

MDA worldwide

MDA – Motion, Drive & Automation

November 2012

NEW TECHNOLOGY FIRST

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MDA

HANNOVER
MESSE

Preview of trade fair highlights in January 2013

If you're a HANNOVER MESSE 2013 exhibitor, you can get your products and innovations out there in the public eye well before the fair even starts. Held on 31 January 2013 at the Convention Center on the Hannover Exhibition Grounds, the HANNOVER MESSE Preview will make sure you hit the ground running in April. Just 500 euros buys you exclusive access to around 90 media representatives from around the world. Don't miss out. Act now!

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Gearing up for MDA

Power transmission and control show surges ahead



With over 1,000 exhibitors from Germany and abroad filling its halls virtually to capacity, the flagship event of the international power transmission and control industry will be one of the mainstays of HANNOVER MESSE 2013. MDA meshes seamlessly with the **Industrial Automation**, **Wind** and **MobiliTec** tradeshow. The international power transmission and control industry is on track for continued growth and anticipates an added boost in 2013 from MDA, its flagship event.

As a result of next year's optimized hall layout, some of MDA's fluid power displays will be arrayed in the northern section of Hall 17, yielding direct synergies with the pneumatics and automation sections of the Industrial Automation show.

Continued on page 2.

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

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“MDA highlights our capabilities as drivers of innovation in mechanical engineering”



Robert Schullan,
Chairman of the MDA Executive
Committee and a member of the
Board of Management of
Schaeffler AG, Germany

Continued from page 1.

Robert Schullan, who is Chairman of the MDA Executive Committee and a member of the Management Board of Schaeffler AG, highlights MDA's pivotal importance as a platform where, every two years, suppliers of electric and mechanical power transmission systems and pneumatic and hydraulic technologies gather to compare notes on the latest trends and unveil new products. Schullan: “MDA is the most important trade fair platform for our industry. It offers superior international reach and, being part of HANNOVER MESSE, is

the ideal setting for dialogue with business leaders and government policymakers. In 2013, providers of power transmission and control technology will once again demonstrate their capabilities as drivers of innovation in mechanical engineering.”

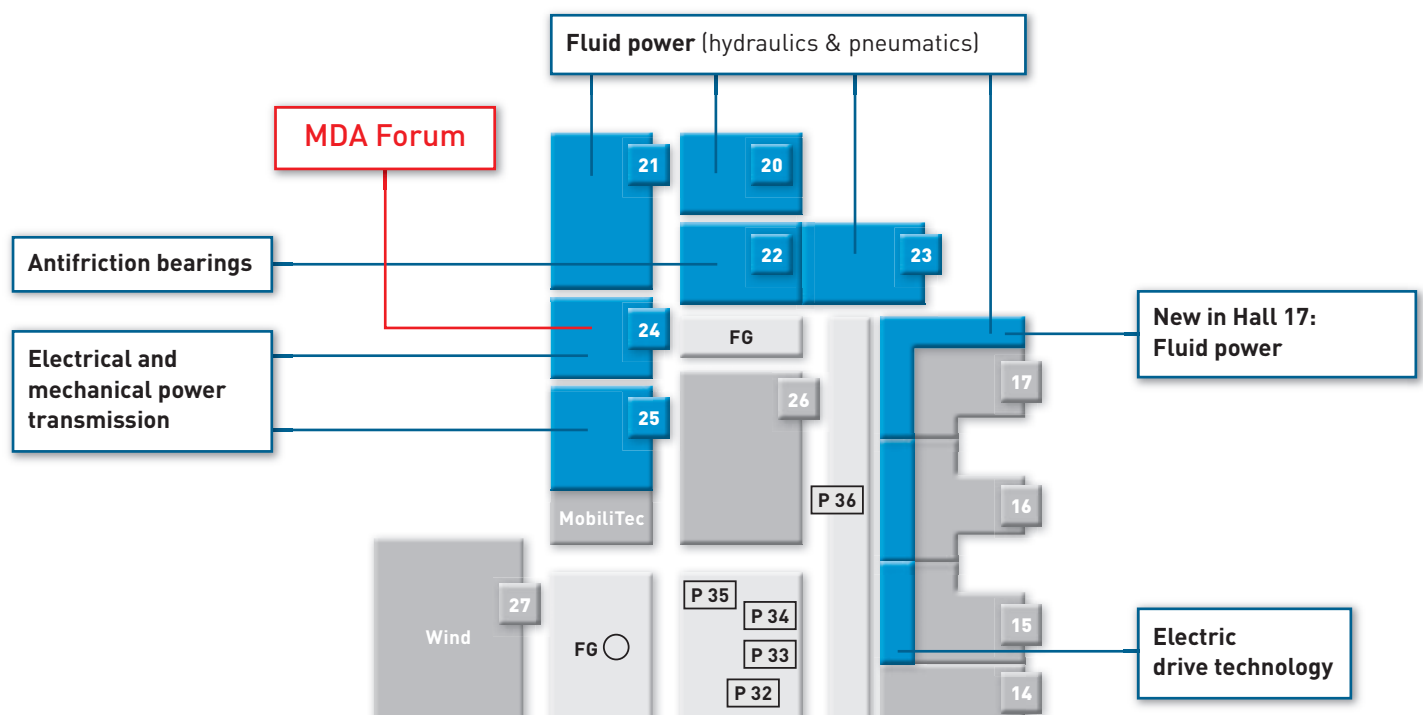
“Integrated Industry” is the lead theme for HANNOVER MESSE 2013

