

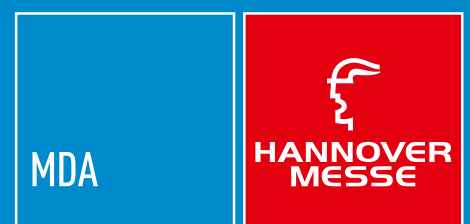
# MDA EVENTS WORLDWIDE



Leading International Trade Fair Network for Motion, Drive & Automation in:

- HANNOVER
- CHICAGO
- SÃO PAULO
- ISTANBUL
- MOSCOW
- DELHI
- SHANGHAI

TRADE EVENTS BY



# YOUR SUCCESSFUL STRATEGY FOR GLOBAL GROWTH



## **Profit from the HANNOVER MESSE international Trade Fair Network: a partner who knows no boundaries**

Growth markets need effective business platforms. Despite today's networked world, trade fairs still serve as a central meeting place for market participants. We create such platforms – worldwide – on the basis of our extensive, experienced network, unique skills, and strong trade fair brands.

In core overseas growth markets we offer tailored key industry platforms – spin-offs from the world's most important technology event, the HANNOVER MESSE in Germany. In addition to the already established trade fair venues in Asia, India, Russia and Turkey, we will be staging the MDA for the first time in South America in March 2013. We are also looking forward to having the new MDA pavilion in high-profile surroundings at IMTS, the machine tool industry's leading trade fair in Chicago, USA.

Our aim is to support you on location in your export markets with the same reliability and quality of service that we provide at our domestic events in Germany. We are committed to developing additional business areas via strategic partnerships and carefully targeted investments in overseas trade fairs.

Put your faith in the leading international Trade Fair Network for Motion, Drive & Automation. Take advantage of our knowledge of the premium MDA brand. We look forward to seeing you at one or more of our global trade fairs.

Best Regards,

A handwritten signature in blue ink that reads "T. Marheineke".

Tessa Marheineke, Director Global Fairs



Excerpt from our MDA exhibitor list

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# TAKE ADVANTAGE OF THE MDA NETWORK'S POOLED STRENGTH.

Benefit from the synergies provided by HANNOVER MESSE Worldwide and experts on the ground. Grow globally through our expertise and the MDA brand's promise of high quality.

## Local expertise

- Optimum show preparation, staging and post-event work by our own office staff in the locality guarantee that everything runs smoothly
- Visitor promotions aimed at target groups in relevant media in the host country
- Close collaboration with the key local trade associations and chambers of commerce
- Attractive program for targeted networking (Match & Meet) and securing trade fair meetings
- High coverage local promotion and publicity designed to specifically target decision makers from industry, civic administration and politics.

## Global specialist partners

- Close collaboration with the important international industry experts, associations and trade media from the power transmission and control sector, ensuring:
  - events are driven by innovation and geared to the specific market
  - precisely matched involvement of the target visitor groups and Match and Meet programs
  - high-quality forums, seminars, podium discussions and a focus on contemporary areas of technology
  - effective visitor promotion via key influencers and rapid word of mouth
- Intensive visitor promotion and buyer delegation management via the international partner and media network of Deutsche Messe, including the MDA Events around the globe



## Know-how

- Trade fair expertise with over 20 years of experience in organizing leading international industry and capital equipment fairs
- Consistent international standards of quality in relation to marketing, exhibition spectrum, organization and stand construction, plus supporting program and side events
- Top quality trade fair service
- Excellent show infrastructure (transport links, building, technical facilities and logistics)
- Numerous attractive ways to attend, ranging from custom stand construction to turnkey shared stands
- A comprehensive network of local service providers for your guaranteed trade fair success from a one-stop shop (stand builders, haulage contractors, etc.)

## Brand strength

- Positive brand image and high level of awareness of the MDA as the leading global trade fair in the power transmission and control industry
- Integration into the marketing strategy of the Motion, Drive & Automation fair at HANNOVER MESSE
- Integration and mobilization of a global sector community within the MDA network

# EXPERTISE AND SERVICE OF THE HIGHEST LEVEL. FROM A SINGLE SOURCE.



**Christian Kluge**

Phone: +49 511 89-31117  
Christian.Kluge@messe.de

**Julia Bress**

Phone: +49 511 89-31118  
Julia.Bress@messe.de

**Simone Robering**

Phone: +49 511 89-33128  
Simone.Robering@messe.de

## **Expertise and service of the highest level. From a single source.**

Pick your personal contact from our sales team to handle all aspects of MDA international fairs. We assist and support you around the globe throughout the entire planning and execution of your trade fair project: from travel preparations (hotel, flight, visa) to the selection of local stand builders and service providers all the way to targeted exhibitor and visitor management (catering service, delegation and VIP support). With a central contact in your vicinity who speaks your language, pre- and post-event discussions can take place immediately and in person. Solutions and options to ensure success thus get found quickly and without complication.

