

Messe News

Industrial Automation

November 2012

NEW TECHNOLOGY FIRST

8 – 12 April 2013 · Hannover · Germany

Industrial
Automation



HERMES AWARD turns 10

The HERMES AWARD will be honoring outstanding technology products for the tenth time at HANNOVER MESSE 2013. Enter now! Entries close on 7 February 2013.

Continued on page 6.

Exclusively for exhibitors: HANNOVER MESSE Preview in January 2013

For just 500 euros, you can give your media relations a powerful pre-fair boost. Held at the Convention Center on the Hannover Exhibition Grounds on 31 January and attended by some 90 international journalists, the HANNOVER MESSE Preview will generate worldwide media coverage for your products and innovations before HANNOVER MESSE even starts. Don't miss out!

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Automation party – save the date!

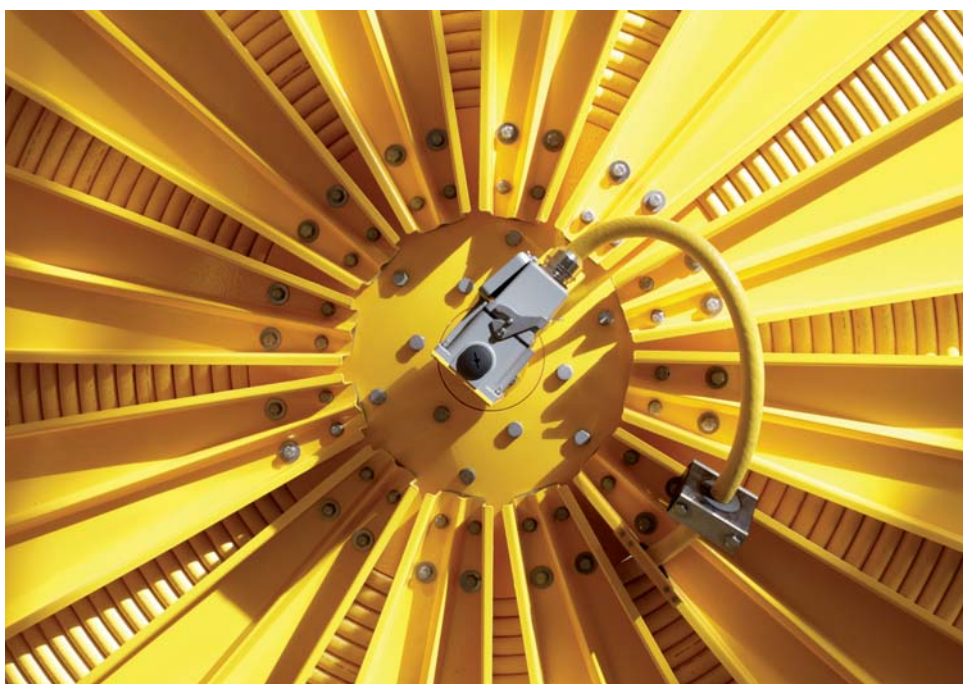
The organizers of Industrial Automation would like to invite HANNOVER MESSE exhibitors to a special "Automation party time" get-together on Wednesday 10 April 2013 in Hall 8. There, you'll be able to relax, unwind and meet up with colleagues, partners and potential customers.

We'd love to see you there, so please be sure to note the date in your diary now and plan your own HANNOVER MESSE events accordingly.

Contact:
Ines Kirsch
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Close-up on energy efficiency in industrial processes

Industrial Automation: Where "Integrated Industry" comes to life with intelligent production systems and processes



Resource conservation, sustainability, mobility and urbanization. These are the big challenges of the future. They're what's driving industry right now, and they're the heart and soul of HANNOVER MESSE. In 2013, the fair will run under the banner of "Integrated Industry," a lead theme that will be brought to life at the Industrial Automation tradeshow. Industrial Automation will take a close-up look at intelligent production systems and processes and solutions for realizing and coordinating networked, geographically distributed production sites. With a theme lineup spanning process, energy and production automation, system solutions for products and buildings, and automation IT networks, Industrial Automation dovetails perfectly with its ten sister tradeshow at HANNOVER MESSE for maximum synergy.

Process automation in growth mode

Having notched up two very successful years in 2010 and 2011, the global process automation sector continues to enjoy solid growth. "We're predicting worldwide growth in new orders of

around five percent for 2012 as a whole," said Michael Ziesemer, Vice President of the German Electrical and Electronic Manufacturers' Association (ZVEI).