Technological integration lies at the heart of modern industry. The growing integration of all sectors of industry is reflected in the official lead theme and motto for HANNOVER MESSE 2013, “Integrated Industry.”

The industrial integration concept heralds a future where machines, industrial equipment, work pieces and system compo-

nents are increasingly intelligent and able to exchange information with each other in real time. This capability is the key to seamlessly documenting individual products throughout their entire life cycle and to the automatic initiation of vital processes, such as maintenance and repairs.

Digitization and IT are rapidly revolutionizing the way companies operate and cooperate. They are affecting the way information is exchanged within enterprises and boosting collaboration within and across different industries, leading to exciting and highly effective new alliances. In this sense, the lead theme of “Integrated Industry” is an ideal fit for MDA as the leading trade fair for power transmission and control systems and a key incubator of interdisciplinary synergies.



“MDA: Industry meeting hub and business confidence barometer”



Manfred Neubert,
President,
SKF GmbH

SKF is exhibiting at HANNOVER MESSE again after an eight-year absence. How did this decision come about?

“We’ve actually maintained an uninterrupted presence at the fair via various individual parts of our organization. But we’ve made a lot of changes over the years, and now we’re ready to mount a showcase for the entire SKF Group in 2013. We will be leveraging our five technology platforms and our new strategic direction to tailor solutions even more closely to the needs of our customers – and, of course, we’ll be showing our latest innovations. We are much more than purely a bearing manufacturer and will thus be profiling SKF as an integrated provider of solutions across all five of our platforms.”

What are your expectations of the MDA show?

“For us, MDA is one of the world’s most important trade fairs. It is not just an innovations platform for picking medium-term technology trends. As the central meeting hub for the power transmission and control industry, it is without doubt also a business confidence barometer that shows where the markets are headed. And in difficult economic times, that’s obviously a major plus.”

What sorts of visitors do you hope to see at your stand, and what do you have in store for them?

“We are looking forward to presenting our entire technology range and our capacity for innovation to a large audience of potential customers. Russia will be the Partner Country at HANNOVER MESSE 2013, so we’re particularly looking forward to meeting customers and visitors from that region. Our technology

platforms – that’s bearings and bearing units, seals, lubrication systems, mechatronics and linear systems, and services – complement each other perfectly, giving our customers integrated, interoperable solutions, all with the SKF hallmark of quality. Plus they’re sustainable. Our BeyondZero product range (see beyondzero.com) is a



prime example of how SKF marries ecology with economy. By providing products that are energy efficient to manufacture and use, we are helping to improve our customer’s ecological performance and cost structures. At the same time, we’re paving the way to profitable growth in many highly promising markets. The potential is enormous, as are the challenges involved – but then, so too is our company’s capacity for innovation.”

What is the current mood in your industry?

“Given the economic and trading environment, the current mood is certainly cautious – but it’s still largely positive. We’ll have to wait and see how things pan out, but we don’t see any cause for alarm. We are confident that HANNOVER MESSE will give our industry an additional positive boost.”

