

# Messe News

December 2009

## Industrial Supply

PARTNER COUNTRY 2010  
**ITALIA**  
sustainable mobility



GET NEW  
TECHNOLOGY FIRST  
19 – 23 APRIL 2010

## 2010 will be

the year when the entire subcontracting industry ramps up with innovative technologies and lightweight solutions: at HANNOVER MESSE.



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

## Hall layout planning in full swing

The clock is ticking: as in past years, exhibitor demand for Industrial Supply is on fire and the exhibition halls are filling up fast. Register now to secure the best site for your showcase.



## NEW: OBS does all your display stand costing online

Deutsche Messe's tried and proven Online Business Service (OBS) has been upgraded. Companies, industry associations and research institutes can now use certain parts of OBS ([obs.messe.de](http://obs.messe.de)) even before they decide to exhibit. Better still, the service has added functions that enable users to instantly cost all relevant aspects of their planned showcase, plan display stands and pavilions and check on progress at any time.

For further details, visit [obs.messe.de](http://obs.messe.de)

## Efficient, innovative, sustainable

In the global spotlight: future-defining solutions mark Industrial Supply as the powerhouse of industry worldwide



### Industrial subcontractors at the vanguard of our technology future

Efficiency – Innovation – Sustainability. This, the official motto for HANNOVER MESSE 2010, could equally well be a mission statement for the international industrial supply industry, which will be showcasing its technological innovations in Hannover, Germany, from 19 to 23 April 2010. Industries that focus on these three core challenges, particularly during the tough times, will be assured of a place in the global economy of the future. Now more than ever before, industrial processes and resource use need to be efficient, innovative and sustainable. As the innovation hothouses of industry, the supply and contracting industries are well positioned to benefit from these challenges.

### Industrial Supply bolsters profile with new name, new hall and new theme areas

The 'Industrial Supply' tradeshow (formerly 'Subcontracting'), has been extended into Hall 6 to accommodate a new display area dedicated to lightweight construction. This makes it the ideal setting for showcasing future-defining themes to maximum effect. Industrial Supply is where top-level decision makers meet, where exhibitors go to do business with carefully targeted visitors, and where some 50,000 international trade visitors go to learn about the latest products and innovations. It is a global communication and networking platform offering a wealth of

opportunities for showcasing business solutions to an international audience. Industrial Supply is the HANNOVER MESSE's central hub for all kinds of technological innovation, from systems subcontracting to forging solutions and new materials such as engineering ceramics.

### Special displays and theme pavilions foster international knowledge sharing

In addition, Industrial Supply's impressive array of quality events and special displays provide a global platform for knowledge sharing at the cutting edge of industry. The show's 'gegossene Technik' casting display and its forging, engineering ceramics and SystemPartners special displays provide direct access to future-defining knowledge and bring experts from a range of disciplines together.

The 'Lightweight Construction' presentation, a new event sited in Hall 6 (see page 3), takes a special look at the imperatives of efficiency, innovation and sustainability. New lightweight materials are driving downsizing solutions that are significantly more resource- and energy-efficient than their conventional counterparts.



For further details, visit:  
[hannovermesse.de/  
industrial\\_supply\\_e](http://hannovermesse.de/industrial_supply_e)

# Networking: innovation through collaboration

Big-name speakers discuss defining solutions for the subcontracting industry at the Suppliers Convention



## Quality multidisciplinary event: forum builds on successes of 2009

What are the technologies that in the future will make products and processes more eco-friendly and cost-effective? What sorts of materials will the future be made of? How can industrial suppliers best position themselves as a key, innovation-driving link in the industrial applica-

tions process chain? These and many other fundamental questions will be addressed in-depth at the international Suppliers Convention, which will be back in 2010 following its highly successful premiere in 2009. The 800-plus visitors who attended that event benefited from an array of impressive case studies and quality discussion on pioneering solutions. Conceived as an open discussion platform for suppliers and industrial users, the Suppliers Convention is a multi-disciplinary forum featuring top-flight international speakers from the industrial subcontracting sector.

## A different highlight every day: themes range from green engineering to global sourcing

In 2010, these speakers will again be using this key platform in the heart of Hall 4 to discuss efficiency strategies and profile innovative solutions developed by their respective companies. For it is precisely in times of economic upheaval that industrial companies look to their suppliers and subcontractors for innovation and answers. The Suppliers Convention facilitates this by matching industrial suppliers' innovative flair and solutions directly with the requirements of their industrial customers. This puts the industrial supply industry in pole position to benefit fully from the industrial sector's inevitable return to growth. As in 2009, next year's convention

will focus on a different keynote theme every day. In doing so, it will pick up and further develop the themes explored so successfully in 2009: global sourcing, future mobility, mechanical and plant engineering, energy, new technology and future-defining innovations.

## Co-promoter ArGeZ brings expertise in subcontractor-industry networking

Deutsche Messe's co-promoter for the Suppliers Convention is the German Subcontracting Industry Association (ArGeZ), which represents some 8,000 subcontracting firms in Germany with a combined workforce of over 900,000 and annual sales of 125 billion euros. ArGeZ is an important forum for ongoing dialog between subcontractors and their customers in the industrial sector.