Through having access to our smoothly running MDA network, our trade fair experts are in a position to offer you customized client solutions. Profit from having a personal assistant at your side at every trade fair venue around the globe!

Contact us and reap the benefits that our global service network offers the MDA.

PTC  
MDA

ASIA



International Trade Fair for Electrical and Mechanical Power Transmission, Fluid Power, Compressed Air Technology, Machine Parts, Bearings, Internal Combustion Engines and Gas Turbines

**29 October - 1 November 2012, SHANGHAI, CHINA**

ASIA



"PTC ASIA is the most influential international event in the power transmission and control technology industry. Eaton, as industry leader, is an old friend of the show and has been showcasing innovative products and technologies there for many years. In 2011, we bring integrated solutions to PTC ASIA, attracting key players from engineering machinery manufacturers. The feedbacks from onsite visitors are really exciting. With PTC ASIA's steady growth in exhibitor and visitor numbers, Eaton will continue the partnership to increase business development in the Chinese market."

**Mr. Edwin Gong, Business Unit Manager, FCP Greater China, Eaton Fluid Power (Shanghai) Co., Ltd.**

### **Leading continental trade fair PTC ASIA has already been held over 20 times.**

The figures speak for themselves: in 2012 more than 55,000 visitors from 90 countries are expected. Around 1,500 exhibitors from 26 nations will be showcasing their products and benefiting from the dynamism of the large Asian market. For the machine-building sector alone China is expecting average annual growth through to 2015 of 12 percent. After the MDA in Hannover, PTC ASIA has long since developed into the industry's most important meeting place anywhere in the world.



### A measure of our success

Meet influential decision-makers with specific investment plans. Profit from high-ranking visitor groups, who may recommend your company and thus make you significantly better known internationally,



### Customized trade fair advertising for sustained success

The country-specific marketing strategy embraces advertisements in all key newspapers and trade magazines and on relevant websites, plus a program of conferences aimed at the target group. Through collaboration with the main trade associations we are able to reach important decision makers from the business and political sectors. Attracting visitors with the perfect profile for the event is an essential factor in guaranteeing the success of your attendance at the fair.

### PTC & CeMAT: Do business where the decision-makers are

At the same time as PTC ASIA, another leading trade show by Deutsche Messe, takes place at the exhibition center: CeMAT ASIA – International Trade Fair for Materials Handling, Automation Technology, Transport Systems and Logistics. Because the exhibitors are also potential clients, and visitors often schedule both trade shows on their agenda, there are positive synergies for all involved.



Event organizer:

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

Venue:

Shanghai New International  
 Expo Centre (SNIEC)  
 2345 Longyang Road  
 Shanghai 201204, P.R. China  
 sniec.net

[click for contact](#)

[hannovermesse.de/worldwide](http://hannovermesse.de/worldwide)  
[ptc-asia.com](http://ptc-asia.com)

and get more information:

- After Show Report 2011
- Visitor Analysis
- E-Newsletter
- PR and Marketing Plan 2012

MDA

RUSSIA



RUSSIA



International Trade Fair for Motion, Drive and Automation  
at Industrial Trade Fairs Moscow (ITFM)

25 - 28 September 2012, **MOSCOW, RUSSIA**



“Even now, the Russian market is already very important to Schaeffler and has great potential for the future. Our rolling and plain bearing products, linear and direct drive technology and mechatronic components provide efficient and reliable drive solutions in numerous industrial sectors. As the leading trade fair of the drive technology industry, MDA RUSSIA is a central building block for showcasing our products and services and at the same time an important communications platform for interacting with customers and partners.”

**Mr. Robert Schullan, Executive Board Member, Schaeffler AG, Executive Chairman of the Schaeffler Industry Group and Chairman of the Drive Technology Association within the German Engineering Federation (VDMA)**

### The MDA takes place in Russia's business center

As one of the largest urban economic centers, the Moscow region alone accounts for 20 percent of the gross domestic product. Russia still offers excellent business opportunities Moscow's efforts to broaden and modernize the country's economy provide incentives for European export partners. A strong ruble, ease of credit access and low interest rates attract investors/business partners from all over the world. The annual growth prognosis of the Russian economy at a rate of 4 percent in 2012 says it all.





