

JOIN THE MARKETS OF INDUSTRIAL AUTOMATION



IN GERMANY

IN TURKEY

IN RUSSIA

IN MIDDLE EAST

IN INDIA

IN CHINA



19 - 23 April 2010
Hannover



7 - 26 September 2017
Istanbul



28 Sep - 1 Oct 2010
Moscow



2017
Dubai



15 - 18 December 2010
Mumbai



2009 & 2010
Shanghai

THE WORLD OF AUTOMATION AWAITS YOUR APPEARANCE

In six major cities!
Six cities - Six leading trade fairs - One strong partner



The right place, the right time – automatically. Reap the benefits!

Hannover, Istanbul, Moscow, Dubai, Mumbai and Shanghai: it's in these cities over the coming months that the key suppliers, decision-makers and users from the dynamic world of automation will be meeting. Six major industrial trade fairs in the world's most important economies offer the opportunity to tap into new markets, initiate new deals or simply to foster ongoing contacts. The HANNOVER MESSE is putting its successful concept into action here on an international level. You benefit by being in the right place at the right time. No matter whether you take part in one, two or all six of the economically attractive countries, you will benefit from the strong presence of the renowned HANNOVER MESSE and be presenting your products and services in markets with more potential than anywhere else in the world.

Be part of these key technology events – With a strong partner

Around the globe, Deutsche Messe stands for excellent trade show organisation. Its goal is to represent contemporary markets and highlight international market trends. These leading international trade fairs are regarded as some of the most important technology events in the world. All of the industrial automation fairs staged abroad are being organized by Deutsche Messe and its local subsidiaries. Deutsche Messe possesses extensive know-how and plans around 100 trade fairs and exhibitions every year in Germany and abroad, featuring some 25,000 exhibitors, two million visitors and 15,000 journalists from over 100 countries. With its established specialist trade fairs, Deutsche Messe is an international market leader, offering a valuable platform for knowledge transfer and an exchange of technological views and ideas.

Track global industry developments – Gain acceptance

Six international subsidiaries and representative offices in over 65 countries ensure the success of Deutsche Messe's trade fairs on foreign soil. We know industry's key movers and shakers maintain international links and foster contacts with national and international industry associations. Thanks to our knowledge of global economic trends and local national circumstances, we are also able to ensure that the shows are well received.

Arouse attention and curiosity – Fully automatically

All of the shows are promoted with a wide-scale advertising and media campaign and generate great interest. Targeted marketing backs up these activities and increases awareness levels. PR work and professional communication on all levels guarantees a wide audience both globally and also in the respective countries. Organize your days at the fair successfully – HANNOVER MESSE can help you with innovative services and marketing tools before, during and after the show.

Exploiting synergies automatically – With simultaneous fairs

Related technologies in one place at the same time. Deutsche Messe has been developing this concept internationally for many years. Up to four trade fairs take place simultaneously in the same location. Take advantage of this interplay of progress to gain new ideas and useful contacts across a range of industries.