96.5 percent trade visitors

At 96.5 percent (2012 figures), the vast majority of visitors at Industrial Automation are qualified trade professionals. With visitor quality statistics like that, next year's trade fair for process, factory and building automation systems and solutions is likewise guaranteed to be a magnet for international top-level managers and industry experts. Energy Efficiency in Industrial Processes ranks among the most important themes at Industrial Automation 2013 and will feature at a special display of the same name and at the Efficiency Arena.

Continued on page 2.

For further information, visit
[hannovermesse.de/en/
industrialautomation](http://hannovermesse.de/en/industrialautomation)

Industrial Automation is dedicated to innovative, environmentally sustainable processes that save money and resources. It is a one-stop-shop for automation technology in all its many shapes and forms.

The “Energy Efficiency in Industrial Processes” display presents energy metering and energy data capture solutions that are vital to systematic and transparent energy management. It also provides a forum for discussion on key trends, visions and innovations along the road to a more energy-efficient industrial future.

In 2013, the displays and presentations in Hall 9 will be laid out and configured in a fresh, new way for even greater exhibitor and visitor appeal. **Exhibitor bookings for HANNOVER MESSE 2013 already account for 70 of the available space at the venue.**



Another leading automation-sector event, the Industrial Automation Show (IAS) in

andreas.wolf@messe.de

A woman with brown hair and a blue patterned scarf is smiling and holding a green robotic dinosaur. Behind her is a large red banner with white text that reads "AUTOMATION & IT TOUR" and "Follow the Red Carpet". The banner also features two white stars in circles and a large white arrow pointing to the right. The word "Have" is partially visible on the banner.

One of the big crowd-pleasers along the way will be the Robocoaster by KUKA Robotics. And, trust us, this superfast, fully certified

**hannovermesse.de/en/
automation-and-it-tour**

MicroTechnology: “Fast-growing field of energy harvesting is opening up new applications.”

Taglined “Smart Systems for Automation,” the MicroTechnology special display in Hall 17 showcases all aspects of applied microsystems technology

The HANNOVER MESSE 2013 lead theme of “Integrated Industry” also applies at the micro-level, encompassing displays of microtech solutions that make manufacturing faster and more efficient.

The special display presents microtechnology innovations that drive optimization in industrial automation. The main display categories include:

- Energy Harvesting
- Printed Electronics & Intelligence
- Green Microsystems
- Conditioning Monitoring

The display’s high-power supporting events include the “MicroTechnology – Innovations for Industry” forum, where business people, experts and scientists meet to discuss current microtech trends. Then there’s the IVAM “Micro, Nano, Materials” product market, a combined group display and center of expertise for “Smart Systems for Automation.” Find out more in the following interview with



Dr. Frank Bartels,
Chairman of the Board,
IVAM Microtechnology Network

How is the microtechnology sector performing in Germany and worldwide?

“Microsystems technology has had a foothold in the mainstream industrial market for quite some time, but there is still a lot of consolidation work required. To realize their full potential in the industrial sector, Germany’s microtech providers need to focus on the international markets, particularly Asia and the USA, but also Western Europe.”

HANNOVER MESSE 2013, Hall 17: What’s in store for the exhibitors?

“The ‘MicroTechnology – Smart Systems for Automation’ special display will be located near the thematically closely related automation and assembly technology, drive technology, and mobile robots displays in Hall 17. This will yield numerous synergy benefits for exhibitors and visitors alike.”

What are the main trends at the moment?

“The pioneering and fast-growing field of energy harvesting is opening up new applications in a number of areas, including medicine, building automation and metrology. Condition monitoring is another trend. There, microtechnology solutions – such as wireless sensor networks, for example – can be used to monitor plant and production machinery and prevent unplanned outages. And in the nanotechnology segment, materials with added nano characteristics are paving the way for new processes, such as printed electronics and printed intelligence solutions which involve printing electronic components onto paper, film or textiles.”

