

### “See you at the fair!”



Arno Reich,  
Project Manager  
Industrial Supply

Industrial Supply, the leading trade fair for industrial subcontracting and lightweight construction, attracted more exhibitors from more countries than any other trade fair at HANNOVER MESSE 2010. A true stand-out performer!

This year's Industrial Supply was also home to the new Lightweight

Construction display (Hall 6), the central hub for a theme of key importance at all HANNOVER MESSE trade fairs. The Industrial Supply fair's strong visitor turnout was further testimony to the great importance of the industrial supply and subcontracting sector.

Industrial Supply will continue to be HANNOVER MESSE's central marketplace for global sourcing in 2011. Because of its close integration with HANNOVER MESSE's twelve other trade fairs, Industrial Supply enables its exhibitors to showcase their efficient and lightweight solutions directly to their main industrial customers. Industrial Supply 2011 will have special displays dedicated to biomaterials, adhesive bonding systems, foundry technology, forging, system suppliers and materials – displays that will yield powerful synergies with all the other HANNOVER MESSE theme areas. What better setting for profiling your products, solutions and ideas to a wide international audience?

See you at the fair!



### Early booking discount – Don't miss out!

Register early for HANNOVER MESSE 2011 and save money! Exhibitors who register by **15 September 2010** will receive an early-bird discount – and get first choice of display sites in the hall layout planning process. Instead of mailing printed registration forms as in the past, **please use our convenient online registration** option via the OBS website, which gives you up-front costing so you know in advance exactly how much your participation will cost. For details, visit: [obs.messe.de](http://obs.messe.de)

## Suppliers to meet in 2011 at top global sourcing event

Subcontracting industry optimistic about the future

### HANNOVER MESSE 2011:

#### maximum return on exhibition investment

For industrial subcontractors, HANNOVER MESSE is the premier global sourcing event on the exhibition calendar. Nowhere else will a single exhibition investment yield so many customer contacts, new networks and information and enable exhibitors to present and experience innovative products live in action. As a central part of this leading industrial technology showcase, the Industrial Supply fair gives its exhibitors and visitors the unique benefit of close proximity to twelve other trade fairs spanning sectors as diverse as machine building, energy, mobility, wind energy and surface technology. In 2010, Industrial Supply was HANNOVER MESSE's exhibition mainstay, fielding a total of 1,504 exhibitors, of whom a massive 64 percent came from outside Germany. No less impressively, it attracted 60,900 visitors, 98 percent of them trade professionals and 72 percent of them with decision-making authority in their respective organizations.

#### In the battle for customer loyalty there is no substitute for technical superiority

Industrial subcontracting is an unforgiving, increasingly cost-pressured business in which survival depends on high quality, rapid production and lean cost structures. For the industrial subcontracting sector, which generates more than 50 percent of all industrial innovation, the future therefore lies in resource and materials efficiency. Because in the battle for customer loyalty there is no substitute for technical superiority. The kinds of value-creating innovations that set the benchmark in this area will be on show at Industrial Supply. The fair is where subcontractors and suppliers meet to network with their peers at world-class forums and conferences and learn about new trends and future-defining solutions (see page 3).

#### Sector anticipates growth of between five and ten percent

Germany's industrial supply and subcontracting sector has returned to optimism since the dark days of 2009 and is now predicting economic growth of five to ten percent for 2010. A recent survey by the German Subcontracting Industry Association shows that 86 percent of Germany's subcontracting firms rate their current situation



as either good or satisfactory, while 60 percent expect business to stabilize at current levels. The automotive industry in particular anticipates a solid export market fuelled by steadily growing demand in India, Brazil, China, Japan and the USA. Similarly, the construction industry is feeling the benefit of government stimulus packages, while the mechanical engineering industry anticipates added growth due to increasing energy demand.

One of the central cross-industry themes at Industrial Supply 2011 will be lightweight construction. Another highlight is the highly successful biomaterials theme area, which is being expanded in 2011 (see page 2). Then there's the premiere of the new adhesive technology theme cluster (see page 3).

Next year, the Partner Country for HANNOVER MESSE is France, whose showcase will have a strong focus on energy, sustainable mobility and energy efficiency (see page 4).