INDUSTRIAL AUTOMATION IN HANNOVER: SHOWCASE YOUR COMPANY AT THE WORLD'S MOST IMPORTANT TECHNOLOGY EVENTS

3 Unique Trade Fairs of Automation Technology: Interkama / Factory Automation / Industrial Building Automation



HANNOVER MESSE – Shaping the future

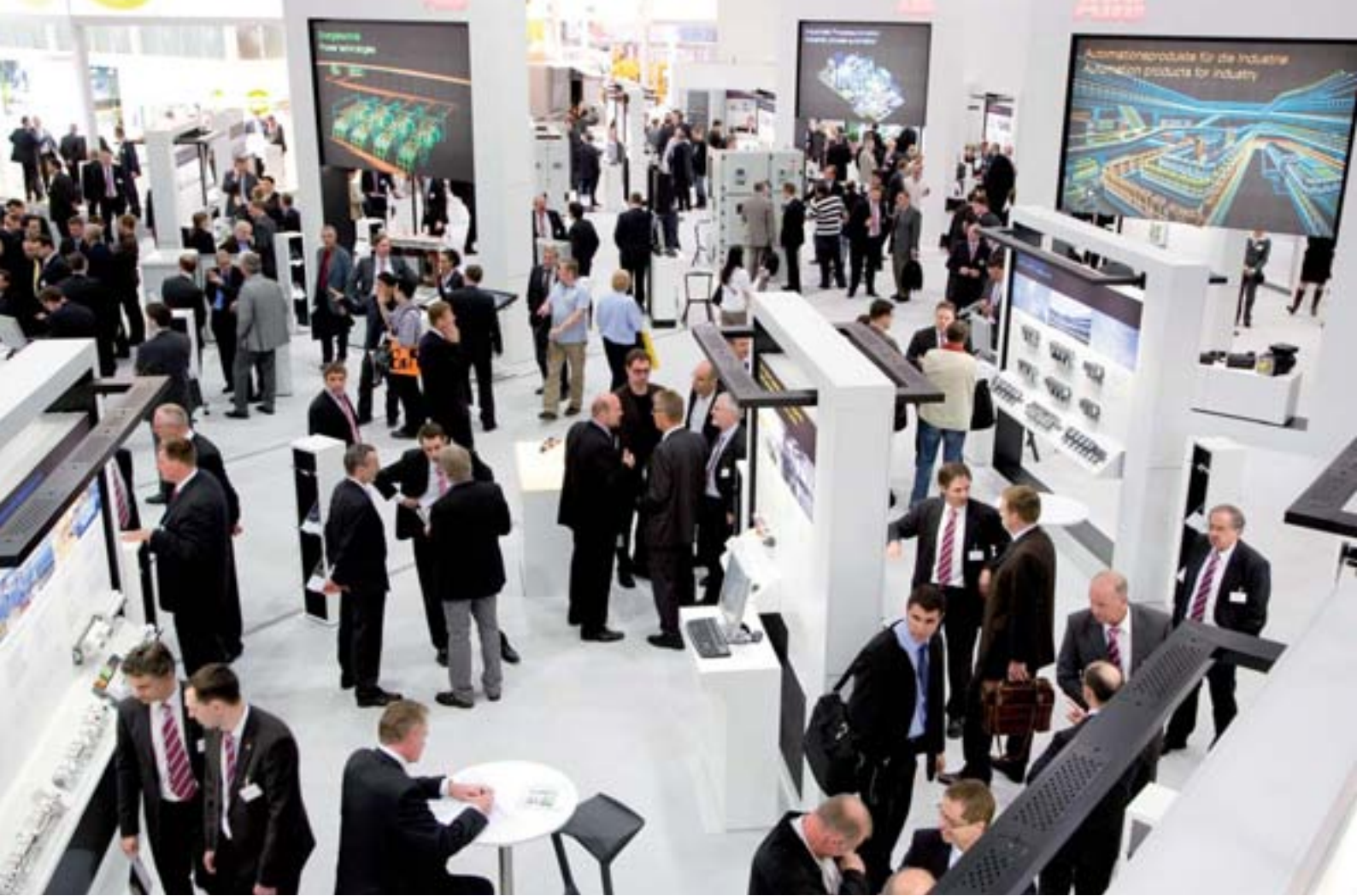
The availability of resources and the scope of technological know-how are closely related to each other – and this relationship is changing at a dramatic pace. The economic environment is also changing at the same time. The HANNOVER MESSE is viewed by industry and business as a barometer of economic health and mood. During times of recession in particular a presence at HANNOVER MESSE is important both for exhibitors and visitors in order to highlight in a concentrated form innovative, problem-solving ideas that support the company's objective of moving forward into the future even stronger than before.

HANNOVER MESSE combines nine leading fairs in one place

The boundaries between the individual disciplines overlap in numerous areas and thus offer a view of multiple industries at the same time. The HANNOVER MESSE incorporates the following leading trade fairs: Industrial Automation, Energy, Power Plant Technology, MobiliTec, Digital Factory, Industrial Supply, MicorNanoTec, Research & Technology and CoilTechnica.

Wide-ranging, topical supporting programme adds value to exhibition

In addition to the traditional exhibition areas, numerous specialist focus centres with their forums and events, joint stands and industry experts are also an integral part of the Industrial Automation Fair.



