processes and visions from the fields of lithography/electronics, nanobiotechnology, ultra-precision surface finishing and nanostructure analysis.

IVAM back with two special displays: Laser applications and Nano for Industry

In 2010, the IVAM Microtechnology Network will again be running two special displays at its “Micro, Nano, Materials” Product Market. First there’s “Lasers for Micromachining and Micro-production,” which will again be profiling innovative methods and laser applications for high-precision production. Then there’s “Nano

for Industry,” which will show how nano-particles can optimize materials modification processes. For example, nano-particles can be used as additives in polymers to produce high-strength parts for the automotive and aerospace industries and the sports sector. The display will also explore new nanotechnology-based methods for making high-yield solar cells.

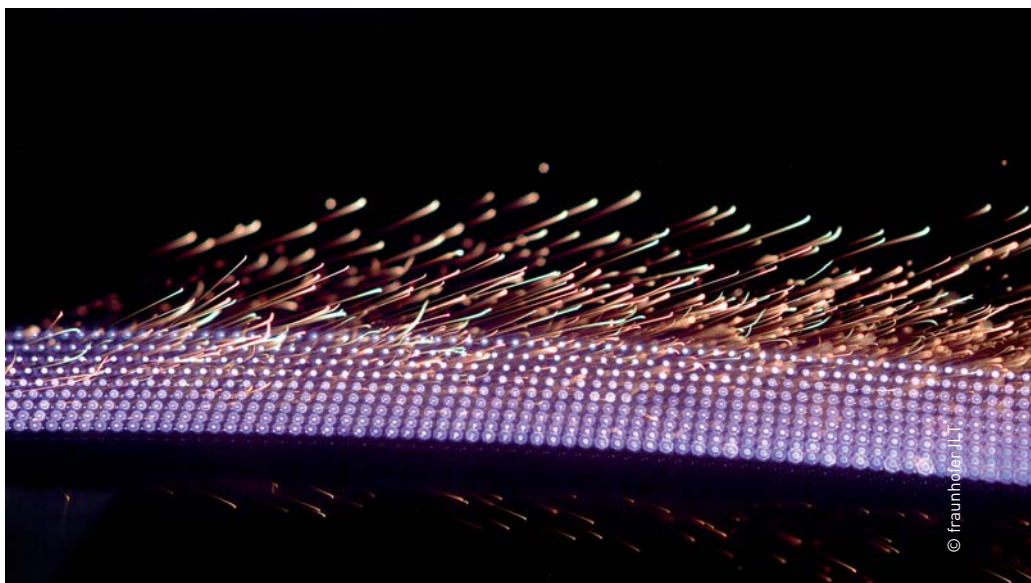
SchauPlatz NANO: key forum for contacts, communication and marketing

SchauPlatz NANO is a key platform for getting fully developed nanotechnology solutions to market. It is where science and commerce meet, a forum for building bridges between technology

providers and technology users. SchauPlatz NANO is organized by Beiersdorff GmbH, Munich, and is aimed at companies, research centers, service providers and investors.

“Ultra-Precision Manufacturing”: NCG shows how micro-products are made

Leading tool and mold makers will be using this special display to show how micro-products are made using ultra-precision manufacturing. Visitors will also be able to use the display to initiate direct dialogue, make new business contacts and build networks. “Ultra-Precision Manufacturing” is organized by the NC Society (NCG), Germany.



MicroNanoTec exhibitors build networks with IVAM

The IVAM Microtechnology Network's September RoundTable forum was held at the offices of alpha-board gmbh, a successful Berlin-based electrical and electronic components firm headed by mother and son team Brigitte and Gregor Gross.

Brigitte Gross formed alpha-board gmbh around 20 years ago as a PCB layout and design company. alpha-board has since diversified into a wide range of electronics-sector engineering services. The presentations at the RoundTable centered around marketing for small and medium-sized enterprises. The forum's 20 or so participants learned about the latest developments in the areas of Web 2.0, live marketing and the so-called "Lummerland Principle."

Having a website is all well and good, but how do you generate a revenue stream from it? That was the subject of Gregor Gross's presentation. His approach is simple: attract customers, win them over – and get them to buy.

