

Industrial Automation

Leading Trade Fair for Production and Process Automation, Systems Solutions and Industrial IT

24 – 28 April 2017
Hannover • Germany

hannovermesse.com

2017

Polska
Partner Country 2017



Deutsche Messe

Industrial
Automation


HANNOVER
MESSE

Smart robots and digital production.



96% trade visitors

Those who attend Industrial Automation have clearly defined interests.



Welcome to the world's leading automation technology showcase. Interconnected systems, sophisticated devices for human-machine interaction and modern industrial security solutions are playing an increasingly important role in the 4th industrial revolution ("Industrie 4.0"). Thanks to the availability of low-cost, out-of-the-box solutions, robots have now achieved a breakthrough in the SME sector. This is mirrored directly in the size and scope of the robot technology presentation at the world's biggest automation show in 2017.

Digital production is a further highlight at Industrial Automation 2017. Launched one year ago, the collaborative venture between the German Industrie 4.0 platform and the Industrial Internet Consortium (IIC) is beginning to have an impact. Under the heading "Industrie 4.0 meets the Industrial Internet" a jointly organized international forum attracted a record number of participants in excess of 8,200.

In Hannover you can join the other front-runners in the areas of automation, robot technology and the Internet of Things. Play a role in writing a new chapter in industrial history. The real winners are those who face up to the challenges of competition. We look forward to welcoming you.

Arno Reich, Director, Industrial Automation

Good reasons for exhibitors



To fly the flag at the leading **digital production** hotspot



To shape the **key developments** in industry



To contribute to the **international automation forums**



To generate **global business leads**

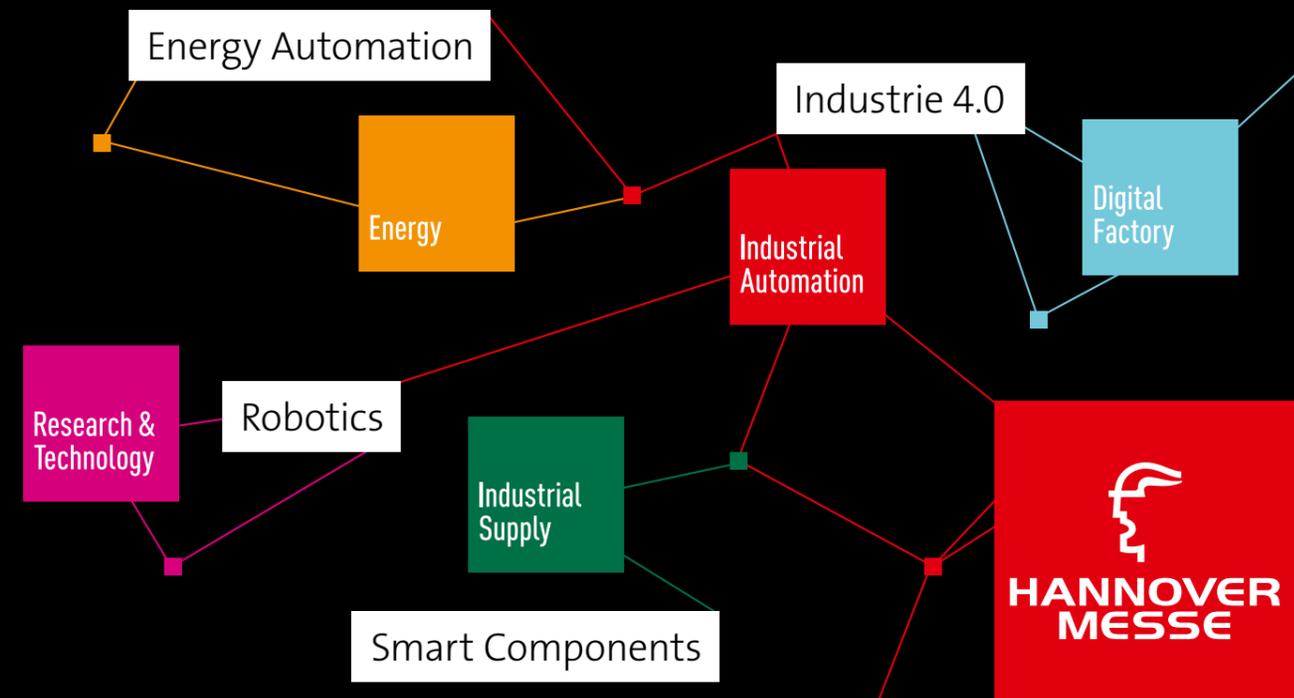
Networking adds value and generates new business.