Automation assures efficiency and productivity – as does the IA Fair

Anyone that wants to know what ground-breaking innovations in industrial automation are going to transform the market over the coming months and years will find this information at the Industrial Automation Fair, staged as part of the HANNOVER MESSE. As an exhibitor the fair also gives you direct access to your customers. The Industrial Automation Fair provides an exclusive and unique platform for every industry discipline, from energy-efficient drive technology all the way to precision regulators and instrumentation. This attracts automation specialists from all over the world, who develop their networks here, look for the latest technological trends and make their decisions on capital investments.

19 - 23 April 2010

Event organizer:

Deutsche Messe
Messegelände
30521 Hannover
Germany
www.messe.de

Contact:

Hannover, Germany:
Mr. Markus Schorak
Tel. +49 511 89-31312
markus.schorak@messe.de

Venue:

Deutsche Messe
Messegelände
30521 Hannover
Germany
www.messe.de

4 – 8 April 2011

Stand prices for 2010:

upon request



WIN WORLD OF INDUSTRY IN ISTANBUL: YOUR PLATFORM FOR SUCCESS AT THE INTERFACE BETWEEN EUROPE AND ASIA

3 International Trade Fairs for the Industry: Automation / Electrotechnology / Hydraulic & Pneumatic



Turkey – A very dynamic market

Currently driving forward economic reforms and pursuing globally advanced standards, Turkey is a country with an above average rate of growth. This growth is being fostered in particular by greatly increasing exports and intensive investment activity, both from the public and private sectors. The dominant marketplace and trading centre in Turkey is Istanbul. The city is one of the fastest developing in the world. With its two airports, two railway termini and two ports, Istanbul is an important intersection in international passenger and freight transportation and of extreme significance as a logistics hub for Turkey and also the surrounding states of Europe and Asia.

WIN: An important trading platform for leading companies

WIN has been developed based on the model of the global market leader in industrial trade fairs, the HANNOVER MESSE. It is supported by 68 trade associations and 89 trade publications from the industrial field, both from Turkey and from other countries as well. Backing from government circles, trade organisations and the media underlines the fair's importance as a major trading platform for the entire Eurasian region and the Middle East. WIN is generating strong interest both from Turkish investors and businesses, as well as from international purchasers from neighbouring states.

World of Industry Part II produces synergies from 3 international trade fairs:

Automation: 17th Industrial Automation Fair
Hydraulic & Pneumatic: 7th Fluid Power Technologies Fair
Electrotechnology: 11th Energy, Electric and Electronic Technologies Fair



WIN – The trade fair event to top the lot!

WIN World of Industry is the leading annual trade fair for Turkey and Eurasia, at which producers, exporters and importers from over 70 countries do business. In terms of the number of exhibitors – over 1,358 direct exhibitors showcase their products and services. This is where global players catch up with the quickly growing markets of Eurasia. Over 114,000 trade visitors in total attend WIN Parts 1 and 2, at which important contacts are made and distribution channels opened up. WIN's highly regarded position is underlined not least by national pavilions from Germany, Italy, Spain, South Korea, China, The Netherlands and France.

At WIN 2009 buyers, related associations and officials from governmental bodies used the 'Business Cooperation Days' as a platform for face-to-face meetings with WIN exhibitors, with the focus on those days being put on the markets of Egypt, Iran, Syria, and the Ukraine.

17 - 20 March 2011

Event organizer:

Hannover-Messe Bilesim A.Ş.
c/o Hannover-Messe International
Istanbul Ltd. Sti Büyü
Kat:2 Daire:3 Maslak - İstanbul
Turkey
www.hfturkey.com

Contact:

Hannover, Germany:
Ms. Evin Bend
Tel. +49 511 89-31158
evin.bend@messe.de
Ms. Anna Buschmann
Tel. +49 511 89-31151
anna.buschmann@messe.de

Istanbul, Turkey:
Ms. Daniela Thumfart
Tel. +90 212 334 69 21
daniela.thumfart@hf-turkey.com

Venue:

Tüyap Fair Convention
and Congress Centre
www.tuyap.com.tr

February 2012

Stand prices for 2010:

Registration fee: 200,- EUR

Raw space:
195,- EUR/sqm

Shell scheme:
220,- EUR/sqm

International Pavilion:
245,- EUR/sqm

→ Stand Options on page 16



IA IN RUSSIA: PREMIERE IN A COUNTRY THAT IS MODERNISING IN LEAPS AND BOUNDS

International Trade Fair for Process and Production Automation and Industrial Building Automation



Russia – A market with high potential for growth and profit

The course of modernisation is continuing in Russia. This applies to industry, the public sector and the infrastructure. The country remains extremely important for the global export industry. The Russian regions outside of Moscow and St. Petersburg are increasingly being seen as the driving forces of the Russian economy. The three most important advantages of the Russian market are the high potential for growth and profit, the strong consumer demand and the inexpensive cost structures.

Trade fair premiere – Showcasing key technologies for modernisation

As a result of the urgent modernisation and diversification of the country's industry the demand for modern machinery and high-tech equipment is increasing. Innovative products and solutions that facilitate efficient and competitive production are of great interest to Russian industry. Under the umbrella of the 'Industrial Trade Fair Moscow', four fairs are taking place at the same time, showcasing technological solutions from the fields of industrial automation, hydraulic and fluid technology, surface technology, materials handling and logistics. IA RUSSIA is very well represented in the following product categories: production and process automation, industrial building automation, electrical systems, robotics, IT & software for automation.

Four new industrial fairs as a marketplace for decision-makers

Together, these four major trade fairs cover the key themes for the modernisation of Russian industry. This is where the sector's decision-makers meet. Grouping these trade events together at one time produces synergies and ensures broad industry attendance.





Industrial Automation RUSSIA International Trade Fair for Process and Production Automation and Industrial Building Automation

MDA RUSSIA International Trade Fair for Power Transmission and Control

CeMAT RUSSIA International Trade Fair for Materials Handling and Logistics

Surface RUSSIA International Trade Fair for Surface Technology

Welcome to Moscow and the All-Russian Exhibition Centre

With a population of over 10 million, the capital of the Russian Federation is a dynamic economic metropolis for over 400,000 businesses and the central base for foreign companies. Situated to the north of the city centre and easy to reach by metro or bus is what is by far the largest trade fair complex in Russia, the 'All-Russian Exhibition Centre'. Our partner is the English ITE Group Plc with more than 100 employees in the Moscow office.

28 Sep - 1 Oct 2010

Sep/Oct 2011

Event organizer:

Deutsche Messe
Messegelände
30521 Hannover
Germany
www.messe.de

ITE LLC Moscow
42, bldg. 2a, Schepkina St.
Moscow 129110
Russia
www.ite-expo.ru

Contact:

Hannover, Germany:
Mr. Thomas Labendsch
Tel. +49 511 89-31116
thomas.labendsch@messe.de
Ms. Anna Buschmann
Tel. +49 511 89-31151
anna.buschmann@messe.de

Moscow, Russia:
Ms. Natalia Voskresenskaya
Tel. +7 [495] 935 7350 ext. 4252
itfm@ite-expo.ru

Venue:

All-Russian Exhibition Centre (VVC)
www.vvcentre.ru

Stand prices for 2010:

Registration fee: 250,- EUR

Raw space:
220,- EUR/sqm

Shell scheme:
285,- EUR/sqm

International Pavilion:
upon request

→ Stand Options on page 16



The Gulf – An alluring trading hub with futuristic dimensions

With investments in the infrastructure, industry and tourism – some of futuristic dimensions – the United Arab Emirates are gearing up with great vision for the time after oil. The UAE's central location within the Middle East, its open-minded society and the western orientation of its government and business sector are key factors that make the country and its exhibitions a pivotal trading centre for the Middle East. The market is epitomised by high awareness of the need for quality and by the pursuit of solutions for inexpensive and effective production processes.

IA MIDDLE EAST – Showing technology trends for booming industries

The Middle East Industrial Automation Fair (IA MIDDLE EAST) showcases technologies from the fields of factory and process automation and industrial building automation, a particularly important subject for the Arab Emirates due to the ongoing construction boom. In 2010, IA MIDDLE EAST will also focus on:

Factory Automation – The show will cover all aspects of integrated automation, showcasing the entire spectrum of integrated industrial solutions for manufacturing, and features a vast range of systems that combine mechanical engineering with robotics.