Further information:

hannovermesse.de/en/microtechnology



Wireless automation optimizes business and production processes

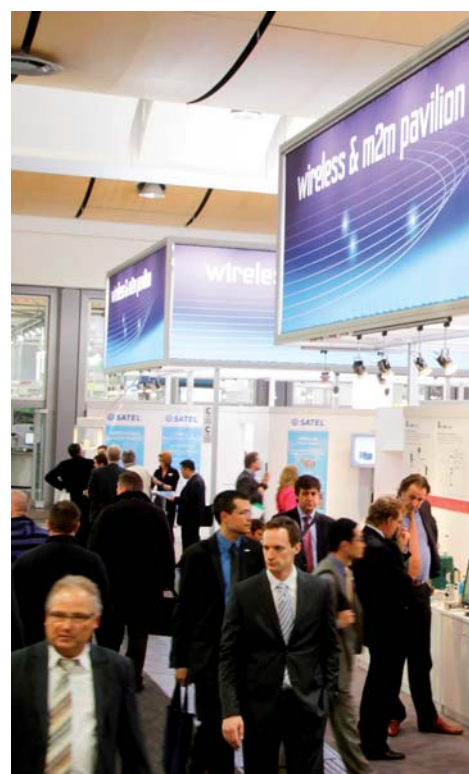
The integral importance of wireless communication technology in process manufacturing will be amply reflected at HANNOVER MESSE 2013. In Hall 8, in the industrial communication section of the fair’s Industrial Automation show, companies from around the world will present the latest innovations in industrial communication.

The Wireless Automation & M2M display area will explore all facets of wireless communication. The displays will cover a range of technologies for machine-to-machine communication, telemetry and telecontrol, for instance via GPRS, EDGE, UMTS and UMTS900, and Near Field Communication. Solutions for process manufacturing will also feature, including WirelessHART and ISA 100, as will wireless sensor network technologies such as ZigBee. There will be displays and discussions dedicated to wireless I/O systems, such as Bluetooth and WLAN; fieldbus-based solutions; radio solutions for automated guided

vehicles and overhead monorail systems; and wireless positioning systems, such as GPS and WSN. Other highlights include radio modules for integration into automation devices, wireless remote controls, and services for the integration and commissioning of industrial wireless solutions.

At HANNOVER MESSE 2013, trade visitors and exhibitors can expect a comprehensive overview of the latest industrial wireless communication and mobile automation technologies and wireless data interchange solutions. The Wireless Automation & M2M display brings to life the enormous business process optimization potential offered by simplified data communication technologies. Seeing is believing. Come and discover the enormous potential of this fast-growing sector for yourself.

Further information:
hannovermesse.de/en/wireless-automation



LABOM eyes overseas expansion opportunities

"The investments we've made in recent years are now paying off"



Manfred Diers,
Director, Sales,
LABOM
Mess- und Regeltechnik GmbH

Your company specializes in measurement technology. How are your order books doing, and what is the market mood at the moment?

"Based on the good year we had in 2011, it's already clear that the new order situation for 2012 has flattened out. This is due primarily to weaker demand in a number of our key markets here in Germany. On the other hand, our exports are up considerably. The export-sector investments we've made in recent years are now paying off and there is still plenty of scope for further expansion."

What is the outlook for 2013? Measurement technology made in Germany – what's the demand like for your products internationally?

"Because at LABOM we do all our development and production here in Germany, we

trade very heavily on the 'Made in Germany' quality factor. Our products are known for their high level of quality – in terms of customization as well as in all other respects – and this reputation is a major success factor for our foreign business. Our products enjoy very strong demand, particularly in China."

What are your company's expectations of HANNOVER MESSE 2013?

"Our main goal is to leverage HANNOVER MESSE's strong international composition and appeal to cultivate our existing international contacts. We're also looking to the fair to help us win new German and international customers.

HANNOVER MESSE is a good platform for presenting our product innovations."

Our 2013 showcase will focus on

- In-process calibration,
- Self-monitoring temperature measurement, and
- New, high-performance pressure transducers.



Efficiency Arena: Forum for top-level expert dialogue

For the last six years, HANNOVER MESSE has featured a high-profile dialogue forum on energy efficiency in industrial processes – the Efficiency Arena. Experts attend the Efficiency Arena to share information on energy efficiency solutions and services and to discuss topical issues in industrial energy efficiency with representatives of business, science and government.

As an exhibitor, you can submit a presentation for the forum's program. This is an excellent way for you to get your resource-efficient products in front of an international audience of industry professionals.

