

Messe News

November 2009

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ITALIA



Research & Technology

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TECHNOLOGY FIRST

2010 will be

a year in which
research and
education are
central themes.

Prof. Erich Barke,
President, Leibniz University of Hannover

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Prof. Hans-Jörg Bullinger,
President, Fraunhofer-Gesellschaft

Spotlight on OLED technology

A new theme pavilion at the Research & Technology show will – literally – shed light on the pioneering world of organic LED technology.



See page 2 for the full story.

Research: the lifeblood of industry

The efficient implementation of forward-looking technology is the key to renewed success in hard economic times



The road to the future starts with research. This key insight has been embraced by Germany's newly elected government, which has signaled plans to increase federal and state expenditure on education and research to ten percent of GDP by 2015. The importance of this is enormous, particularly for industry, which relies on innovative technologies in order to tap into new markets. The Research & Technology tradeshow in Hall 2 at HANNOVER MESSE 2010 is rising to this challenge with an unparalleled innovations marketplace for the technologies that drive industry. Research institutes and companies come to Research & Technology to take advantage of the enormous worldwide demand for technological innovations and to market the pioneering, user-driven fruits of their research to a global audience.

Research & Technology trusted and valued by exhibitors

"Innovation happens when you bring the right ideas and the right people together." This succinct description of the role of the Research & Technology show comes from Prof. Eberhard Umbach, President of Germany's newly-founded Karlsruhe Institute of Technology (KIT). The Institute will have a large display stand at

Research & Technology 2010, where it will showcase an array of mobile innovations and energy solutions. KIT is making this commitment because, as Prof. Umbach explains, HANNOVER MESSE is a unique hub for presenting market-relevant research to an innovation-hungry trade audience.

See it first in Hannover

The Research & Technology tradeshow is a driving force of industry, with many new technologies of pivotal importance to advances in industry celebrating their world premieres in Hannover. The show offers a variety of attractively priced exhibition options – ranging from stand-alone display booths to participation in themed and group pavilions – that enable even young, up-and-coming companies and institutes to make contact with industry and showcase their applied R&D results to potential customers.

For further details, visit:

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

Organic light emitting diodes sweep the market

New theme pavilion provides perfect platform for marketing pioneering OLED technologies

Organic light emitting diodes (OLEDs) have applications in a wealth of hi-tech areas – from digital newspapers to interactive machine controls. This pioneering new technology will have its own dedicated pavilion, themed “Lightening the Future,” in Hall 2 at the Research & Technology tradeshow at HANNOVER MESSE 2010.

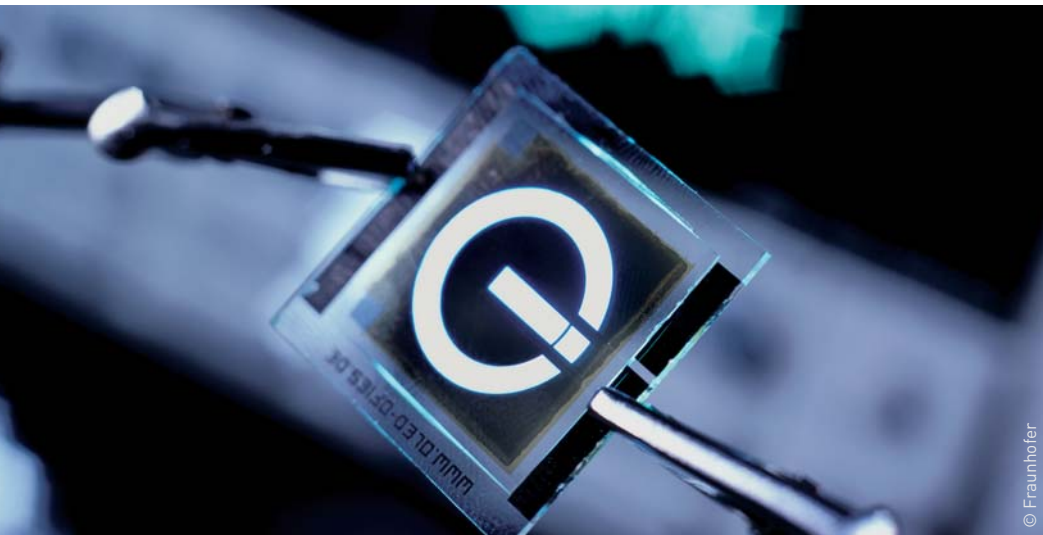
OLEDs: a bright future in industry

OLEDs are thin-film, luminescent components that have numerous advantages over conventional inorganic light emitting diodes (LEDs): they are cheaper to make, are extremely thin and can be printed on almost any material. Thanks to properties like these, OLED technology is fast

making inroads into completely new applications in industry. The new OLED theme pavilion at the Research & Technology show offers OLED developers an ideal platform for marketing this gateway technology to industry.