Reaching over 50 regions within Russia and beyond



### Meet key decision makers from more than 50 regions in Russia

Get in touch with key industry representatives via our sector-specific databases and media partner network in Russia. Build and widen your business network with influential managers and representatives from manufacturing, science and government.



### Present your products to a broad audience – make contacts through synergies with three additional trade shows

MDA RUSSIA is the only dedicated trade event for Power Transmission and Control in Russia. Additionally, three leading trade fairs focusing Industrial Automation, Materials Handling and Logistics and Surface Technology take place at the same time.

These four industry events cover the key industrial topics for modernizing Russian industry – together they form **ITFM: Industrial Trade Fair Moscow**.



Event organizer:

000 Deutsche Messe RUS  
 Uliza Lesnaya 43, office 229  
 127055 Moscow  
 Russia

ITE LLC Moscow  
 15, Building 1, Zubarev per,  
 127164 Moscow  
 Russia  
 ite-expo.ru

Venue:

Crocus Expo International  
 Exhibition Center  
 crocus-expo.ru

**click for contact**

[hannovermesse.de/worldwide](http://hannovermesse.de/worldwide)  
[mda-russia.com](http://mda-russia.com)

**and get more information:**

- After Show Report 2011
- Visitor Analysis 2011
- E-Newsletter
- Press

MDA

INDIA



International Trade Fair for Motion, Drive & Automation  
**21 - 24 November 2012, DELHI, INDIA**

"The MDA INDIA is one of the exhibitions which is new in the SKF Sealing Solutions event calendar. The exhibition helped to create awareness of the Indian market and to establish "The Power of Knowledge Engineering" together with "Sealing solutions from SKF". At the 2011 event we had the opportunity to show the capabilities of SKF Sealing Solutions in different industries and to introduce newly launched products like Reinforced all rubber HSS seals, SKF SPEEDI-SLEEVE, HMS5 and HMSA10. The event has improved over the years and is an excellent platform to promote our products in the Indian market."

**Mr. Richard Wintersteller, Marketing Manager, SKF Sealing solutions**



### **MDA INDIA is being staged in India's capital, Delhi, for the first time in 2012.**

As the cosmopolitan capital city of the Republic of India, New Delhi is the political, commercial and financial centre of the country. Delhi itself, with its strong industrial base and local population of around 16.3 million, is the ideal location for MDA INDIA and will guarantee large numbers of high-caliber trade visitors.

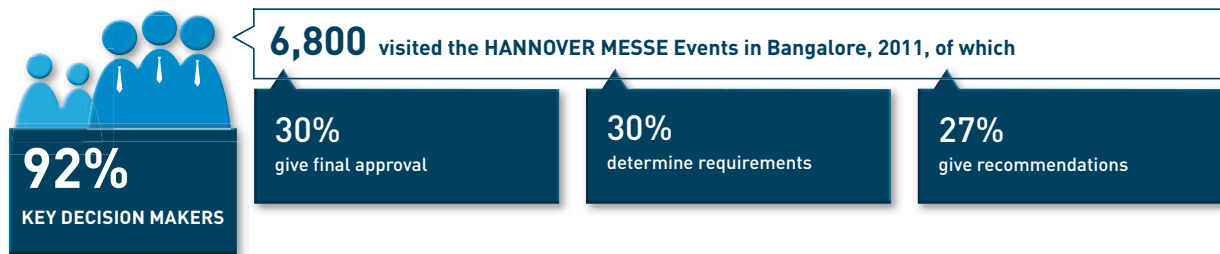
Many of the world's leading corporations, such as Samsung, Nestlé, Coca Cola and Pepsi, have chosen to establish their Indian headquarters in New Delhi. It is a major center for a number of industries, including the automotive sector. India's largest automobile manufacturer, Maruti Suzuki, produces more than 1.2 million cars each year at its facilities in the South of Delhi. The region has also attracted well-known automotive parts suppliers, such as Knorr Bremse and Goodyear Tyres. Other industries that are well represented in the area include the electronics and pharmaceutical industries, the leather goods industry and the mechanical engineering sector. The new venue, the India Expo Centre in Greater Noida, has state-of-the-art conference facilities and offers the capacity to cater to the B2B Matchmaking platform that is in preparation.



## Meet top decision makers

New Delhi is known as the microcosm of India on a reduced scale. The Fluid Power industry is one of the fastest growing segments of Indian industry.

