

Messe News

March 2010

Industrial Supply

PARTNER COUNTRY 2010
ITALIA
sustainable mobility



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TECHNOLOGY FIRST
19 – 23 APRIL 2010

2010 will be

time to take an easier route to technical ceramics solutions for technical problems. You'll find the people who can make it happen at HANNOVER MESSE.



Martin Hartmann,
Director of Technical
Ceramics Information
Center

Match & Meet – new platform for B2B leads



Quality contacts are the lifeblood of business. HANNOVER MESSE 2010 is responding to this imperative with Match & Meet, a new, free Internet-based service that matches exhibitors with trade visitors before the fair starts and streamlines their pre-show preparations and post-show follow-up. To use it, exhibitors simply register via the OBS service (obs.messe.de). They can then segment their target groups, tell them about their product and service offerings and make contact with potential customers at HANNOVER MESSE. For visitors, the key benefit is that it gives them an overview of the market on show at the fair and enables them to quickly find the solutions and products they need.

Ticket + travel pass in one

All HANNOVER MESSE 2010 admission tickets are valid for travel on trams, buses and local train services (2nd Class seats) within the Greater Hannover public transport network (GVH) on the date of admission. To be valid for travel, tickets must state the date of admission.

Suppliers show the way ahead

Industrial Supply leverages sustainable efficiency gains from expert forums, congresses and quality exhibition platforms



Intelligent lightweight construction is central to the automobile industry. It is also a core theme at the Industrial Supply fair.

The Industrial Supply show is the perfect embodiment of this year's HANNOVER MESSE motto, "Efficiency – Innovation – Sustainability," mapping out the technology future and meeting industry's need for innovative methods, optimized processes and greater resource efficiency. It is the premier exhibition platform for the global industrial supply and subcontracting sector, complete with quality forums and congresses. This comprehensive line-up makes the show a key incubator of innovation for all areas of industry.

The line-up includes the **Suppliers Convention**, a multidisciplinary discussion and knowledge networking platform in Hall 4. High-caliber international speakers – themselves industrial suppliers and users – will discuss the latest solutions, focusing on a different theme each day of the fair. The themes include: medical equipment, future mobility, green engineering, new energy and alternative materials.

The **Materials Forum** in Hall 6 focuses on intelligent lightweight construction materials – the current state of the art in sustainable energy and materials efficiency. There, research institutes and companies will be facilitating interdisciplinary technology transfer with presentations of new materials and technologies in the areas of ceramics, light metals, steel, composites and lightweight structures. The forum is complemented by a newcomer to HANNOVER MESSE, the **3rd International Congress on Bio-based Plastics and Composites**, which will be staged on 20 and 21 April in the Convention Center courtesy of Germany's nova-Institut. It will explore the latest

materials and products from the world's leading providers and developers. The congress runs in parallel with the Bio-based Plastics and Composites Marketplace in Hall 6, an exhibition area that will showcase an array of products made from bio-materials. The exhibitors there will include the winners of the 2010 Biomaterials Award.

Highlights, special displays, events

- Suppliers Convention (H4/D42)
- Lightweight Construction display plus Solutions Area (H6/B14)
- Bio-based Plastics and Composites Marketplace (H6/B40) and Congress (CC/Room 2)
- "gegossene Technik" foundry display (H3/B26)
- Forging ("solid forming") display (H4/E42)
- Engineering Ceramics theme area (H5/D40, E40)
- SystemPartners display (H4/D40)
- Innovations Center for Engineering Materials (H5/B16, H6/A16)
- Materials Forum – Intelligent Lightweight Construction (H6/B24)
- WeP – Value-Adding Partner ContiTech (H5/A16)
- material TRENDS exhibition & iF material Award (H6/A27)



For further information, visit:
hannovermesse.de/topics_is

Efficiency – making light work of costs

As one of the hottest topics in industry today, intelligent lightweight systems feature prominently at each show staged under the HANNOVER MESSE umbrella, especially in view of their huge potential in terms of increased efficiency and competitiveness as well as lower cost. The central hub for this theme complex is the Lightweight Construction special display in Hall 6, comprising the Solutions Area and the Materials Forum. From there, trade visitors can follow the Lightweight Construction Guide to all the lightweight construction exhibits at HANNOVER MESSE.