Katrin Becker, CEO of Becker Events, Potsdam, explained, among other things, how companies can use references to establish their credentials with customers. Dr. Uwe Kleinkes, Managing Director IVAM, showed how marketing for hi-tech companies from the micro-, nano- and laser technology industry can be done efficiently and



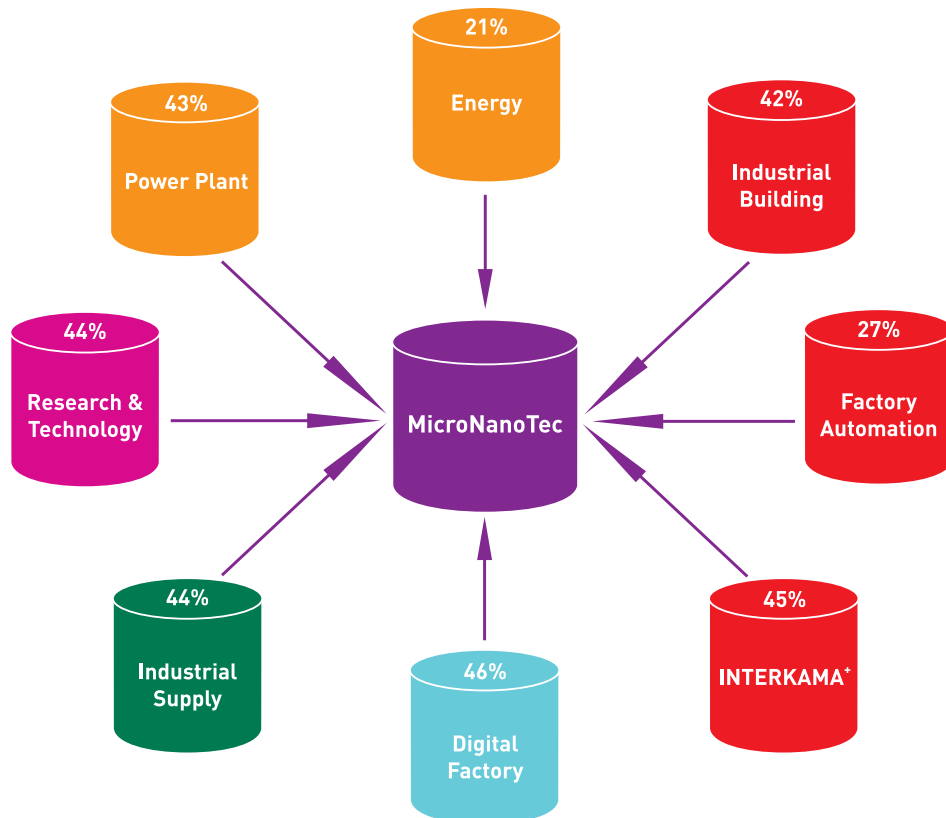
effectively in difficult economic times. Again and again the RoundTable discussion returned to HANNOVER MESSE 2010 as the perfect marketing tool for the micro and nanotech industry. Exhibiting at a trade fair of this type has many distinct advantages, not least the ability to talk to customers face-to-face and build personal networks.

The next IVAM RoundTable will be held on Wednesday 28 October 2009 (after the 6th MST Regional Conference NRW at the Dortmund Technology Park) and will be hosted by Colandis GmbH, Dastex Reinraumzubehör GmbH & Co. KG and profi-con GmbH. All MicroNanoTec 2010 exhibitors are cordially invited to attend – an opportunity to find out about IVAM and expand their networks.

Further information: www.ivam.eu.

All roads lead to MicroNanoTec

Many visitors to the various tradeshows at HANNOVER MESSE 2009 had one thing in common: they all attended MicroNanoTec!



OBS delivers accurate stand costings

Deutsche Messe's Online Business Service (OBS) is the ideal showcase planning tool for exhibitors. Whether they're companies, industry associations or research institutes, they can go to www.obs.messe.de and check out their options in detail, entirely free of obligation.

And, thanks to a recent upgrade, OBS now offers a range of added functions. Users can now instantly cost their planned showcase, plan stands, register for the fair and check on progress at any time. Some parts of the new OBS are also available to potential visitors – even before they decide to participate.

For further details visit: www.obs.messe.de



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

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