Further information:

[hannovermesse.de/industrial\\_supply\\_e](http://hannovermesse.de/industrial_supply_e)

# Lightweight solutions secure pole position

Lightweight technology takes center stage at world's leading industrial showcase

Lightweight technology is the way forward in the race for greater energy and resource efficiency that is taking place in practically every industry. And it's easy to see why. By reducing weight without sacrificing strength, it yields sustained cost reductions in mobility sectors such as the motor vehicle, rail and air industries, as well as in the construction industry and, increasingly, in the plant and mechanical engineering industries. Following on from its successful introduction in 2010, lightweight construction will again be one of the central themes underlying all trade fairs at HANNOVER MESSE 2011. At the heart of it all, at the Industrial Supply fair, is the Lightweight Construction display, home to an exhibition area, the **Materials Forum on Intelligent Lightweight Construction**, and the **Solutions Area**. The display is the central information hub for all aspects of efficiency and cost savings.

## Key role of innovation and sustainability

In order to keep their costs down and stay ahead



Visitor magnet: the Solutions Area showcases lightweight applications and provides valuable information on efficiency and cost effectiveness.

of the pack in today's fiercely competitive markets, manufacturers must be efficient, innovative and sustainable. These pressures are driving the current rapid rise in lightweight, highly integrated solutions in both the consumer and capital goods industries. The shift to lightweight materials, components and assemblies is a quest to reduce weight while maintaining sufficient rigidity, dynamic stability, strength and safety. These are major challenges by any stretch of the imagination. They entail a high level of complexity that demands close interdisciplinary collaboration at all stages of the value chain, from product and process planning right through to production.

## Exhibitors positioned next to user industries

The Lightweight Construction display is the perfect platform for this kind of knowledge-networking and sharing. It is where experts showcase the latest developments in lightweight materials, components and assemblies and offer a host of allied services and industry-specific solutions. It is a

globally unique international marketplace where exhibitors, whether exhibiting on their own or as part of group displays, are positioned right next door to the MObiliTec, Energy, Wind, and Industrial Automation fairs and hence right in the midst of their target market. Central to the display is the Solutions Area, an absolute visitor-magnet that showcases tailored lightweight solutions as well as lightweight structures and production technologies from a range of industries. All in all, the display is a highly attractive setting that offers unrivalled synergies.

For a list of exhibitors, forum program and a copy of the 2010 Lightweight Construction Guide, visit:

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



Lightweight construction: Materials Forum profiles the latest developments and user-centric solutions.

## Exhibition categories

- Lightweight materials
- Lightweight geometry
- Lightweight engineering and design
- Lightweight production
- Lightweight construction applications
- Lightweight construction services

## Lightweight materials forum

The Materials Forum on Intelligent Lightweight Construction is where leading experts from science and industry present the latest user-centric solutions from the field of lightweight construction. The Forum's themes range from new developments in materials to production methods and engineering design processes.

**Talk to us and get your innovations in front of a wide industry audience!**

# Biomaterials – save money and the environment

Theme display explores vast potential of industrial applications based on renewable raw materials

Renewable raw materials (biomaterials) are steadily increasing in importance, and not just in energy production, but in industry as well. They already rank among the fastest-growing groups of materials in the world, thanks to the significant promise they hold for climate protection and resource conservation, plus the huge efficiencies they yield in production. HANNOVER MESSE's first venture into this theme area, at Industrial Supply 2010, comprised the 3<sup>rd</sup> International Congress on Bio-based Plastics and Composites (staged in partnership with Germany's nova-Institut), the **Bio-based Plastics and Composites Marketplace** and the awards ceremony for the 2010 Biomaterials Award – and was a runaway success. The latest trends and developments in the seminal biomaterials market will therefore be on show

again at the Bio-based Plastics and Composites Marketplace at Industrial Supply 2011.

Biomaterials dovetail with many industries, making their presence at Industrial Supply an excellent fit for the matrix of industrial trade fairs at HANNOVER MESSE. At Industrial Supply, biomaterials exhibitors are able to position their products in an integrated fashion as part of an extensive array of applications – right under the noses of their main industrial customers. The latter include companies from automotive, packaging and construction backgrounds, industries that are already making extensive use of innovative biomaterials. The term "renewable raw materials" encompasses the totality of all plant, animal and microbial biomass. This is an enormous source of raw materials for the industrial production of goods of every

conceivable type. The nova-Institut, a German renewable resources consultancy, calculates that German industry uses around 500,000 metric tons of raw materials annually and estimates double-digit growth in this area EU-wide. A recent study by the institute argues that greater industrial use of renewable raw materials from the agricultural and forestry sectors has key benefits for both people and the environment. Biomaterials, the institute says, are sustainable, unaffected by the price fluctuations typically impacting petroleum oil, and have a smaller carbon footprint than conventional materials. The exciting possibilities of this sector will be on show in the biomaterials theme area at Industrial Supply.