Solutions Area – visitor magnet

The Solutions Area is a major visitor magnet. Its attention-grabbing attractions include a six meter high vertical wind turbine, the world's fastest road-legal supercar, an innovative solutions toolbox for the automobile industry, and lightweight logistics solutions.

These large-format exhibits demonstrate the sheer range of lightweight materials, structures and manufacturing solutions already available in a range of industries. For instance, Metawell GmbH will be partnering with German sports car maker GUMPERT to present the Gumpert apollo, currently the world's fastest road-legal supercar. The vehicle is built on a highly stable tubular chromoly chassis with an integrated carbon monocoque safety cell. Then there's ThyssenKrupp's InCar Demonstrator. InCar is a solutions toolbox for lightweight design and cost-efficiency that comprises more than 30 innovations for automobile bodywork, chassis and drive systems.

New materials for enhanced efficiency

ContiTech will be showcasing the world's first polyamide plastic transmission cross-beam. Used as standard in the BMW 5 Series Gran Turismo 550i, the component was developed jointly by BMW, BASF and ContiTech and recently won an innovation award. Another major cost-saver on show is a front axle carrier made of lightweight, air-hardening steel developed by Benteler AG for the Mercedes C Class. Thoni Alutec will be presenting its aluminum castings for rail vehicles, and Silent Future Tec will be displaying a micro wind turbine, an impressive example of lightweight glass fiber-reinforced plastics and carbon composites.

In addition, the German Steel Information Centre (S-I-Z) will be exhibiting a range of applications that yield significant weight and cost reductions. These include a roll-off container featuring advanced steel materials and innovative lightweight design. Similarly, ArcelorMittal has developed a lightweight steel gas cylinder that is 40% lighter than its conventional counterparts.

Combined with new design and production techniques, advanced lightweight materials are equal to all the challenges of materials and energy efficiency. The Lightweight Construction special display in Hall 6 provides an overview of what's available in this area plus fresh ideas for new applications. This year, the display will have an even stronger international make-up thanks to HANNOVER MESSE's new partnership with the European Composites Industry Association (EuCIA).



Lightweight and stable: the GUMPERT apollo.

New: International biomaterials congress in Room 2, Convention Center

On 20 and 21 April, some of the world's leading materials experts, product developers, manufacturers and industrial technology users will be converging on one of HANNOVER MESSE's new attractions: the 3rd International Congress on Bio-based Plastics and Composites. Discussion will focus on the current market landscape, the regulatory and political environment and the latest trends in bio-based materials and products. For information on speaker opportunities and participation, visit biowerkstoff-kongress.de.

From design to manufacturing: material TRENDS display profiles solutions

The latest trends and innovations in lightweight design and composite materials will be in the limelight at material TRENDS, a special display located at the centre of the Industrial Supply fair (Hall 6). The display examines these themes in a number of display categories and

features intelligent materials, products and processes from all stages of industrial development and production. As in past years, material TRENDS will focus on the interface between design and industry and illustrate this in a range of seminars and presentations.

The exhibitions include a materials workshop where German and international universities will present product ideas and designs involving lightweight construction and composites and then take them through a number of development phases as visitors look on.

Tomorrow's materials are also the subject of the iF material award 2010 and the iF material TRENDS award 2010. The former recognizes excellence in materials, products and processes by manufacturers, designers, developers and engineers, while the latter is for students of design, architecture and interior design. The iF (Industry Forum Design) will present the winners with their awards at the material TRENDS display. The winning designs will also be on show there.



A glimpse of the future: bioluminescence display by the HfG Offenbach University for Art and Design.

BME-Purchasing Day: steel, energy and industrial metals

Key trends and issues in steel and industrial metals purchasing and the fast-growing renewable energy market will be on the agenda at the Buyers' Forum. Organized by the German Association for Materials Management, Purchasing and Logistics (BME), the forum will be held on Wednesday 21 April 2010 at the Global Business & Markets exhibition (Hall 27). One of the big highlights is the International Sourcing special, where purchasing experts will present a range of innovative concepts and solutions. The forum's high-quality presentation program has broad, cross-tradeshows appeal, offering representatives from all industries the chance to learn about process solutions spanning the entire supply chain. The BME will also be running its own display in Hall 4 (Stand C42) and giving presentations on medical technology, mobility, green engineering, new forms of energy and alternative materials at the Suppliers Convention (Hall 4, Stand D42).