Market analysts anticipate OLED boom

The experts are confident that OLED technology will bring greater flexibility to industrial applications, paving the way, for example, for flexible display screens or ultra-thin, transparent window and wall coatings that can be used to create monitors or light sources wherever they are needed. The technology's rapid pace of development has exciting commercial implications. The experts anticipate that over the period from 2007 to 2013, the energy efficiency and service life of OLEDs will increase more than 100 percent while production costs will be halved. The US market researchers at iSuppli calculate that OLED display sales for the current 2009 year will be worth just on 2.5 billion dollars.



The applications of OLED technology range from room lighting to miniature displays, like the one here, that can be used as ultra-thin, illuminated keypad elements for device control panels.

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Research & Technology exhibitors bring smart ideas for new mobility technologies

In today's world, mobility is indispensable. This poses a major challenge, given our limited oil reserves and the threat of climate change. Thankfully it's a challenge a great many exhibitors will be rising to meet in 2010 at the Research & Technology show in Hall 2. In doing so, they will be taking advantage of an unrivalled opportunity to reach all their potential target groups in one location. The same is true of the next year's inaugural MobiliTec, the tradeshow for hybrid and electric powertrain technologies, mobile energy storage and alternative mobility solutions. Both shows are highly efficient tech-transfer hubs capable of yielding powerful synergies that open the door to innovation.

“Systems Research into Electric Mobility” project

A great deal more R&D work still needs to be done in the area of electric mobility and allied fields before electric vehicles can be seen as a genuine form of alternative mobility. The Fraunhofer-Gesellschaft (Fraunhofer Society) will be exploring this topic at a presentation of its “Systems Research into Electric Mobility” project at the Research & Technology tradeshow in Hall 2 at HANNOVER MESSE 2010. “The purpose of the Fraunhofer “Systems Research into

Electric Mobility” project is to generate knowledge and new technology along the entire value chain, particularly at the interfaces between links, and then to make this available to industry,” explains the project's overall coordinator, Prof. Holger Hanselka. The German government is providing 44 million euros of federal funding for the project. This is because the switch to electric mobility will require fundamental changes, as the President of the Fraunhofer Society, Prof. Hans-Jörg Bullinger, explains:

“Everyone will have to change their ways, especially the automotive industry, energy companies and motorists.”