Further information:

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

## Adding value with adhesive technology

Interview with adhesives expert Professor Uwe Reisgen

### How important is joining and fastening technology to industry?

High-performance joining and fastening technologies account for a significant share of the industrial value chain and are therefore very important, especially for high-wage countries. They enable the use of innovative materials and have a decisive influence on the properties of finished components. Because these technologies are often used towards the end of production processes, their significance is frequently overlooked, especially in the early product development stages. Yet, they harbor enormous potential.

### And what is the role of adhesive technology in this context?

Because of its ability to bond diverse materials, adhesive technology is ideally suited to energy-efficient lightweight applications that make full use of the strength and stability characteristics of the input materials. Adhesive films can also be modified to perform additional functions, such as sealing or cushioning and damping. Manufacturers commonly lack the process understanding necessary to get the best out of adhesive technology, but Germany is a world leader in this regard. This is clearly evident in the growing significance of adhesives in the country's key technology sectors, such as the

aerospace and automotive industries, and increasingly also in the mechanical engineering sector.

### What will be the key trends in 2011?

Energy efficiency, innovative materials and lightweight construction will remain key trends in 2011. Apart from the automotive sector, adhesive technology will play a growing part in the renewables and the mechanical engineering industries. The Adhesive Technology special display at HANNOVER MESSE will provide an excellent platform for showcasing this technology and for leveraging synergies with allied industries that are also represented at the fair.



Professor Uwe Reisgen,  
Welding and  
Joining Institute,  
RWTH Aachen  
University

### Special display – exhibitor benefits:

- Exhibition space for own individual display stand in Hall 5
- Participation in experts forum Suppliers Convention or Materials Forum – Intelligent Lightweight Construction
- Exhibit demonstration in the Lightweight Construction Solutions Area (application required)

## Suppliers Convention: discussion forum attracts top speakers

The international Suppliers Convention explores exciting future scenarios involving the central themes of sustainability, energy efficiency and technological innovation. The event also serves as a comprehensive networking and knowledge sharing platform for subcontractors and their user industries. It provides both exhibitors and visitors with a unique opportunity to enlist the help of renowned experts from



international corporations to develop effective business strategies and innovative solutions. High-caliber panel discussions and interdisciplinary dialogue offer new insights on each day of HANNOVER MESSE, making the Convention a must-see event. For information on sponsorship and participation options, contact the project team (see page 4).

## Hall layout



## Theme displays and group pavilions

The Industrial Supply fair will be one of the key highlights at HANNOVER MESSE 2011. Suppliers from around the world will use its theme displays, special exhibitions and forums to present their expertise to a global audience. For the second year running, the spotlight will be on innovative lightweight solutions. Other theme-based displays include:

- “gegossene Technik” foundry display: This impressive group display by Germany's foundry industry presents optimized solutions for all customer needs.
- Solid Forming display: The largest tradeshow display to date by Germany's Forging Industry Association presents the latest forging trends and technologies.
- SystemPartners display: System suppliers demonstrate their expertise as value-chain partners throughout entire product lifecycles.
- Engineering Ceramics display: This display features impressive demonstrations of the latest high-performance technical ceramics in a range of applications.
- Innovations Center for Engineering Materials: Companies and research institutions join forces to showcase innovative solutions for material- and energy-saving applications.
- Materials Forum – Intelligent Lightweight Construction: Experts from science and indus-

try present user-centric solutions based on new lightweight materials.

- WeP – Value-Adding Partner ContiTech: Subcontracting firm ContiTech showcases one of its core strengths: leveraging maximum customer benefits from the efficient integration of suppliers and logistics partners.
- material TRENDS display: Innovative, intelligent materials for engineers, designers and architects. Staged in partnership with iF International Forum Design.
- Group pavilions: The Industrial Supply fair is home to most of HANNOVER MESSE's national and regional group pavilions. In 2010, Turkey's pavilions at the fair occupied over 1,600 square meters (17,000 sq. ft) of display space, while Switzerland's pavilions took up around 460 sqm (4,900 sq. ft).