Robotics – The presence of robotics solutions has already proved to be a huge success at the other stagings of the exhibition and the same response is expected at IA MIDDLE EAST 2010.

Sensors – A vital application and technology in industry that is used by engineers, scientists and research professionals including academia in applying, selecting and specifying various system designs etc.

Measurement and Test Technologies – Cutting edge technologies particularly important for the oil and gas industry in the UAE.

That will attract specialists and decision-makers from the Gulf region and beyond, who will come here to develop their networks, look for the latest technological trends and make their capital investment decisions.

Debut in Dubai – Automatically present at three fairs

Three industrial trade fairs are making their debut in Dubai in 2010. Industrial Automation (IA) MIDDLE EAST, Motion, Drive & Automation (MDA) MIDDLE EAST and CeMAT MIDDLE EAST will all be run at the same time, thus creating synergies and attracting a broad spectrum of trade visitors.



Industrial Automation MIDDLE EAST International Trade Fair for Process and Production Automation and Industrial Building Automation
MDA MIDDLE EAST International Trade Fair for Power Transmission and Control
CeMAT MIDDLE EAST International Trade Fair for Materials Handling and Intralogistics

Welcome to the world-class trade fair centre – Dubai International Convention & Exhibition Centre (DICEC)

Dubai is the most important link to the markets of the Arabian Peninsula and Iran, East Africa and especially India. The DICEC is a world-class exhibition centre and the ideal place for developing and fostering business connections.

Partners:



Event organizer:

Deutsche Messe Dubai Branch
 Sultan Business Centre
 P.O. Box: 72736
 Dubai, UAE
www.messe-me.com

Deutsche Messe
 Messengelände
 30521 Hannover
 Germany
www.messe.de

Contact:

Dubai, UAE:
 Mr. Ashok Menon
 Tel. +971 4 3376072
ashok@messe-me.com

Hannover, Germany:
 Mr. Thomas Labendsch
 Tel. +49 511 89-31116
thomas.labendsch@messe.de
 Ms. Anna Buschmann
 Tel. +49 511 89-31151
anna.buschmann@messe.de

Venue:

Dubai International
 Convention & Exhibition Centre
 (DICEC)
www.dicec.ae

Stand prices for 2010:

Raw space:
 375,- USD/sqm
Shell scheme:
 410,- USD/sqm
International Pavilion:
 460,- USD/sqm

→ Stand Options on page 16



IA INDIA: TAKE ADVANTAGE OF BRIGHT PROSPECTS FOR SUCCESS ON THE SUBCONTINENT

International Trade Fair for Process and Production Automation and Industrial Building Automation



India - One of the strongest growing markets in the world

The sub-continent India continues to shine with above-average prospects for development and success. Unlike in many other Asian export-oriented countries, the driving force behind India's growth is its domestic market. India, and China too, show the highest demand for industrial automation in Asia.

IA INDIA – Offering the key to success in many sectors

Automation is the key to success in many branches of industry. Efficient and inexpensive production and high product quality are closely linked to the degree of automation. The Industrial Automation India Fair is the preferred B2B show for suppliers of automation technologies.

A concept for success – Unique synergies from 4 simultaneous fairs

Along with IA INDIA, three further major industry trade fairs will be taking place in the same place at the same time: CeMAT INDIA, MDA INDIA and Energy INDIA. This offers exhibitors the potential of extra visitors here in the west of the country, where several important industrial centres are located. The venue for IA INDIA alternates annually between Bangalore and Mumbai in order to thus cover India's key industrial regions and different catchment areas.



Industrial Automation INDIA International Trade Fair for Process and Production Automation and Industrial Building Automation

CeMAT INDIA International Trade Fair for Materials Handling and Logistics

MDA INDIA International Trade Fair for Power Transmission and Control

Energy INDIA International Trade Fair for Energy Efficiency and Decentralized Renewable and Conventional Energies



Mumbai – Welcome to one of India’s top trade fair locations

With a population of 15 million, Mumbai is India’s largest city and at the same time its most important business and financial centre. The Bombay Exhibition Centre (BEC) has for many years been one of India’s most important trade fair venues. The BEC is easy to get to and provides ideal facilities with over 40,000 square metres of exhibition space. The centre is located 15 minutes by car from Mumbai Airport. In 20 minutes you are in the pulsating centre of this major world city.