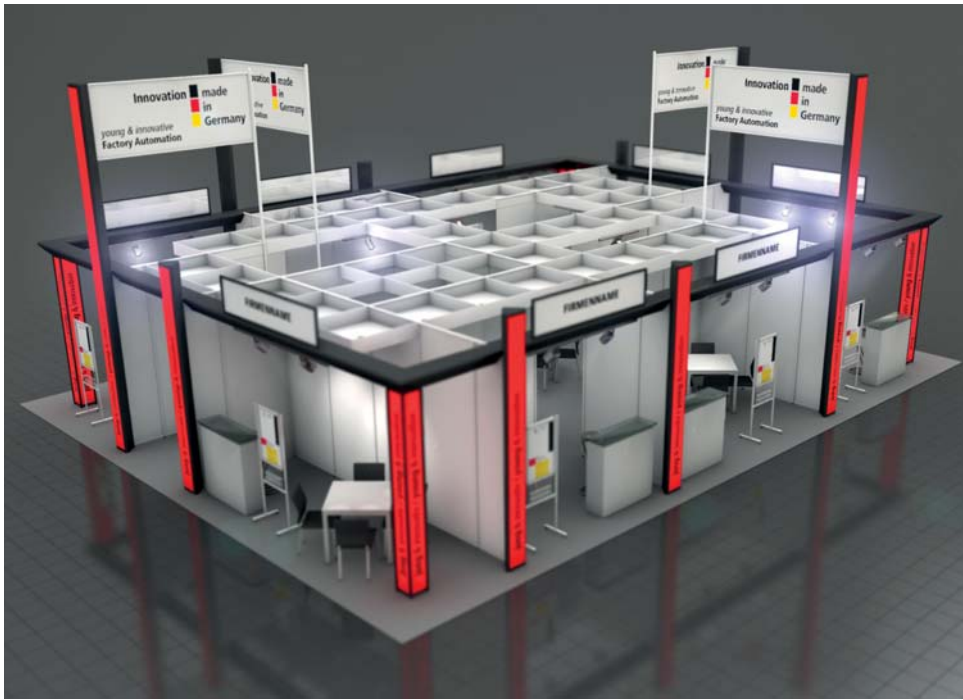
Practical solutions and bold visions

Another mobility-themed pilot project on show at Research & Technology is “HandyTicket”, a mobile ticketing system developed by the Fraunhofer Institute for Transportation and Infrastructure Systems (Fraunhofer IVI). “Users of public transport can enjoy the convenience of purchasing tickets via their mobile phones,” explains Fraunhofer IVI's Dr. Torsten Gründel. Since 2007, users of metropolitan transport services have been able to buy tickets and get timetable information via Java applications or SMS on their mobile phones. The project is already supported by 40 integrated transport networks and companies throughout Germany.

The newly formed Karlsruhe Institute of Technology (KIT) will also be showcasing mobile innovations at HANNOVER MESSE 2010. KIT was created by the merger of a national research institute and a university, and is Germany's largest research organization. In Hannover, KIT will be showcasing a vehicle that uses advanced measurement and feedback control systems to drive itself.



Tickets via SMS: HandyTicket makes life easier for rail, bus and subway users.



Strength in numbers: pavilion concepts for cost-efficient showcases

The Research & Technology show's group pavilions are a highly effective and cost-efficient showcase option for companies and research institutes that can't quite afford to "go it alone" in Hannover.

For example, HANNOVER MESSE 2010 is partnering with Germany's Federal Ministry of Economics and Technology (BMWi) and the Association of the German Trade Fair Industry (AUMA) to make exhibiting at the fair more affordable for young, innovative German-based companies. Interested exhibitors can access a subsidized participation package for HANNOVER MESSE's array of design-rich, high-impact group pavilions, where they will be able to present their innovations to powerful effect. The package is comprehensive, including display space at the pavilion, meeting room access, a lounge area, an information stand and visitor promotion services.

Not that the benefits of group pavilions are limited to German companies. Other countries, including Switzerland, Spain and Finland, are also running national pavilions that offer outstanding exhibition opportunities for their local companies and research institutes. There are also a number of international platforms, including pavilions themed around groundbreaking technologies such as bionics and adaptronics. These theme pavilions have a broad approach in keeping with the global growth of the industries they cover. The Research & Technology team is there to help you find the best form of participation for your needs.

Further details, contact information and registration forms are available online at:

www.hannovermesse.de/participation

Premiere for stand configurator



Long valued by exhibitors for its ease of use, 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 makes it 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 display stands, register for the fair and log in at any time to check on progress.

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



The new OBS tool is the easy online way to cost your trade fair stand.

Options for exhibitors: interdisciplinary teams and fair packages

Exhibitors have a number of cost-efficient options for getting the most out of the Research & Technology show. For instance, they can join an interdisciplinary team of research institutes and companies from their region and benefit

Theme stands highlight trends

Networking breeds innovation – a fact clear each year from the valuable synergies generated not only by the fair's national pavilions but also by its theme pavilions. Theme pavilions enable exhibitors to get the most out of their trade fair showcase. The theme areas for group pavilions at Research & Technology 2010 are:

- Textile Solutions
Textiles as intelligent materials
- Adaptronics
R&D solutions in the area of adaptive structural systems
- Bionics
Technology inspired by nature
- SpaceTransfer
Technology transfer from aerospace
- Organic Electronics
OLEDs and more



from the infrastructure of a group pavilion. Or they can select a fair package and benefit from the convenience of a tailored, turnkey solution. Contact Angela Gehrke for details: angela.gehrke@messe.de

Core industry trends

“HANNOVER MESSE 2010: Efficiency – Innovation – Sustainability.” The official motto for next year’s fair highlights the three core challenges facing international industry.