## France as Partner Country 2011

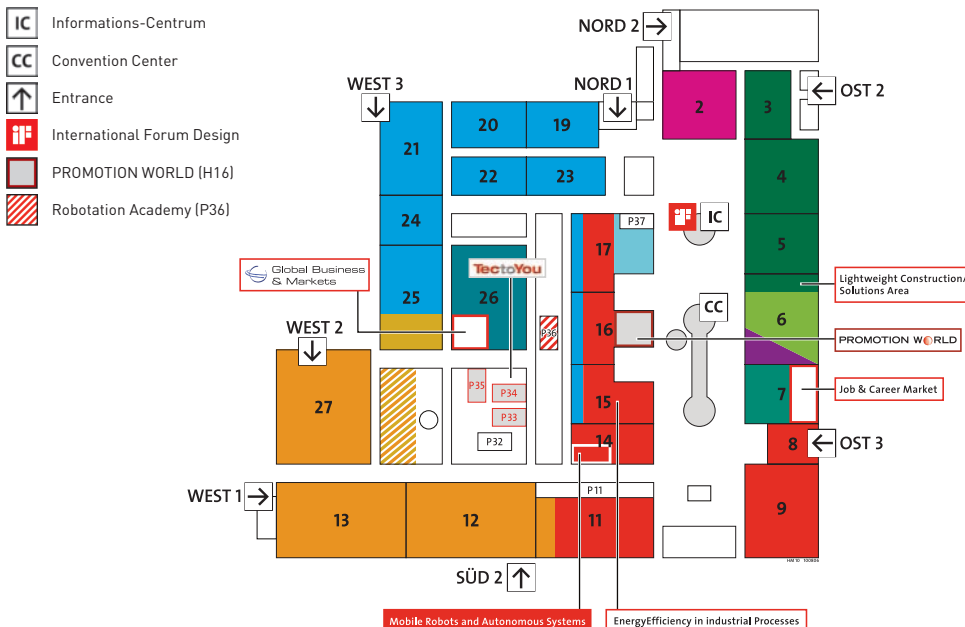
France will be the official Partner Country at HANNOVER MESSE 2011 with a showcase themed "Innovation for Sustainable Growth." France ranks alongside Germany as one of Europe's leading industrial countries. In 2009, Germany was France's biggest trading partner with around 114 billion euros in trade. Dr. Wolfram von Fritsch, Chairman of the Managing Board of Deutsche Messe AG: "With France as Partner Country we have a strong ally indeed." For the industries that exhibit at HANNOVER MESSE, France is one of the most important sales, investment and cooperation destinations worldwide. The supporting program for France's HANNOVER MESSE 2011 showcase will provide answers to burning questions and facilitate direct dialogue with the country's captains of industry and science elite.



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## Map of the exhibition grounds

- **Industrial Automation**  
Leading Trade Fair for Process, Factory and Building Automation Systems and Solutions (Halls 8-9, 11, 14-17)
- **Motion, Drive & Automation**  
Leading Trade Fair for Power Transmission and Control (Halls 15-17, 19-25)
- **Energy**  
Leading Trade Fair for Renewable and Conventional Power Generation, Transmission and Distribution (Halls 11-13, 27, FG)
- **Power Plant Technology**  
Leading Trade Fair for Power Plant Design, Systems, Operation and Maintenance (Hall 27)
- **Wind**  
Leading Trade Fair for Wind Generation Technology, Components and Services (Hall 27)
- **MobiliTec**  
Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions (Hall 25, FG)
- **Digital Factory**  
Leading Trade Fair for Integrated Processes and IT Solutions (Hall 17)
- **ComVac**  
Leading Trade Fair for Compressed Air and Vacuum Technology (Hall 26)
- **Industrial Supply**  
Leading Trade Fair for Industrial Subcontracting and Lightweight Construction (Halls 3-6)
- **CoilTechnica**  
Leading Trade Fair for Coil Winding, Electric Motor, Generator and Transformer Technology (Hall 7)
- **SurfaceTechnology**  
Leading Trade Fair for Surface Technology (Hall 6)
- **MicroNanoTec**  
Leading Trade Fair for Microtechnology, Nanotechnology and Laser Micro-Materials Processing (Hall 6)
- **Research & Technology**  
Leading Trade Fair for R&D and Technology Transfer (Hall 2)



## Satisfied exhibitors are repeat exhibitors

Iwan Wüst,  
Fritz Schiess AG



"We were very happy with our showcase at HANNOVER MESSE 2010. The visitor quality was markedly higher than in previous years. We look forward to coming back to Hannover next year."

## Industrial Supply in pictures



Our new Industrial Supply video features action and scenes from the fair's exhibition areas, forums and

group pavilions, plus interviews with exhibitors. It shows why 74 percent of the 60,000-plus visitors at this year's fair are already planning their visit to Industrial Supply 2011. See for yourself!  
[hannovermesse.de/industrial\\_supply\\_e](http://hannovermesse.de/industrial_supply_e)

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Published by Deutsche Messe  
30521 Hannover, Germany  
Arno Reich (responsible)  
Content & design:  
media consulting hannover GmbH & Co. KG  
Translation: Down Under Translation, New Zealand  
Photos: Deutsche Messe  
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