What are the trends to look out for over the coming years?

“In my opinion, the big trends will relate to energy efficiency, lifecycle management and system solutions. With the regulations around environment protection and sustainability getting tighter all the time, the main emphasis will be on optimizing all processes

for maximum energy savings. Companies offering products that meet all these requirements should have a competitive advantage. SKF is well positioned in this sense – not least because of our BeyondZero initiative.”

What is the secret to SKF’s enduring competitiveness?

“SKF has a highly diversified knowledge base and well-developed innovation capabilities. We are fortunate to have a large number of very motivated, highly experienced experts in our team as well as a lot of outstanding young talent. The secret, I think, is that over the past few years we’ve succeeded in bringing together and integrating these strengths. This enables us to rapidly generate applications-focused innovations that allow our customers to add value to their business.”

The right contact at the right time: Deutsche Messe Interactive

Deutsche Messe Interactive (DMI) can sharpen up your B2B new business development activities by accurately matching you with customers and partners that are a perfect fit for your company and products. It does this using a unique B2B database containing some two million actively updated, high-quality business contacts,

which it intelligently mines to find the right recipients for your message. In this way, DMI is able to give you a list of contacts that is perfectly tailored to your requirements and the objectives of your communication campaign. With DMI, you maximize the effectiveness and efficiency of your communication

campaign by minimizing the coverage wasted on mismatched targets. You can also tailor the duration of your campaign to your individual objectives.

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



PTC ASIA: 1,350 exhibitors at Shanghai New International Expo Center

Festo showcases innovations in bionics technology

German automation technology provider Festo AG made sure it was one of the 1,350 companies who exhibited at this year's PTC ASIA fair at the Shanghai New International Expo Center (SNIEC). The company's head of trade fair operations, Martin Beier, explains why: "China is an extremely dynamic and steadily growing market."

Festo used the fair, which ran from 29 October to 1 November, to showcase its factory

automation products. "Our aim at the fair was to demonstrate our expertise in automation technology. We presented our extensive range of pneumatic and electrical power transmission solutions," Beier said. Raising the company's profile on the Asian market was another key objective of the showcase: "We wanted to reach customers from the Asia region."

The company headed to Shanghai with a se-

lection of bionics exhibits, including its "Smart Bird" – an intelligent arrangement of mechatronics and electric drive technology in the form of an autonomously flying seagull. Inspired by nature, the bionic technology showpiece can take off, fly and land by itself. Festo's Shanghai showcase also featured a bionic handling assistant modeled on an elephant trunk. The assistant, a gripper arm with three adaptive fingers, is capable of picking up and handling a wide range of object types. Festo also uses it as a platform for other developments featuring a whole array of technologies and components.

"The aim of our display was to demonstrate the applications of bionics in factory automation and to highlight the innovative capabilities of our company," explains Beier. PTC ASIA was the perfect platform for this. "PTC ASIA is extremely important for us. Our objective in exhibiting at this local yet regionally well integrated trade fair was to build new networks with international companies from across Asia."

This year's PTC ASIA attracted an impressive 20 percent more visitors than in 2011.

Further information:
ptc-asia.com/en



MDA premiere in South America



MDA SOUTH AMERICA premieres from 19 to 22 March 2013. For four days, the Imigrantes Exhibition Center in São Paulo, Brazil, will host experts and industry leaders from the hydraulic, pneumatic, mechanical and electrical power transmission sectors.

MDA SOUTH AMERICA 2013 is organized by Hannover Fairs Sulamérica, a Brazil-based subsidiary of Deutsche Messe.

It will be staged alongside the CeMAT SOUTH AMERICA intralogistics fair, thereby generating valuable synergies for both exhibitors and visitors.

Further information:
mda-southamerica.com.br



Senior decision makers from more than 50 Russian regions

MDA RUSSIA, which ran from 25 to 28 September at the Crocus Expo International Exhibition Center in Moscow, was supported by 284 exhibitors, attracted in excess of 5,000 trade visitors and occupied some 5,300 square meters (57,050 sq. ft) of display space. The show featured the latest innovations in linear drive technology, motors, couplings, gear systems, frequency converters, timing belts, brake systems, bearings, shafts, hydraulic components, pneumatic components, antifriction bearings, lubricants and seals.