- Supported by:**
- Robotics + Automation Association VDMA Robotics (German Engineering Federation)
 - German Electrical and Electronic Manufacturers’ Association (ZVEI)
 - Indo-German Chamber of Commerce
 - Consortium of Electronic Industries of Karnataka

15 - 18 December 2010

6 - 9 December 2011 (Bangalore)

Event organizer:

Hannover Milano Fairs India Pvt. Ltd.
3303-Dynasty Business Park
Andheri Kurla Road, Chakala
Andheri East, Mumbai - 400093, India
www.hf-india.com

Deutsche Messe
Messegelände
30521 Hannover
Germany
www.messe.de

Contact:

Mumbai, India:
Mr. Tushar Alekar
Tel. +91 22 400 50 681/2
tushar.alekar@hf-india.com

Hannover, Germany:
Mr. Thomas Labendsch
Tel. +49 511 89-31116
thomas.labendsch@messe.de
Ms. Anna Buschmann
Tel. +49 511 89-31151
anna.buschmann@messe.de

Venue:

Bombay Exhibition Centre
www.nesco.in

Stand prices for 2010:

Raw space:
190,- EUR/sqm
Shell scheme:
210,- EUR/sqm
International Pavilion:
240,- EUR/sqm

→ Stand Options on page 16



IAS CHINA: GET DIRECT TO YOUR CLIENTS IN THE PEOPLE'S REPUBLIC

International Trade Fair for Production and Process Automation, Electrical Systems, Robotics, Industrial Automation IT & Software and Microsystems Technology



China – Great demand for high-tech from many sectors

China is increasingly regarded as the world manufacturing hub. Automation technology and solutions play a crucial role for manufacturing industries. The Industrial Automation Show (IAS), the biggest one of its kind nationally, has been serving as a stage showcasing frontiers in areas ranging from electronics engineering to machinery engineering and from manufacture information to microelectronics processing technology.

IAS – Creating success with automation solutions

IAS 2010 will be held at the Shanghai New International Expo Centre, expecting to have more than 400 companies showcasing their products and services on the 28,000 square metres of exhibition space. The five-day show is expected to attract over 100,000 visitors. With the rapid development of the national economy, upgrading technology is often a task of high priority for many large Chinese companies in order to strengthen their international competency. This therefore creates a huge demand for robots for industry usage. During the term of the Tenth Five-year Plan, demand volume for industrial robots is surging at over +30% every year. Hence, the robotics sector, one of the event's highlight, will welcome a host of world renowned companies.

A high-tech platform – 2 high-quality fairs together in one place



Industrial Automation Show International Trade Fair for Production and Process Automation, Electrical Systems, Robotics, Industrial Automation IT & Software and Microsystems Technology

MWCS Metalworking and CNC Machine Tool Show International Trade Fair for Machine Tools, Sheet Metal, Pipe & Tube Production, Mould & Die Construction, Tools



Conference programme highlights potential, prospects & trends

Running alongside the trade fairs is a high-quality conference programme focussed on key target groups. Top international speakers will be discussing areas of potential, prospects and trends for intelligent industry solutions.

Co-organizers:

- China Mechanical Engineering Society
- China Power Supply Society
- Shanghai International Sci-tech Exchange Center

Supported by:

- VDMA – German Engineering Federation – Robotics + Automation Division
- ZVEI – German Electrical and Electronic Manufacturers' Association
- Technical Committee for Components and Instruments
- Chinese Association of Automation
- China Electrical Measurement and Test Technology Committee (CES)
- Shanghai Institute of Process Automation Instrumentation



9 - 13 November 2010

1 - 5 November 2011

Event organizer:

Hannover Milano Fairs Shanghai Ltd.
Rm. 301, B&Q Pudong, Office Tower 393
Yinxiao Rd. Pudong
Shanghai 201204, P. R. China
www.hmf-china.com