Attending MDA INDIA enables you to reach a very high proportion of decision-makers at this international trade fair. Making MDA INDIA a truly valuable business-to-business exhibition.



## Interaction at international level

The country-specific visitor promotion strategy embraces advertisements via all relevant channels and far-reaching PR work. Through collaboration with local trade associations, such as the Fluid Power Society of India (FPSI), and the international chambers of commerce we are able to target important decision makers from the worlds of business and politics. Alongside the MDA Forum, powered by VDMA, the FPSI CEO Meeting forms the perfect platform for meeting and sharing knowledge.

## An unbeatable advantage:

### Four trade shows form a sought-after business-to-business platform

Together, the trade shows form a sought-after business-to-business platform with unique synergy effects for exhibitors and visitors alike. A large number of exhibitors come from overseas and benefit from visitors representing a wide variety of key industries for manufacturing and logistics.



Event organizer:

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

Venue:

India Expo Centre and Mart  
Greater Noida Expressway  
indiaexpomart.com

[click for contact](#)

[hannovermesse.de/worldwide](http://hannovermesse.de/worldwide)  
[mda-india.com](http://mda-india.com)

and get more information:

- After Show Report 2011
- Visitor Analysis 2011
- Press

# Hydraulic & Pneumatic

EURASIA



ENBYSIV



International Fluid Power Technology Fair  
at WIN Part II (World of Industry)

**21 - 24 March 2013, ISTANBUL, TURKEY**



"Our association and sector has participated in the WIN Part 2 events for many years. Being the most efficient exhibition of its kind in Turkey, the event significantly contributes to the improvement of internal and external trade operations. As AKDER, we meet our members at every WIN 2 event, which has become a tradition for us. As a result we have the opportunity to discuss the previous year and share our forecasts for the next years."

**Mr. Mehmet Kurtöz, Former President, Board of Turkish Fluid Power Association (AKDER)**

## Hydraulic & Pneumatic EURASIA in Istanbul, the heart of Turkey's economy.

With a population of around 73 million, Turkey has the 17th strongest economy in the world and one of the highest rates of economic growth. With its strategic location connection three continents – Europe, Asia and Africa – Turkey offers many business and investment opportunities to manufacturing companies worldwide.

Turkey is a major importer as well as a supplier and cooperation partner. While in many developed countries new technologies have to replace the previous ones step by step, Turkey implements state-of-the-art systems from the beginning. Turkish manufacturers use the same technical standards as European countries and demand products and services of high quality and reliability.



## Your access to top and middle managers

Benefit from direct access to over 73,000 top and middle managers from Asia, North Africa, the Balkans and Middle East. Meet qualified professionals at the value added programs for industry and trade – from hosted buyer initiatives and business-to-business matchmaking days to the Industrial Activities Summit.



## The communication strategy focuses on the entire Eurasian region:

Sector-specific magazine advertisements are published in 9 countries and local publications. Furthermore, advertisement is taken out in the best-known business TV channels, radio and daily newspapers of Turkey. Successful online marketing completes the targeted program of visitor promotion. Press meetings for local media and cooperation with 80 sector-specific magazines and Non-Governmental Organizations provide high-coverage and cost-efficient PR work.

## Benefit from four international flagship trade shows:

The second part of the biggest industrial event in Eurasia – WIN World of Industry – is focusing on automation, hydraulics and pneumatics, materials handling and electronic technologies. Attending Hydraulic & Pneumatic EURASIA you increase your marketing impact in multiple ways in this market of the future.



Event organizer:

Hannover Messe Bilesim Fuarcilik A.S.  
Barbaros Sok. No. 11, 4 Levent  
34396 Istanbul  
Turkey  
bilesim.com.tr

Venue:

Tüyap Fair Convention  
and Congress Centre  
tuyap.com.tr

[click for contact](#)

[hannovermesse.de/worldwide](http://hannovermesse.de/worldwide)  
[win-fair.com](http://win-fair.com)

and get more information:

- After Show Report 2012
- Press Releases 2012
- E-Newsletter

MDA

SOUTH AMERICA

**NEW:**

International Trade Fair for Motion, Drive & Automation  
**19 - 21 March 2013, SÃO PAULO, BRAZIL**

SOUTH AMERICA



### Premiere for MDA SOUTH AMERICA in Brazil

Brazil is on the way to becoming an economic powerhouse: the country is the fifth largest player worldwide with a stable growth forecast of around 4-5%. The automotive sector is breaking record after record. Further drivers of growth include the state-backed upgrading of infrastructure in advance of the great sporting events in 2014 and 2016. The positive trend in the application-user sectors is influencing the dynamism and growth of the power transmission and control industry: engineering, automotive industry and transport infrastructure. In order to thrive in this market companies require not only innovative ideas and a local presence, but also a good network of key contacts from business and politics. And thus an experienced trade fair partner to provide the right framework for this there on the ground.