MDA RUSSIA is Russia's only international tradeshow for power transmission and control technology. It is a platform where business, science and government leaders from around the world can network with top-level decision makers from more than 50 regions of the Russian Federation. This year marks the third time that the show has been held. MDA RUSSIA is co-located with CeMAT

RUSSIA, INDUSTRIAL AUTOMATION RUSSIA und SURFACE TECHNOLOGY RUSSIA. Together, the four shows make up ITFM (International Trade Fair Moscow), which is well on the way to becoming Russia's leading industrial technology trade fair.

Further information:
mda-russia.com



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New business, new customers, new markets, new networks, new location

MDA INDIA opens doors for exhibitors on the Indian subcontinent. 2012 marks the fair's debut at the India Expo Center in Delhi.

This year, following successful stints at locations such as Bangalore and Mumbai, MDA INDIA will be staged at the India Expo Center in Delhi NCR. The sixth season of MDA INDIA runs from 21 to 24 November 2012.

With 11 million inhabitants, Delhi city is the second most populous metropolitan area in India and one of the world's true megacities. It is a thriving industrial center that is home to many businesses from many sectors, including the automobile and electronics industries, the pharmaceuticals industry, mining and the agricultural and food industries. India is an economic and industrial powerhouse, generating enormous demand for motive power transmission and control technology. MDA INDIA is strategically positioned to help open doors for overseas manufacturers and developers and help them service the sizeable portion of this demand that is met from imports. MDA INDIA 2011, which was held in Bangalore, attracted 6,823 visitors, 92 percent of whom were high-level decision makers. MDA INDIA is therefore the ideal platform for exhibitors seeking to build new networks with India's business, government and research communities, win new customers, grow their business and develop new markets.

The fair generates additional visitor traffic and synergies from its co-location with INDUSTRIAL AUTOMATION INDIA, CeMAT INDIA, SURFACE TECHNOLOGY INDIA and LASER INDIA. All five fairs are staged concurrently at the India Expo Center in Delhi NCR.

For further information, visit mda-india.com

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Ideal networking platform: Hydraulic & Pneumatic EURASIA 2013



Turkey is currently one of the world's fastest growing economies. It is also a country of unique geopolitical importance, positioned at the nexus of the European, Asian and African continents. These factors make Turkey, and Istanbul in particular, an attractive location for the Hydraulic & Pneumatic EURASIA fluid power technologies fair, which from 21 to 24 March 2013 will be in its tenth season as part of the World of Industry (WIN) trade fair cluster. Staged at the TÜYAP Fair, Convention and Congress Center in Beylikdüzü, Istanbul, Hydraulic & Pneumatic EURASIA will feature displays on a wide range of topics, including innovations in hydraulic and pneumatic systems and components, lubrication systems, components and oils for metal working, and services for hydraulic and pneumatic systems. In 2012, the WIN trade fairs attracted about 76,000 visitors from Turkey and abroad. As

part of the WIN lineup, Hydraulic & Pneumatic EURASIA is the ideal platform for building networks, making contacts and maintaining customer relationships in Turkey and its neighboring states.

Further information: win-fair.com



Inaugural MDA Pavilion in Chicago

This year saw the successful premiere of Industrial Automation North America (IANA), a new venture held in conjunction with the tried and proven International Manufacturing Technology Show (IMTS) from 10 to 15 September at McCormick Place in Chicago, Illinois, USA. At the same time, MDA staged its own Chicago premier – via the IANA show's dedicated MDA Pavilion. Organized by Deutsche Messe subsidiary Hannover Fairs International USA in partnership with the German Engineering Federation (VDMA), the MDA Pavilion was a group display where international providers of power transmission and control solutions showcased their innovations to the North American market. The Pavilion was very well received and has been hailed as a resounding success.

Improved energy efficiency, sustainability and resource conservation

Power transmission/fluid power industry optimistic about the future



Peter-Michael Synek,
Deputy General Manager of the
VDMA Fluid Power Association

How is the power transmission and fluid power industry doing at the moment?