System partners for optimized processes

Today's system suppliers play an increasingly pivotal role in the value-adding chain as one-stop providers of holistic solutions and tailor-made components. System suppliers are thus more like strategic partners than pure suppliers. The SystemPartner special display in Hall 4 features a range of exhibits that illustrate this systems-focused collaboration. The exhibits show how individual components are combined to make integrated systems. The benefits of this cooperation include optimized processes and reduced costs.

The System Suppliers sector group of the Netherlands Association of Subcontracting Industries (NEVAT) will have a strong presence at the display. Its mission is to enhance its suppliers' international competitive position by fostering knowledge and expertise. Members of the group who will be exhibiting at the display include the VDL Groep, whose exhibits include a 285 kg welding assembly; the Nijdra Groep, which specializes in precision engineering, machining, assembly and prosthetic systems; and Cortexon, a systems partner with an extensive electronic systems offering.

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2010willbe.com

Big and sophisticated: castings in yachts and wind turbines

The German foundry industry's exhibits at the "gegossene Technik" display are impressive both in terms of their size and technical sophistication. They exemplify the commitment to process optimization, energy efficiency and tailored solutions that is earning the industry access to exciting new markets. The display is a group event organized by the Federation of the German Foundry Industry (BDG).

Germany's foundry companies understand the importance of delivering solutions that are precisely tailored to their customers' requirements. At the Industrial Supply fair, these long-established companies will be showcasing a range of high-end products. These include components for the impressive glazed façade of a mega yacht.

Wind power boom: foundry industry well positioned

Other full-scale exhibits at the "gegossene Technik" pavilion in Hall 3 include a 5,200 kg wind turbine gearbox housing and a pump housing for the petrochemical industry. Thanks to its high level of investment in technological developments such as computer simulation and 3D metrology, the foundry industry is well positioned for the future and is equal to the challenges and demands of the current wind power boom.

The foundry industry is also increasingly making products for use in lightweight applications. It is adept at producing complex forms to high levels of precision and is thus able to accommodate the growing preference among its customers for light alloys and cast iron alloys over steel construction. This is a definite plus, given that the industry sells a sizeable proportion of its output to aircraft and automobile manufacturers.



Ceramics conquer the world

Exhibitors have great hopes for "all-rounder" of the materials world

Technical ceramics may well be moving into new industries all the time, but they are nowhere near to exhausting their market potential. That's according to ceramics manufacturer CeramTec: "We are using HANNOVER MESSE 2010 to promote ceramic materials and their various properties as alternatives to other materials," explains spokesman Jörg Kochendörfer.

Ceramics perform better than most other materials in applications that require low weight in combination with high resistance to extreme temperatures, corrosion and wear. These tech-

nical applications cover a broad range. In the automobile and mechanical engineering industries, for example, technical ceramics are used primarily in sliding, sealing and bearing elements and sensors and actuators. In process engineering, ceramics are used as catalyst bed support media, filters and membranes. Ceramic components are integral to the latest generation of automobile fuel cells. Their importance is also growing in the fields of lightweight construction and medical technology. Technical ceramics are all-rounders that regularly attract awards in a whole range of applications. The award-winning bioethanol dewatering membrane developed by the Fraunhofer Institute for Ceramic Technologies and Systems is one of many examples of these on show at HANNOVER MESSE 2010. The technical ceramics displays are clustered primarily in the Engineering Ceramics theme area in Hall 5. At the heart of this, providing a key focus for dialogue on the great potential of ceramic system solutions, are two group pavilions: the "Treffpunkt Keramik" (organized by TASK GmbH) at stand D40 and the Technical Ceramics Information Center (VKI) pavilion at stand E40.



Small parts with extraordinary properties: technical ceramics are superior to many other materials.

b2fair cooperation exchange

Located in Halls 2 and 27, b2fair is a highly time- and cost-effective way for exhibitors and visitors at HANNOVER MESSE 2010 to meet new business partners, customers and suppliers from all parts of the industrial value chain and forge lasting business relationships.

b2fair is a provider of tailored, sector-specific matchmaking services to a wide range of sectors. It brokers, organizes and coordinates B2B meetings based on its users' individual cooperation requirements. This year, it is stepping up its support for Industrial Supply exhibitors and visitors in their search for cooperation partners.