## New media cooperation with Carl Hanser Verlag creates powerful synergies

The organizers of Industrial Supply are pleased to announce they have brought Carl Hanser Verlag on board as their new media partner for 2010. This respected Munich-based media and publishing firm will be responsible for the content of the Suppliers Convention. Hanser Verlag has an intimate knowledge of the highly diverse subcontracting market and is thus the perfect partner for the Industrial Supply show.

## Industrial Supply – theme overview

### Display categories::

- Materials and components: plastics; natural/synthetic rubber; engineering ceramics; composites; metallic materials (Hall 5)
- Semi-finished goods (Hall 4/5)
- Foundry products (Hall 3)
- Non-machining processes (solid forming/sheet forming) (Hall 4)
- Machining processes (turned and milled parts) (Hall 4)
- Systems and subassemblies (Hall 4)
- Engineering, services (Hall 4)
- Joining/fastening technology (Hall 5)
- Lightweight construction (materials, parts/components/systems, manufacturing technologies) (Hall 6)

### Highlights, special displays, events

- Suppliers Convention (Hall 4)
- Themed presentation "Lightweight Construction" (Hall 6)
- Themed presentation "gegossene Technik" (Hall 3)
- Themed presentation "Solid Forming" (Hall 4)
- Themed presentation "Engineering Ceramics" (Hall 5)
- Themed presentation "SystemPartners" (Hall 4)
- Innovations Center for Engineering Materials (Hall 5,6)
- Materials Forum – intelligent lightweight construction (Hall 6)
- WeP – Value-Adding Partner ContiTech (Hall 5)
- Material Trends & iF Material Award

## New team – same top service

The Industrial Supply team now has an extended lineup for more of the professional support you have come to know and trust over the years.

Project Director Arno Reich is supported by Kerstin Hirche (responsible for Halls 3 and 6) and newcomers Viola Ressel (responsible for Halls 4 and 5) and Annika Engelhard.



The new Industrial Supply team (ltr): Viola Ressel, Arno Reich, Annika Engelhard, Kerstin Hirche.

## Big picture at a glance

The entire Industrial Supply offering on film



International audience, bustling display stands and eye-catching exhibits: the Industrial Supply trailer, viewable online at [hannovermesse.de/industrial\\_supply\\_e](http://hannovermesse.de/industrial_supply_e), provides an excellent overview of the options and opportunities offered by this world-class tradeshow for industrial subcontracting solutions and lightweight construction. In just a few minutes this information-rich movie delivers a punchy, readily accessible outline of all aspects of the show, complete with facts and figures. It's the quick, easy way for exhibitors, especially first-timers, to find out about this fair and its innovative power.

# Going lightweight: the smart way to save costs

Advanced hi-tech materials tackle the challenge of materials and energy efficiency



Lightweight solutions: strong international interest in materials and energy efficiency potential.

Advanced lightweight materials offer the most intelligent solutions for sustainable efficiency optimization. Used in combination with new design and production techniques, they are equal to all the challenges of materials and energy efficiency. Not surprisingly, advanced lightweight materials are proving to be of enormous commercial and ecological interest. Examples include polycarbonates as substitutes for glass and long glass fiber reinforced (LGFR) polyamide composites as substitutes for metal.

The lightweight materials sector is pivotal to HANNOVER MESSE's position as the world's leading technology fair. There are lightweight construction displays spread across multiple

tradeshows in multiple halls at the fair. The Lightweight Construction Guide is a valuable navigation tool for trade visitors looking for lightweight construction exhibits. The "Lightweight Construction" presentation in Hall 6 at the Industrial Supply tradeshow will serve as the central hub and information point for HANNOVER MESSE visitors interested in this area of technology.

The 'Lightweight Construction' theme area comprises numerous stand-alone displays plus an array of group pavilions, such as the Innovations Center for Engineering Materials. This offering is complemented by the Materials Forum and a special materials advisory center, both of which have a strong focus on intelligent lightweight

## Lightweight Construction Guide

As a major source of innovative solutions for materials and energy efficiency, lightweight construction is an interdisciplinary theme echoed in all trade-shows at HANNOVER MESSE. To make life easier for trade visitors, the organizers are producing a Lightweight Construction Guide to all the lightweight construction exhibitors at the fair. There is also a central information platform in Hall 6: the Lightweight Construction theme area.

materials. The centerpiece is the Solutions Area, featuring applications-focused large-format exhibits and process technologies illustrative of the great potential of advanced lightweight solutions. The exhibits here range from mobility and mechanical engineering through to medical technology.