The Efficiency Arena is supported by the German Ministry of Economics and Technology,

the German Electrical and Electronic Manufacturers' Association (ZVEI) and the international User Association for Automation in Process Industries (NAMUR). NAMUR, which has some 15,000 members, facilitates dialogue between experts, defines user requirements for new equipment, systems and technologies and has input into German and international standards. Its activities span entire system life cycles, from planning, installation and operation to shut-down and decommissioning.

In 2013, manufacturers will need to find ways of making their plant and systems more productive and efficient if they are to keep pace with their global competitors.

They will also need to pay much closer attention to environmental aspects and life cycle management. NAMUR's commitment in these areas will find expression at the Efficiency Arena at HANNOVER MESSE 2013. Occupying 200 square meters of display space in hall 14/15 at the Industrial Automation show, the Arena will provide an integrated perspective on life cycle efficiency – from production planning to machine operation to production plant shutdown and decommissioning.

Further information:
hannovermesse.de/en/efficiency-arena



ABB: “Up to 20 percent cost reduction from the systematic use of optimization software”

How do you think the process automation markets will perform over the medium term?



Daniel Huber,
Regional Division Manager, Central
Europe Process Automation, ABB

“The markets for process automation technology have grown by around eight percent annually for the past two years, so they’ve almost recovered to 2008 pre-crisis levels. According to the market research institute IHS, growth rates in Central Europe will settle back down over the next few years to a long-term average of somewhere between three and four percent – provided there are no further global economic shocks. Our customers are being very cautious about their capital spending at the moment, and the ongoing euro crisis is not helping matters. But despite this subdued climate, ABB is expecting steady growth in its process automation business. This growth will come, among other things, from various new product series, such as our new Coriolis mass flow meter. Our customers are also showing an increased willingness to invest – and not just in pure automation solutions. They’re also increasingly interested in bundling energy technology upgrades with their orders. We anticipate that our enhanced service offering

will play a key role in meeting our growth targets.”

How important is HANNOVER MESSE for ABB?

“As always, it is very important because our focus is not so much on specific industries but on cross-industry demand for automation products and services. As providers of automation and energy technology solutions, we are very pleased with the clearly defined structure of the fair’s automation section and with the 2011 relocation of the process automation displays to Hall 11. The changes mean that Hall 11, which has always been well frequented, now delivers extra traffic as an interface between the production and process automation displays and the Energy tradeshow. The new theme structure is much clearer. It clusters allied areas for greater convenience and synergy.”

What impact is Germany’s green energy switch having on the process automation industry?

“The industrial sector’s main contribution to the energy system transformation lies in the achievement of greater energy efficiency. Measurement and control solutions play only

an indirect role in this – unlike motor and drive technology, for example. Even so, modern control systems are also platforms for energy management and other systems – such as MES systems – that offer significant scope for cost optimization in the procurement and in-plant distribution of energy. The systematic use of various optimization software packages can reduce costs by up to 20 percent.”



Coriolis mass flow meter

What process optimization products and solutions will ABB be focusing on at the upcoming HANNOVER MESSE?

“In addition to the Coriolis flow meter series I mentioned earlier, we’re planning to showcase a number of new developments in the field of process analysis and, more importantly, control systems. An example of this would be our System 800xA extended automation solution, which facilitates integration and migration between different makes of system. Other focus themes for Hannover include new or extended service offerings, such as our ServicePort for remote diagnostics and maintenance and our cyber-security fingerprint solution.”