“HANNOVER MESSE 2010: Efficiency – Innovation – Sustainability.” These core challenges facing the international industrial sector will be explored in great detail at all nine flagship trade fairs at HANNOVER MESSE 2010. “Companies that succeed in intelligently meeting all three challenges will emerge from the current economic crisis stronger and prepared for the future,” explains Wolfgang Pech, Deutsche Messe’s Senior Vice-President responsible for HANNOVER MESSE. “The best solutions to these challenges – at all stages of the industrial value chain – will be on show at HANNOVER MESSE 2010.” Next year, exhibitors from all sectors of industry will be



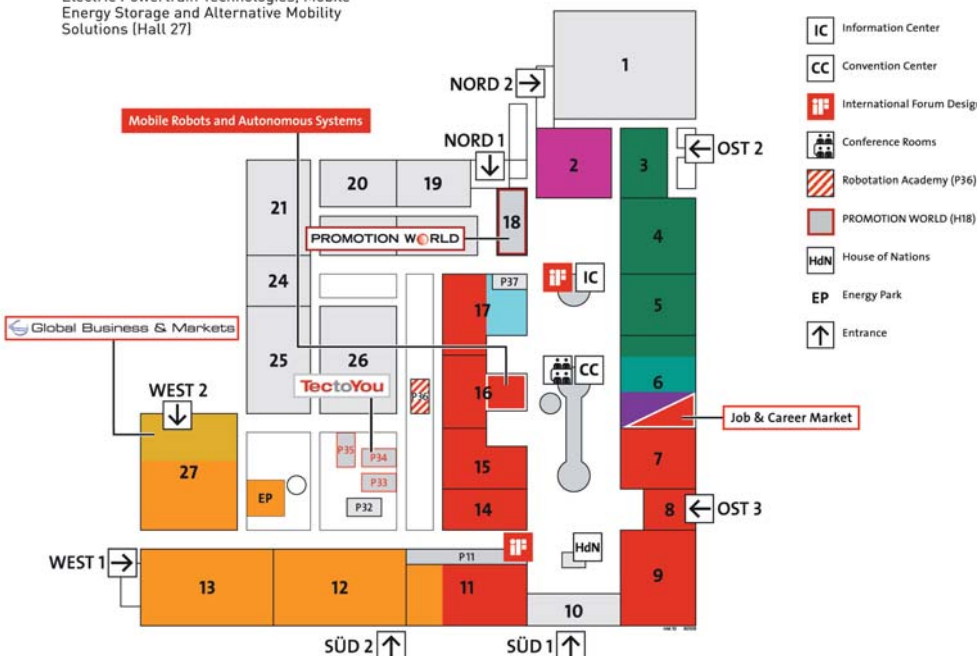
Wolfgang Pech, Deutsche Messe's Senior Vice-President responsible for HANNOVER MESSE

using the world’s leading industrial technology showcase to demonstrate what they can do to increase the efficiency of production, processes and resource use, provide answers to businesses’ innovation needs, and achieve sustainable, lasting stability for their own business and industry in general. Energy, mobility, automation and industrial supply are the main display categories under which HANNOVER MESSE 2010 will plot these core industry trends. The Research & Technology tradeshow will have a key part in this, as its keynote theme, innovation, is central both to the

HANNOVER MESSE 2010 motto and to industry in general.

HANNOVER MESSE 2010 at a glance

- Industrial Automation**
 - Factory Automation**
Leading Trade Fair for Factory Automation (Halls 8, 9, 11, 14–17)
 - Process Automation**
Leading Trade Fair for Process Automation (Halls 7–9, 11)
- 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 13)
- 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)
- CoilTechnica**
International Trade Fair for Coil Winding, Transformer and Electric Motor Manufacturing Technology (Hall 6)
- MicroNanoTec**
Leading Trade Fair Microtechnology, Nanotechnology and Laser Micro-Materials Processing (Hall 6)
- Research & Technology**
Innovations Market for R&D (Hall 2)



Partner Country Italy ramps up innovation

HANNOVER MESSE has for many years been able to count on a 500-strong Italian exhibitor contingent, a fact that makes Italy one of the leading exhibitor nations at the fair. Italy is committed to further improving the competitiveness of its companies by fostering innovation. This commitment is expressed in “Industria 2015,” a legislative program aimed at hothousing industrial innovation and thus driving economic growth. The program supports and promotes projects in areas such as energy efficiency, new technologies “Made in Italy,” life sciences and new business networks. Given that Italy is a major exporter, the program is bound to have positive spin-off for non-Italian companies as well.

In 2010, Italy’s exhibits at HANNOVER MESSE – and hence at the Research & Technology show – will have a strong focus on sustainable mobility.

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