"Following the global financial crisis, the German fluid technology sector has risen like a phoenix from the ashes and in 2011 even outshone its previous record year of 2008, achieving annual revenues of some 7 billion euros. This rapid recovery is testimony to the sector's superior technological capabilities and its ability to adapt to changing market conditions. Given this solid basis, we're forecasting revenue growth of about two percent for 2012, and the performance for 2013 should be roughly similar. The fluid power sector owes its resilience in part to the fact that it is positioned as a key supplier to a very wide range of industries, meaning that the ups and downs in its customer segments tend to balance each other out. And like the fluid power sector, the drive technology sector is predicting that 2012 will close with a moderate increase in revenues. It's difficult to make any predictions for 2013, but we're cautiously optimistic."

What are the key issues in your industry at the moment?

"The industry remains focused on optimizing components and systems in order to further enhance its already high level of energy efficiency and to improve its performance in

terms of sustainability and resource conservation. The key is to optimize our power transmission and fluid power systems for our customers' specific processes."

Won't these technologies eventually reach the limits of their development potential?

"I would like, if I may, to answer your question by drawing a comparison with the automobile industry. I've lost count of the number of times the end of the internal combustion engine has been predicted. Yet each time, engineers have come up with new ideas, concepts and solutions that have revitalized the technology. For instance, pioneering in-

The same holds true in our industry. The focus of R&D in power transmission and fluid power is on optimizing existing systems and developing new concepts and solutions in order to achieve further overall process enhancements. These developments are driven by the need to reduce our customers' total cost of ownership and maximize their return on investment."

The four-day MDA Forum in Hall 24 is a regular and highly informative favorite.

What topics can we expect in 2013?

"The keynote themes will include Drive Technology for Wind Turbines; Sealing Technology; and Condition Monitoring for Components, Systems and Hydraulic Fluids. There will also be discussion on 'Light-weight Design in Fluid Power and Power Transmission' and 'Designing for Recycling.' The latter is important because manufacturing is truly sustainable only if the products of the recycling process can actually be re-used. Underlying all of these themes will, of course, be the all important considerations of Return on Investment and Total Cost of Ownership."



novations are constantly reducing fuel consumption and hence CO₂ emissions, while at the same improving engine performance.



Entries now open for the 10th HERMES AWARD

HANNOVER MESSE's Hermes Award international technology prize will be celebrating its tenth birthday in 2013. Entries close on 7 February 2013.

from Germany and abroad who are registered exhibitors at HANNOVER MESSE 2013. All innovations entered for the award will be displayed at the fair, and the winners will be chosen by a jury of independent experts. The HERMES AWARD is supported by Dr. Annette

Schavan, the German Federal Minister of Education and Research, and David McAllister, the Premier of the German State of Lower Saxony.

Further information:
hermesaward.com

The Hermes Award is an internationally respected prize for outstanding technological innovations. For its winners, it is a powerful springboard for success on the global markets. The highly coveted award, which carries an attractive PR prize package valued at 100,000 euros, is open to companies and institutions



“Pace of product innovation is relentless”

MDA News interview with Jan Wagener, CEO, ERNST WAGENER Hydraulikteile GmbH

ERNST WAGENER is a mid-sized business with more than 20 years' experience in the OEM and aftermarket segments. You're a manufacturer, but also a service provider. What is your core business?

“We operate as authorized distributors of high-quality hydraulic quick coupling products. We also custom-develop quick coupling solutions in cooperation with our partners and customers. In addition, we carry a range of complementary products and accessories that we use in our own in-house assembly facilities to build hydraulic hose lines. ERNST WAGENER sorts all of these products into kits, which it then supplies to its customers in the right quantities, at the right place and at exactly the right time. We guarantee our customers a service level of 98%, meaning that we always have the products they need in stock and offer next-day delivery.”

What will you be showcasing at HANNOVER MESSE 2013?

“We are currently working on a project to enable some of our OEM customers to connect

electronically to our inventory management systems. This has the potential to optimize processes for both parties. We will be using HANNOVER MESSE to discuss the project with our customers. On the products front,

the pace of innovation is relentless, and no more so than in the area of hydraulic couplings and complete coupling systems. Together with our manufacturing partner Stucchi, we will be presenting a range of proven solutions and innovative developments that enable industrial users to connect multiple hydraulic lines quickly, efficiently and cleanly.”