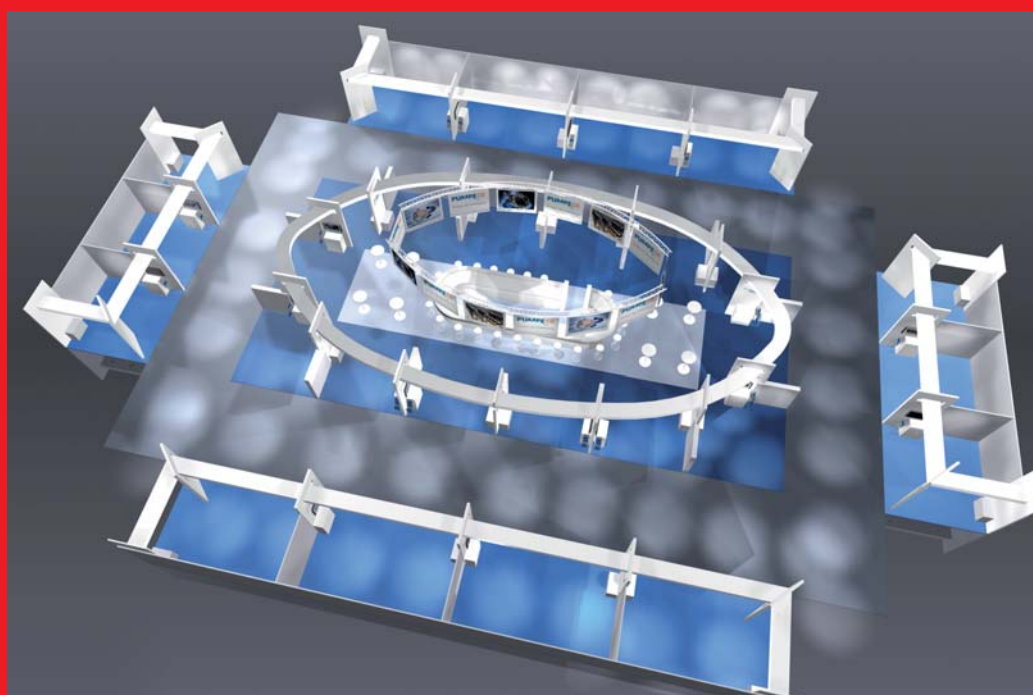
Pumpe DE PUMPplaza: platform for pumps, pumps systems and components

Easy to navigate. Easy to get to. Everything at one location. That’s the Pumpe DE PUMPplaza group display, the central hub for pumps, pump systems and components in Hall 14. Next year’s extended exhibitor lineup will include Axflow, Beinlich, Ebara, Edur, Flowserve, Grundfos, Netzsch and Prominent, plus newcomers like Lutz Pumpen, Seko Deutschland and Xylem Water Solutions. The display will occupy around 1,000 square meters (10,760 sq.ft) of floor space – twice the size of last year’s display.

Other exhibitors in the pump components section include Lidering Safe Industrie, Magnetrol, Svend Hoyer and Tival Sensors. Pumpe DE PUMPplaza is the perfect showcase for your products!

Further information:

hannovermesse.de/en/pumpplaza



HERMES AWARD 2013

For its winners, the HERMES AWARD opens doors to worldwide public attention, extensive media coverage and promising new business contacts. The competition is open to HANNOVER MESSE 2013 exhibitors, with entries closing on 7 February 2013. The Award will be presented on 7 April during the HANNOVER MESSE Opening Ceremony, which will be attended by international leaders from business, government and research. The winning company will enjoy international fame, branding and advertising on the exhibition grounds, a bonus presence in Hall 2 and an attractive PR package valued at around 100,000 euros. Act now! Entry forms are available online.

For further information, visit
hannovermesse.de/en/hermesaward



Robotics and automation: higher sales, more display space

At 35 percent, the German robotics and automation industry last year achieved its biggest-ever increase in sales revenues, taking the 2011 figure to 10.2 billion euros. Further growth is forecast for 2012 and 2013. All the latest trends and innovations in this sector will be on show at Industrial Automation 2013 at HANNOVER MESSE.

The pleasing growth in sector-wide sales is reflected in equally pleasing growth in exhibitor numbers and leased space in the Industrial Automation show's Robotics, Automation & Vision Application Park. Located in halls 16 and 17, this display area is home to robot manufacturers, system integrators and providers of integrated assembly solutions, linear motion systems, industrial image processing innovations, identification systems, mobile robots and automated guided vehicle technology. Visitors will see how complex automation tasks can be accomplished through the seamless interplay of image processing, industrial handling and automation technology.

The Robotics, Automation & Vision display area clusters the automation expertise of multiple system integrators in one convenient location. It includes a 500 square meter (5,380 sq. ft) group pavilion featuring live displays of robot-based solutions from a wide range of industries,

such as the automotive industry, the food industry and the medical technology sector. The exhibits are complemented by the ever-popular Robotics, Automation & Vision Forum.

Autonomously navigating robot systems will be on hand, giving live demonstrations of the latest developments in AGV technology, industrial robotics, service robotics and manufacturing execution systems. The demonstrations reflect the growing presence of mobile robot applications in more and more areas of industrial and everyday life. Another fast-growing and equally fascinating area of application for mobile and industrial robotics is the offshore wind sector.

Also among the robotics-themed highlights of HANNOVER MESSE is the awards ceremony for the ROBOTICS AWARD 2013, which will be held on 9 April. Entries for the Award close on 6 February 2013.