 **65%** top decision-makers
Proportion of visitors involved in their companies' decision-making processes

Located at the heart of the world's leading industrial technology show, "Industrial Automation" presents the entire spectrum of production and process automation, systems solutions and Industrial IT.

Stand-alone solutions are a thing of the past. HANNOVER MESSE is spearheading the process of integration and is the ideal place to visualize the factory of the future and understand the interplay of previously separate components. HANNOVER MESSE creates a unique network embracing industrial automation and IT, power transmission and control, compressed air and vacuum systems, and energy and mobility technology. Under this unifying umbrella Industrial Automation is the only event worldwide that covers the entire spectrum of factory automation, process automation and robot technology. The potential synergies and the presence of 140,000 professional visitors (65 percent with decision-making authority) ensure that Industrial Automation opens up unique business opportunities.



Unique selling points

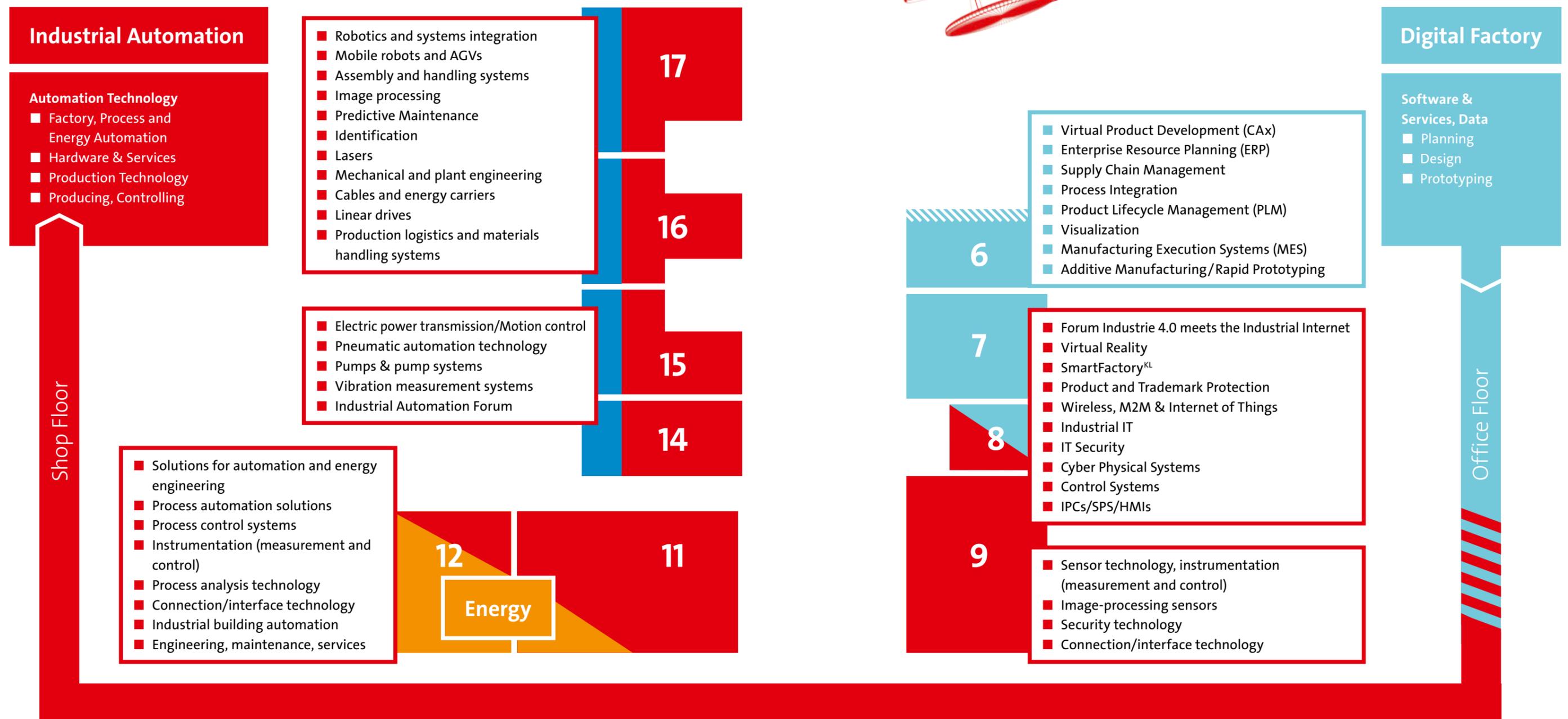
- Innovative, integrated solutions = value added benefits
- International scope = springboard to global growth markets
- Cross-industry line-up = enormous sales potential