Deutsche Messe
Messegelände
30521 Hannover
Germany
www.messe.de

Contact:

Shanghai, China:
Ms. Maggie Xia
Tel: +86 21 5045 6700 ext. 259
maggie.xia@hmf-china.com

Hannover, Germany:
Mr. Thomas Labendsch
Tel. +49 511 89-31116
thomas.labendsch@messe.de
Ms. Anna Buschmann
Tel. +49 511 89-31151
anna.buschmann@messe.de

Venue:

Shanghai New International
Expo Centre
www.sniec.net

Stand prices for 2010:

Raw space:
200,- EUR/sqm
Shell scheme:
250,- EUR/sqm
International Pavilion:
265,- EUR/sqm

→ Stand Options on page 16

Deutsche Messe – Excellent service from the outset

Give us a call and let us know what you want to achieve at our fairs. We'll give you advice on the venue and suggestions in relation to product category and stand location. From the very outset, we'll assist you with your international trade fair presentations with comprehensive support.

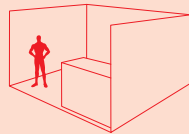
Stand options*

Raw space



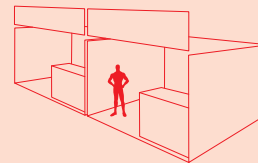
- Stand area

Shell scheme



- Stand area
- Back walls and side walls (white)
- Carpeting
- 1 Reception desk
- 2 Chairs
- 1 Electric power point
- 1 Company sign
- 2 Spot Lights

International Pavilion



- Stand area
- Wall panels
- Carpeting
- 1 Table
- 4 Chairs
- 1 Info counter
- 3 Spot Lights (100 W)
- 1 Electric socket (220 V)
- 1 Company sign
- Catalogue entry
- 1 lockable cabin with shelves and a coat hanger
- 1 waste paper basket
- Booth cleaning

Additional Services*

A service centre will provide the following services to all exhibitors within the group stand:

- Information counter
- Contact person on site during the whole exhibition (English speaking)
- Snacks & drinks
- Kitchen area
- Lounge area (tables + chairs)

General services are free of charge for all exhibitors*

- Standard catalogue entry
- Individual support services provided by the organizers on site
- Visitor admission tickets

→ Country-specific joint stands on request

*Facilities and services may vary dependent on the country concerned



Product categories

INDUSTRIAL AUTOMATION SYSTEMS

- Assembly & handling systems, linear positioning systems
- Robotics
- Industrial image processing systems
- Control systems, PLC, SCADA
- Sensors and actuators
- Industrial PCs
- Communication, networks and field bus systems
- Embedded systems
- Measuring and test systems
- Industrial automatic data capturing and identification systems
- Laser technology
- Automation services
- Industrial building automation systems
- Safety and security systems

MICROSYSTEMS TECHNOLOGY

- Microsystems components
- Modular micro-systems
- Micro sensors
- Micro actuators
- Micro & fibre optics
- Micro assembly
- Micro joining technology
- Micro reaction technology
- Design & modelling of micro-systems
- Micro engineering
- Rapid micro product development
- Nanotechnology
- Microsystems technology, others

ELECTRICAL SYSTEMS

- Electronic and opto-electronic components
- Electric and electronic test and measuring equipment
- Lighting equipment

INDUSTRIAL IT & SOFTWARE

- Operating systems
- Database systems, DBMS
- Program development systems
- Virtual reality systems
- Multimedia software
- Speech recognition software
- Video conferencing systems
- Internet & communication software
- Manufacturing execution systems, MES
- Product life cycle management software, PLM, computer aided design software, CAD
- Enterprise resource planning software, ERP
- Customer relationship management software, CRM
- Computer aided facility management software
- Supply chain & demand chain management systems
- Human resources software
- Quality management software
- Industrial IT services & outsourcing
- Industrial IT & software, others



Deutsche Messe
Worldwide

Deutsche Messe AG
Messegelände
30521 Hannover
Germany
Tel. + 49 511 89-0
Fax + 49 511 89-39681
hannovermesse@messe.de

Wherever you are, there is a contact nearby who speaks your language.
Simply contact the Deutsche Messe agency in your country. You will find the addresses at
www.messe.de

