

### HANNOVER MESSE 2009 mobilizes industry

HANNOVER MESSE 2009 demonstrated the industrial community's determination to see the economic crisis as an opportunity to explore new approaches. The wealth of innovations on show at all 13 tradeshows reinforced the optimism shown by exhibitors and trade visitors. "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), confirming the fair's role as a barometer of industrial sector sentiment.

Over the five days of the fair (20 to 24 April) around 210,000 visitors - one in four from outside Germany - converged on the Hannover showgrounds, where 6,150 companies from 61 nations ran exhibits on 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 and the leading-edge themes covered make HANNOVER MESSE a must-see for anyone who works in industry," commented Dr. Wolfram von Fritsch, Deutsche Messe's Board of Management Chairman, at the close of the fair.

### Italy is Partner Country to HANNOVER MESSE 2010

Italy is the official Partner Country to HANNOVER MESSE 2010. The focus will thus shift to Europe following stints by a number of Asian countries in recent years.

Italy ranks among the world's great industrialized nations and is a global market leader in many branches of industry, including the machine tool and industrial automation sectors. It will use HANNOVER MESSE 2010 as a high-profile marketing platform for its many high-tech products.

Apart from Germany, Italy has traditionally been HANNOVER MESSE's biggest exhibiting nation. A total of 505 Italian companies mounted displays at this year's show. The organizers are expecting a similar participation level in 2010.

## New contacts, new networks

Excellent visitor quality, satisfied exhibitors



Software grows business. That's the message from this year's **Digital Factory**, the leading trade fair for integrated processes and IT solutions for the processing and manufacturing industries. Held in Hall 17 at HANNOVER MESSE 2009 (20 to 24 April), Digital Factory was supported by some 200 exhibitors and occupied 4,000 sqm (43,000 sq. ft) of display space. The keynote themes were product life-cycle management (PLM); the modularization of software applications; IT-based cooperation across departments, companies and national borders; and customer relationship management (CRM) systems for mobile platforms such as PDAs and Blackberrys. The special displays picked up on these themes, making the digitization of industrial manufacturing processes a hands-on reality for the attending trade visitors (see page 2 for details).

#### Courage, innovation and optimism

Despite the current global economic crisis, the prevailing mood at HANNOVER MESSE 2009 was one of courage, innovation and optimism. Many software providers at the fair spoke of a noticeably upbeat mood among their visitors.

They were impressed with the high number of trade professionals with real decision-making authority who visited their stands. It seems the fair was just the place for generating quality, highly promising business leads. "The economic crisis has stimulated interest in innovation," Dietmar Harting, Chairman of the HANNOVER MESSE Exhibitors' Committee, said, accurately gauging the sentiment at all of the fair's flagship tradeshows.

Among the many highly impressed exhibitors was MPDV Mikrolab GmbH, whose Marketing Manager, Nadja Neubig, said: "Given the current economic situation, the level of demand shown by the visitors to our stand came as something of a surprise. It was on a par with 2008. For us, the high percentage of new leads is proof positive that MES is steadily gaining traction in the industrial sector."

Further information:  
[www.hannovermesse.de/  
digital\\_factory\\_e](http://www.hannovermesse.de/digital_factory_e)

# Best practice from the experts

## Special displays complete the knowledge landscape

Digital Factory's special displays, like its exhibition areas, profiled the rapid pace of development in digital manufacturing and processing. The presentations and practical demonstrations by experts from a range of industries met with intense interest from trade visitors. The offering also included two-hour guided tours, enabling visitors to gain an even better overview of the main display areas at Digital Factory.

### RapidX an absolute visitor-magnet

One of the big hits with the public in Hall 17 was the Digital Factory show's **RapidX** special presentation. The presentation was run by EPLAN Software & Service in association with its parent company, switchgear cabinet maker Rittal, plus selected industrial partners. It explored modern industrial product creation processes – from initial idea to mass production – with reference to a machine tool switchgear cabinet, demonstrating how a range of engineering disciplines and IT solutions can be combined



to form a fully integrated process. Some 3,000 trade professionals visited the presentation, as did around 1,000 visitors on a total of 42 guided tours.

Another of the central theme areas at Digital Factory 2009 related to **manufacturing execution systems (MES)** as means of enhancing efficiency. Valuable ideas and new approaches in this area came from "MES – Efficient Production 2009," a half-day conference that attracted 150 attendees. MES experts from the commercial and research sectors illustrated best practice in the use of MES-based production support with reference to case studies from a range of companies.

## HANNOVER MESSE launches new "2010 will be..." initiative

Deutsche Messe has launched a wide-ranging initiative to stimulate business activity, growth and innovation in the lead-up to HANNOVER MESSE 2010 (19 to 23 April 2010). The "2010 will be..." campaign is designed to foster knowledge-networking, integrated dialogue and the sharing of opportunities between businesses, politicians and industry associations.

### Eight flagship tradeshows profile new and emerging innovations

The following tradeshows at HANNOVER 2010 will showcase the trends and technologies of the future in a range of industries:

- Industrial Automation
- Energy
- Power Plant Technology
- NEW! MobiliTec
- Industrial Supply (new name for Subcontracting show as from 2010)
- MicroTechnology
- Digital Factory
- Research & Technology

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### IMPRINT

Publisher: Deutsche Messe  
 D-30521 Hannover  
 Responsible: Olaf Daebler  
 Content: Anne Winkel-Kirch  
 Photos: Deutsche Messe  
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 Date of issue: 6/2009 • subject to alteration

## Looking ahead: focus on visualization in 2010

HANNOVER MESSE 2009 is barely over and already the preparations for next year's fair are under way. Digital Factory will be back

in 2010 with a new display category: industrial visualization.

### What does industrial visualization mean?

The main benefit of digitizing the product creation and production process is that it gives everyone involved access to the relevant product data, which these days is more often than not three-dimensional. This communication is the glue that holds multi-disciplinary collaboration together.

The big challenge here is that the data in question tends to originate from a multiplicity of specialized systems. These systems are generally too expensive for the wide-scale deployment needed. They also tend to generate multiple incompatible data formats.

This is where industrial visualization comes in. It's all about neutral data formats, manageable data volumes, and cost-effective systems capable of displaying all types of information, from simple presentations to virtual reality and virtual showrooms.