### A concept for your success

Appropriately targeted advertising via all relevant channels plus high-coverage PR work help to ensure the right visitor demographics. Our collaboration with local trade associations, such as ABIMAQ, the Association of the Brazilian Machinery and Equipment Industry (Associação Brasileira da Indústria de Máquinas e Equipamentos), and international trade association partners guarantees you maximum exposure to key decision makers – thus helping you to successfully enter the market.

### Make contacts through synergies.

MDA SOUTH AMERICA is being held in parallel with the next CeMAT SOUTH AMERICA. This thus enables fruitful interaction with exhibitors and visitors to both the intralogistics and the power transmission and control shows.

**CeMAT**  
SOUTH  
AMERICA

Event organizer:

Hannover Fairs Sulamérica Ltda.  
Av. Angélica, 688 - 8 andar - Conj. 802  
01228-000 - São Paulo - SP  
Brazil  
hanover.com.br

Venue:

Centro de Exposicoes  
Imigrantes, São Paulo  
centroimigrantes.com.br

[click for contact](#)

[hannovermesse.de/worldwide](http://hannovermesse.de/worldwide)  
[mda-southamerica.com.br](http://mda-southamerica.com.br)

# MDA PAVILLON

MOTION, DRIVE & AUTOMATION

**NEW:**

International Trade Fair Motion, Drive and Automation at the premier manufacturing technology show in North America IMTS

**10 - 15 September 2012, CHICAGO, USA**



## MDA PAVILLON – staged for the first time

IMTS 2012 in Chicago is the 29th edition of the premier manufacturing technology show in North America. A total of 1,100 exhibiting companies will present their solutions to more than 82,000 trade visitors from 116 countries. The exhibits at IMTS are grouped together in various industry and technology pavilions geared to specific target audiences.



Staged for the first time at IMTS 2012 in combination with NORTH AMERICA, the **MDA PAVILLON** will present a large number of solutions and innovations in the field of power transmission and control.



Organized by Hannover Fairs International USA in collaboration with the German Engineering Federation VDMA, the **MDA PAVILLON** will serve as an excellent platform for communicating with buyers and industry professionals.

You can either stage your own customized presentation at the **MDA PAVILLON** or choose one of our convenient "fair packages" consisting of floorspace, stand construction, equipment and additional services (e.g. transport of materials).



Event organizer:

Hannover Fairs USA, Inc.  
35 E. Wacker Dr. Floor 9  
Chicago, IL 60601  
hfusa.com

Venue:

McCormick Place  
mccormickplace.com

[click for contact](#)

[hannovermesse.de/worldwide](http://hannovermesse.de/worldwide)  
[imts.com](http://imts.com)  
[ia-na.com](http://ia-na.com)

**and get more information:**

- Press Releases 2011
- E-Newsletter

# EXCHANGING KNOWLEDGE AND EXPERTISE AMONG INDUSTRY INSIDERS.



**Profit from an attractive supporting program in MDA event formats, supported by local and international trade associations and selected media partners. Take part in forums and special exhibitions or play an active part in arranging them. Be inspired by top decision makers on contemporary issues and forward-looking strategies or create interest yourself in your products and ideas among prime target groups and opinion formers.**

## BEST PRACTISES

### MDA FORUM INDIA 2012

Representatives of major companies showcased their ideas in December 2011 in seminars and discussions in the Technology Forum Pavilion on topics including challenges and opportunities on the Indian Market. The support of the VDMA ensured them maximum exposure to important decision makers from the relevant industry sectors. Be part of the forum 2012!

### MDA FORUM RUSSIA 2012

Decision makers from business, civic administration and politics gave talks on innovation, modernization and energy efficiency at MDA RUSSIA, held in September 2011. We shall be picking up on this success once again in 2012 as part of the international industry forum.