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2010willbe.com

## Strength in numbers: pavilion concepts for cost-efficient showcases

The Industrial Supply show's group pavilions are a highly effective and cost-efficient showcase option for companies and start-ups 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 (BMW) 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, Austria, Spain, Lithuania, Hungary and Turkey, are also running national pavilions that offer outstanding exhibition opportunities for their local companies. The Industrial Supply 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:

[hannovermesse.de/participation](http://hannovermesse.de/participation)

## Two new flagship trade fairs: CoilTechnica & MobilTec

In response to the growing challenges and pressures faced by international industry, HANNOVER MESSE will feature two new flagship trade fairs in 2010: CoilTechnica and MobilTec.

CoilTechnica is HANNOVER MESSE's new shop window for manufacturers of coils, transformers and electric motors. It will be located right next-door to Industrial Supply and Industrial Automation in Hall 6 and held in alternate years.

MobilTec, the leading trade fair for innovative mobility technologies, will profile powertrain solutions that have a key part to play in improving sustainability and increasing energy efficiency. Companies specializing in innovative energy storage technology and many other areas will find in MobilTec a powerful platform for developing cooperative partnerships and shaping the market of the future.

# 2010 will be

a good year for innovations based on engineering ceramics. Demand is picking up markedly and HANNOVER MESSE will bring us the most comprehensive product showcase in the whole exhibition calendar!



Dr. Michael Zins, Deputy Director of the Fraunhofer Institute for Ceramic Technologies and Systems

## Supplier's World for up-to-date coverage of Industrial Supply

As in past years, Deutsche Messe will be providing updates on Industrial Supply themes and trends via a special newsletter that will appear (in German and English) during the show. Titled Supplier's World, the publication will be produced in association with publishing firm Konradin Verlag. It will be distributed in Halls 3 to 6 – directly to its target audience.

### Special Italian-language section

In addition to exclusive coverage of industry-specific Industrial Supply themes in its main German and English section, Supplier's World will feature a special section in Italian dedicated to the Partner Country Italy presentation. Exhibitors interested in placing ads in this publication are invited to contact the Industrial Supply team (see contact details below).



## Italy Partner Country 2010

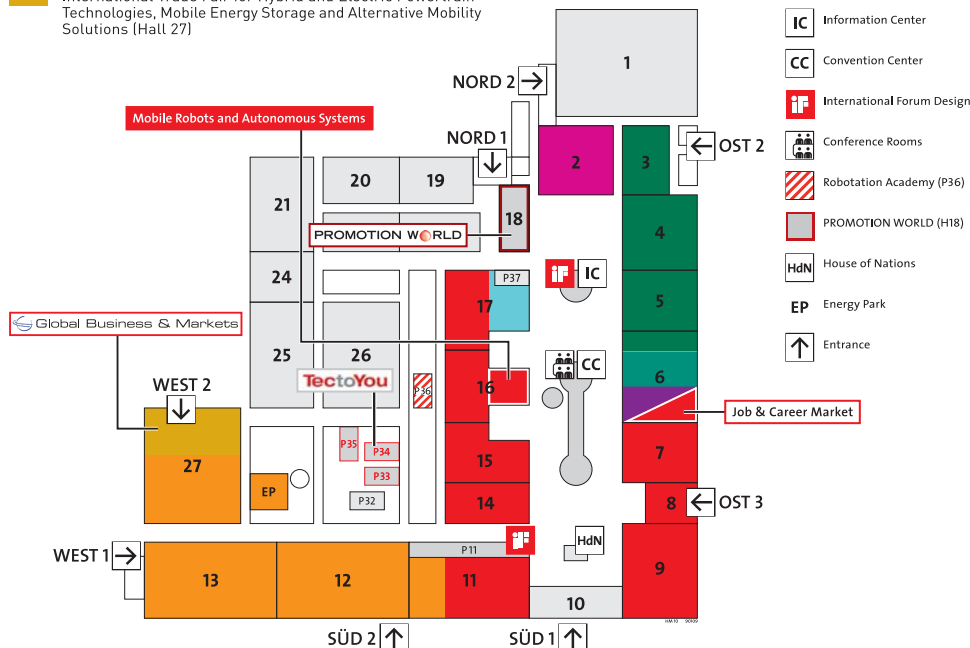
Known and loved for its art, culture and great food, Italy is also one of the world's foremost industrial nations, bristling with hi-tech savvy and innovative power. And it will be putting its economic clout on show as the official Partner Country at HANNOVER MESSE 2010. Italy regularly ranks among HANNOVER MESSE's best-represented foreign exhibitor nations. For instance, in 2009 it fielded an impressive 526 exhibitors, many of whom came from the industrial supply industry and staged their HANNOVER MESSE showcase at the Industrial Supply show (or 'Subcontracting,' as it was then still known). Italy's official motto for its Partner Country showcase in 2010 is 'Sustainable Mobility,' which echoes the thematic focus of the MobilTec fair, which, like CoilTechnica, will premiere at HANNOVER MESSE 2010.

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italtrade.com

# 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)
- MobilTec**  
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 for Microtechnology, Nanotechnology and Laser Micro-Materials Processing (Hall 6)
- Research & Technology**  
Innovations Market for R&D (Hall 2)



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