Since its introduction at HANNOVER MESSE 2005, the b2fair cooperation exchange has successfully brokered meetings between significantly more than 1,600 companies from over 40 countries. More than one third of the 18,000 initial contacts generated by b2fair have led to follow-up dialogue.

Further details:
www.b2fair.com/hannovermesse2010

2010 will be

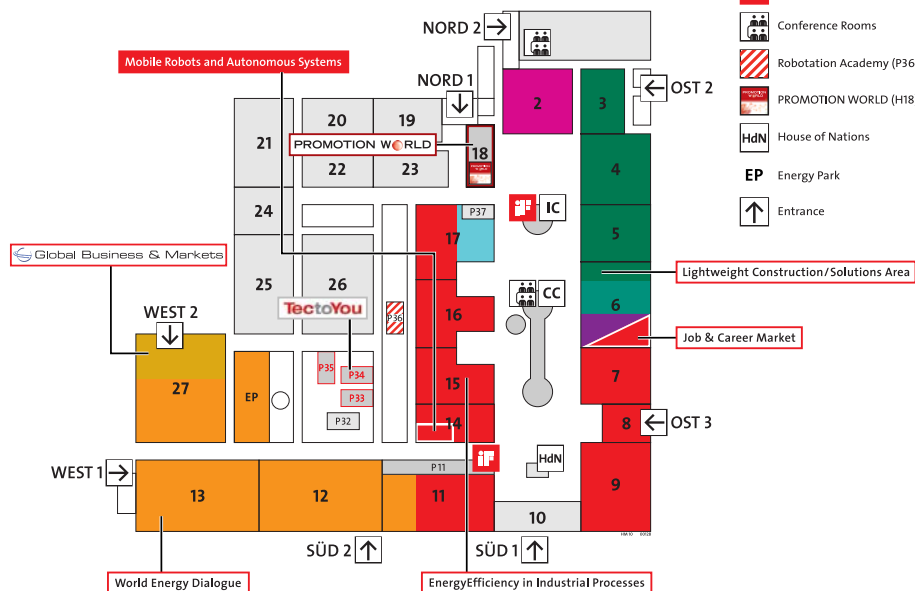
the year when HANNOVER MESSE shows the way forward with its new Lightweight Construction display. By making more efficient use of existing lightweight product materials, construction methods and technologies and developing new materials, methods and technologies for the lightweight products of the future, we can make a lasting contribution to maintaining and building the sector's competitiveness in Germany and worldwide.



Prof. Dr.-Ing. habil. Werner Hufenbach, Director, Institute of Lightweight Structures and Polymer Technology - ILK, TU Dresden

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



The 6th Night of Innovations will be held on the evening of the opening day of HANNOVER MESSE 2010 (19 April). It provides a relaxed, after-work atmosphere for networking among visitors and exhibitors. The event will be opened by the Prime Minister of Germany's Lower Saxony state, Christian Wulff.



PROMOTION WORLD in Hall 18 showcases the entire world of business promotional products – everything, from porcelain and calendars to stylish bags. The best time to do business at the fair is during the trade-professionals-only days from 20 to 23 April. Full details at promotion-world.de/homepage_e.



Big presence for Italy

Italy, the official Partner Country for HANNOVER MESSE 2010, will have a big presence at the Industrial Supply fair. Hall 5 will be home to the largest Italian group pavilion at the whole of HANNOVER MESSE, featuring more than 30 exhibitors on around 500 square meters of display space. Highlights include first-time exhibitors like Meccanica Dima (metal pellets) and In-oxveneta (hydroformed products).

Discounted rail travel and hotel accommodation

Deutsche Messe is partnering with Deutsche Bahn to save you up to 200 euros on rail fares to and from Hannover, depending on journey length (hannovermesse.de/bahnspecial_e). Deutsche Messe's accommodation partners are offering a new accommodation service that will give you the best available room rates. Choose "Deutsche Messe Selected Hotels" for quality accommodation and trade fair-friendly prices. For details, visit hannovermesse.de/accommodation.

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