[Get in touch and become part of the MDA forums or seminars as a sponsor or speaker!](#)



# PRODUCT CATEGORIES

## LINEAR DRIVES, GEARS, MOTORS AND MECHANICAL TRANSMISSION SYSTEMS

- Linear motion systems
- Gears
- Electric motors & frequency inverters, motor drives
- Chain transmissions
- Belt transmissions
- Couplings and brakes
- Fasteners
- Springs

## BEARINGS

- Floating bearings (only MDA INDIA)
- Rolling bearings

## HYDRAULICS & PNEUMATICS

- Oil hydraulics
- Water hydraulics
- Pneumatics

## CONDITION MONITORING AND VIBRATION REDUCTION

## SEALING TECHNOLOGY AND LUBRICATION

- Seals
- Lubrication systems
- Lubricants

## PRODUCTION EQUIPMENT MOTION, DRIVE & AUTOMATION

- Equipment for production and machining of bearings
- Manufacturing equipment for mechanical transmission systems, motors and seals

## SERVICES AND SOFTWARE FOR DRIVES, GEARS, HYDRAULICS, PNEUMATICS

- Engineering services
- Software
- Support and maintenance services

## COMPRESSED AIR & VACUUM TECHNOLOGY

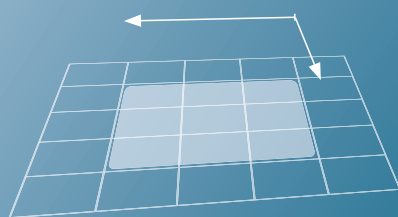
- Air compressors
- Compressor accessories and components
- Compresses air processing equipment, dryers, coolers, etc.
- Compressed air storage and distribution equipment
- Compressed air equipment, others
- Vacuum technology

# STAND OPTIONS

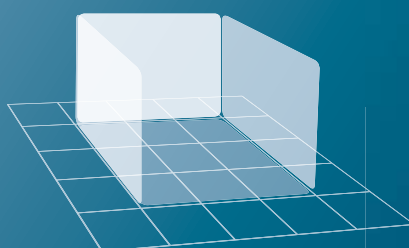
Take advantage of our wide array of different stand options for your customized trade fair presence. This ranges from raw space to shell schemes and extends all the way to themed shared stands. The International Pavilion represents, especially for SMEs, an effective and efficient option for attending the show.

General services are free of charge for all exhibitors

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



RAW SPACE



SHELL SCHEME



INTERNATIONAL PAVILION

# WHAT WE OFFER YOU

**Our portfolio of services for your international trade fair success.**

- A central contact for all matters relating to your worldwide trade fair participation
- Planning and complete handling of your trade fair project, from travel preparations all the way to visitor management
- Selection of appropriate stand builders, haulage contractors and service providers to ensure everything runs smoothly in the respective market
- Outstanding infrastructure (transport links, building, technology and logistics) and uniform worldwide standards of quality
- A broad range of different stand options for custom stand construction, plus shared stands for SMEs
- Appropriately targeted advertising via all relevant channels (daily newspapers, trade journals and websites) and high-coverage PR work in the host country and beyond
- Collaboration with local and international trade associations to generate the right visitor demographics
- Meet & Match events and mobilization of industry communities with important decision makers from business and politics
- Attractive supporting program: forums, seminars, podium discussions and special exhibitions with a particular focus on electric and mechanical power transmission technology as well as hydraulics and pneumatics



Profit from our MDA network's excellent contacts with prestigious supporters and partner associations all over the world – providing an effective business platform for you to tap into areas of new market potential.



American Gear Manufacturers Association



Chinese Mechanical Engineering Society



China General Machine Components Industry Association



China Hydraulics Pneumatics & Seals Association





Deutsche Messe  
Worldwide

**Hannover Fairs International GmbH**  
**Exhibition Center**  
**30521 Hannover**  
**Germany**  
Phone: + 49 511 89-0  
Fax: + 49 511 89-39681  
hannovermesse@messe.de

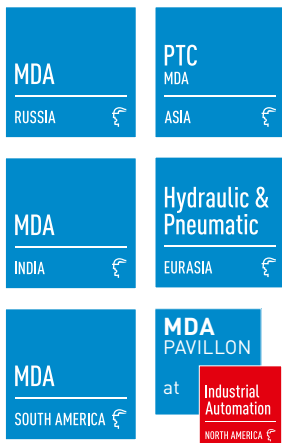
**Contact:**

**Mr. Christian Kluge**  
Phone: +49 511 89-31117  
Christian.Kluge@messe.de

**Ms. Julia Bress**  
Phone: +49 511 89-31118  
Julia.Bress@messe.de

**Ms. Simone Robering**  
Phone: +49 511 89-33128  
Simone.Robering@messe.de

**MDA**  
EVENTS WORLDWIDE



TRADE EVENTS BY