Demopoint: Starter pack for novice exhibitors at HANNOVER MESSE 2013

First-time exhibitors can now register for our new, exclusive Demopoint offering in Hall 8. Demopoints are an easy, uncomplicated way for newcomers to stage their exhibition debut at HANNOVER MESSE 2013.

Demopoints reduce your exhibition expenses and stress levels to a minimum while giving you access to all the essential technical and catering services in an attractive group pavilion setting. All the Demopoints in the pavilion are of identical size, type and quality. The pavilion has a shared lounge where you and your customers can relax, chat and talk business, and is staffed by a multi-lingual assistant who will ensure that your international guests feel welcome and at home.

Now you can focus on what's important – your customers!

The Demopoint package includes the following items:

■ Stand structure and floor space, shared lounge + furniture

- Workstation with PC connection (incl. power and Internet)
- Visitor support by a multi-lingual assistant
- Beverages and snacks

The package also includes daily cleaning and waste removal.

For further information, visit
hannovermesse.de/en/demopoint



Enormous savings potential from energy and technical systems monitoring

“Only 70 percent of the energy paid for and supplied to buildings actually gets used!”

Next year, **baupformance GmbH** will have a presence at a group pavilion via its parent company, **Bilfinger SE**. It will be the first time your company has ever exhibited at **HANNOVER MESSE**. What does **baupformance** do?



Michael Sauerwein,
Company Secretary, Manager
Karlsruhe Office, **baupformance**

“**baupformance GmbH** provides tailored consulting services in the area of physical real estate performance. We work with customers from the real estate management sector and provide support for project development, new construction and extensions to existing buildings. Our specialties include building energy cost management.”

What sorts of savings can be achieved through systematic energy cost management?

“In our experience, 80 percent of all existing buildings have enormous scope for energy savings. Only 70 percent of the energy paid for and supplied to buildings actually gets used.”

What measures are needed in order to achieve greater energy efficiency in older buildings?

“Building energy requirements can be reduced by installing new and more efficient building technical systems or by replacing the thermal insulation of the building shell. We use energy and technical systems monitoring to identify the right measures for each building. This involves temporarily installing measurement systems to gather key data on the performance of building plant and systems. We then use this data to precisely tai-



Energy-savings “pacemaker”

lor energy efficiency measures for each building. Many of these measures can be implemented quickly and at minimal expense and thus start delivering real energy cost savings right away. Our temporary energy and technical systems monitoring solution is

suitable for all categories of existing buildings and optimizes heating, power and water consumption.”

What measures can be taken to keep energy costs to a minimum in new buildings?

“First of all, it’s vital to have a decent building shell that will help keep energy demand as low as possible. The size and thermal insulation properties of the windows and the geometry of the building will play a key part in this. In addition, the architecture, façade, technical building systems and floor plan should all be appropriate to the intended use of the building. Simulation software can be used to determine the optimal interplay of these factors before construction even starts.”

What measures should be taken post construction?

“In order to minimize energy costs over the long term, it is absolutely vital to monitor and, where necessary, adjust energy consumption and building system settings during the initial commissioning phase and for about one to two years after that. It’s the only way to be sure that today’s highly complex building energy and technical systems are actually delivering their rated performance.”

MES Conference pulls the crowds!

In 2013, **HANNOVER MESSE** will once again have a strong focus on manufacturing execution systems (MES). Staged in conjunction with the Digital Factory and Industrial Automation tradeshows, the MES Conference will be in its fifth season. The two-day event will feature expert discussion on key issues in discrete and process manufacturing.

The Conference, one of the big highlights of **HANNOVER MESSE 2013**, is spearheaded by several of Germany’s leading industry associations, namely **NAMUR**, **VDI**, **VDMA** and **ZVEI**. Held in the Convention Center (CC) on the Hannover Exhibition Grounds, the MES Conference is always extremely well attended.

Further information:
hannovermesse.de/en/mes



Maximize your tradeshow ROI with DMI!

Looking for highly motivated new customers who are a perfect fit for you and your products? The team at **Deutsche Messe Interactive (DMI)** can streamline your search with a database of two million-plus high-quality B2B contacts. You won’t find another database like it anywhere in the world! With DMI at your side, you can use the latest digital marketing methods to leverage **Deutsche Messe’s** unrivalled B2B expertise and worldwide exhibitor, trade visitor and publishing contacts for your business.