What do you hope to gain from HANNOVER MESSE and its MDA show?

“We value MDA as an extremely well-organized event that enables us to connect with an international audience. We are also very impressed with the venue's state-of-the-art infrastructure and the fact that the fair attracts a wide range of hydraulic technology users from many different sectors. This diversity is an excellent fit for our products, which are used in industrial manufacturing

and many other areas as well, including agricultural, earth-moving and construction machinery and in local government projects.”

What are the trends and challenges facing your company?

“Energy efficiency in hydraulic systems, the integration of electronic components, component surface protection, and clean, eco-friendly flat-face quick coupling solutions.”

What are your company's plans for the future?

“Our relocation from Bochum to Hattingen has enabled us to expand our production facility to 13,000 square meters. Consequently, 2013 will bring new opportunities to make our processes and our hydraulic hose assembly operations more efficient. We will also be introducing our customers to a new product partner who specializes in brass ball valves. Moreover, our customers are now able to test hydraulic hose and tube processing machines on-site at our facility before they buy. Next year holds a number of exciting challenges which will, I believe, be colored to a very great extent by the global economic situation. These challenges – and more importantly, our response to them – will set the agenda for everything we do on a day-to-day basis throughout 2013 and beyond.”



Hydraulic multi-coupling plate

Demopoint: Starter pack for novice exhibitors at HANNOVER MESSE 2013

First-time MDA exhibitors can now register for our new, exclusive Demopoint offering in Hall 17. 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 hook-up)
■ 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



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.



New to the MDA Team

The MDA show is growing, and so too is our team of customer contacts. Here are the latest additions to the MDA Team:



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Franziska Schoenemann



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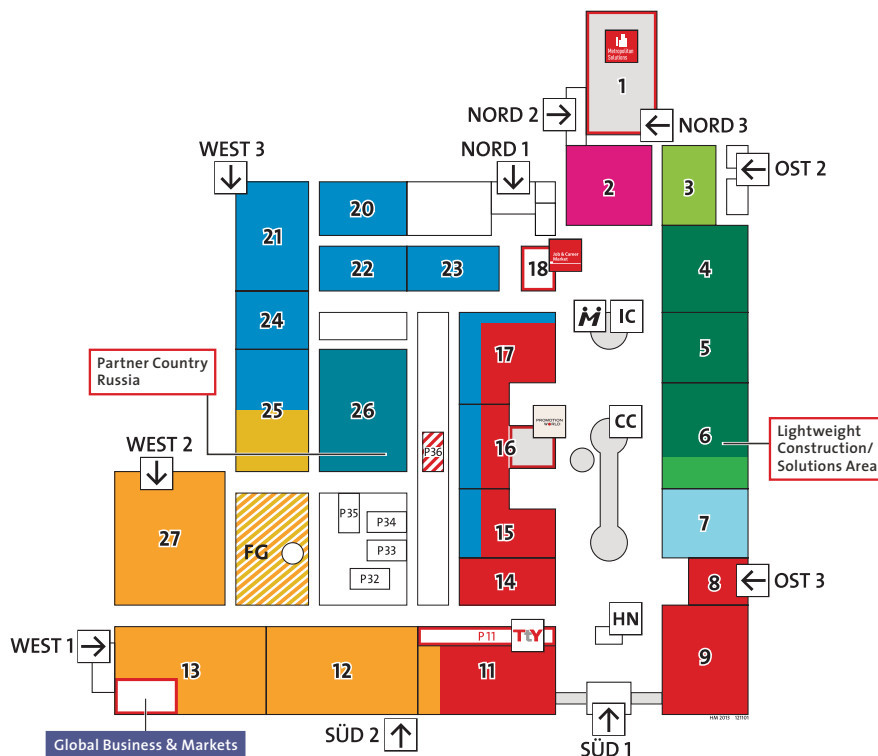
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Map of the Exhibition Grounds


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	





 **Job & Career Market**
(Hall 18)


 **TectoYou**

 **Match & Meet**

 **Open-air site**

 **Metropolitan Solutions**
(Hall 1)


 **PROMOTION WORLD**
(Hall 16)

 **Robotation Academy**
(Pavilion 36)

 **Entrance**

 **Information Center**

 **Convention Center**

 **House of Nations**