For further information, visit
messe-interactive.de/en

Welcome, Partner Country Russia!

Globalization and climate change pose major challenges for industrial manufacturers worldwide. Meeting these changes will require investment in many areas, including energy efficiency, energy conservation and plant modernization. Russia's Partner Country showcase at HANNOVER MESSE 2013 will uncover new

ways of addressing these challenges. Interest in the country's burgeoning economy and enormous potential for innovation is growing steadily.

The Partner Country showcase gives both exhibitors and visitors a unique opportunity to build their import and export business and to strengthen their commercial and R&D ties with Russia.

HANNOVER MESSE and its exhibitors can look forward to new business leads, new and expanded cooperative ventures, great partnerships and highly promising new contracts.

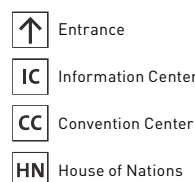
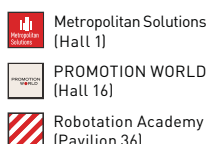
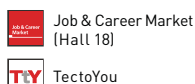
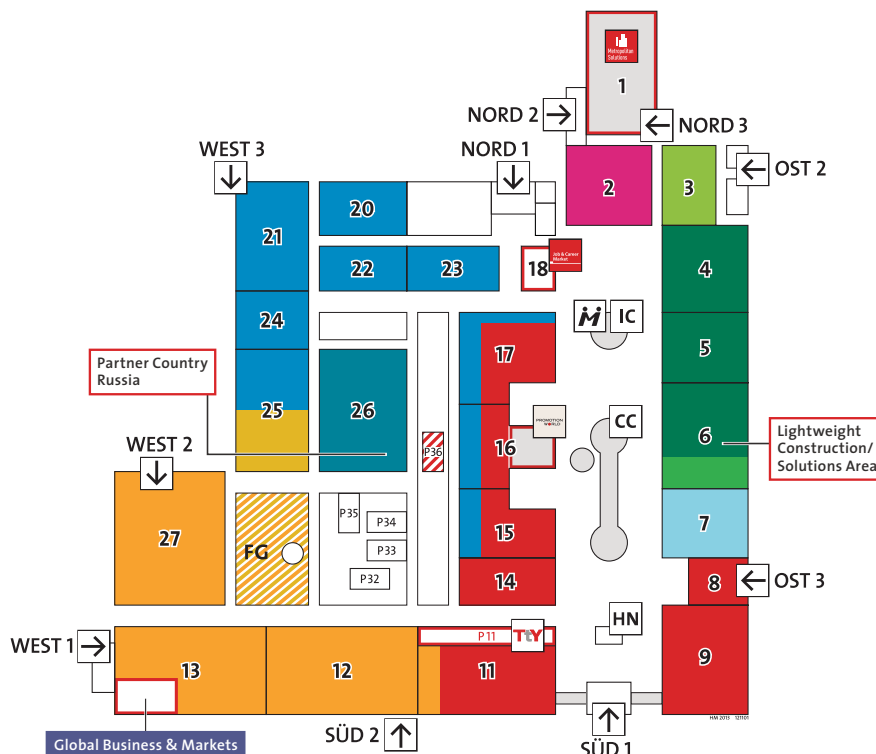


Did you know ...

... that Industrial Automation offers seamless integration with allied tradeshow like Motion, Drive & Automation, MobiliTec, Energy, IndustrialGreenTec and Digital Factory? There's a steady process of convergence going on between the fields of industrial automation, IT, energy and environmental technology, power transmission and control, industrial subcontracting, manufacturing technology, the service sector and R&D. This is reflected at HANNOVER MESSE 2013. With its focus on "Integrated Industry," the fair clusters all the relevant markets at one location for maximum tradeshow synergy.

Map of the Exhibition Grounds

| | | |
|--|---|--|
| ■ Industrial Automation Halls 8, 9, 11, 14-17 | ■ MobiliTec Hall 25, FG | ■ SurfaceTechnology Hall 3 |
| ■ Motion, Drive & Automation Halls 15-17, 20-25 | ■ Digital Factory Hall 7 | ■ IndustrialGreenTec Hall 6 |
| ■ Energy Halls 11-13, 27, FG | ■ ComVac Hall 26 | ■ Research & Technology Hall 2 |
| ■ Wind Hall 27 | ■ Industrial Supply Halls 4-6 | |



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