Trends that unite

Industrial Automation covers a broad thematic spectrum embracing predictive maintenance, mobile applications, energy automation, human-machine collaboration and Industrie 4.0/Industrial Internet. As such it unites all the component parts of HANNOVER MESSE, the world's leading trade fair for industrial technology.

Automation & IT: Solutions for Industrie 4.0

Smart products and services ... process control systems... sensors...
M2M technology: in combination with the trade fair “Digital Factory”
Industrial Automation links both shop floor and office floor.



Hotspots for key technologies.



Hannover brings together automation trendsetters dedicated to creating the factory of the future. The Industrial Automation line-up also includes several special displays devoted to key topics of interest.



Robotics

A fascinating and much-discussed issue: connected and collaborative robot solutions are making a big impact on small and medium-sized enterprises – in the automotive and consumer goods industry, plastics and metalworking, and many other sectors besides.

Important events:

ROBOTICS KONGRESS

on 8. 2. 2017, Robotation Academy



Presentation of the ROBOTICS AWARD
on 25. 4. 2017, HANNOVER MESSE

Deadline for submissions 17. 2. 2017:
www.hannovermesse.de/en/roboticsaward



PUMP PLAZA

An established highlight at HANNOVER MESSE, PUMP PLAZA focuses on the development, production and application of pumps, pump systems and components. For the seventh time in succession, industry experts will provide a practice-oriented overview of the latest solutions and technologies for the efficient transport of liquids and gases. (Hall 15)

Predictive Maintenance

2017 will see the continuation of the successful presentation "Predictive Maintenance 4.0" at Industrial Automation. This reflects the shift away from reactive maintenance throughout industry. Sophisticated condition monitoring sensors and software provide the basis for optimum maintenance scheduling. This speeds up the production process and minimizes downtimes.

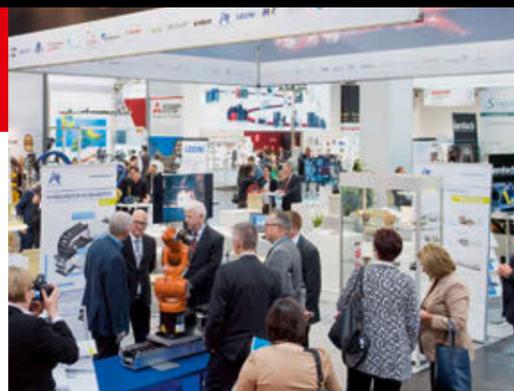


Product and Trademark Protection

Product piracy is a growing problem in the mechanical and plant engineering sector. Competitiveness depends on the extent to which enterprises succeed in protecting their intellectual property. At this group presentation members of the VDMA's Product and Know-How Protection Working Party present new solutions for safeguarding know-how and innovative potential. (Hall 8)

Application Park Robotics, Automation & Vision

For robot manufacturers, systems integrators and industrial image processing specialists the Application Park is the perfect platform for live product demonstrations. The smart robot solutions, industrial vision systems and autonomous transport shuttles on display in Hall 17 are a magnet for the visiting public. (Hall 17)



Wireless, M2M & IoT

At this group presentation market leaders in wireless technology, machine-to-machine communication and IoT will showcase their industrial networking innovations. Potential customers come here to identify new solutions along the entire M2M value chain. The line-up is divided into the following categories: Software (Applications), Hardware (Components), Service (Concepts) and Communication (Systems). (Hall 8)

International forums can put you in the focus.




>8,200 visitors in 2016
attended the forum Industrie 4.0 meets the Industrial Internet

At the various international forums at Industrial Automation you can present your innovations to thousands of visitors and journalists who are interested in solutions for tomorrow's production applications.

Forum Industrial Automation

The Industrial Automation Forum has established a unique international reputation. Experts from all over the world gather here to discuss innovative developments in factory and process automation, robotics, image processing, predictive maintenance, energy-efficient drive systems and pumps/pump systems. This event is supported by the industry associations AMA, NAMUR, VDMA and ZVEI. (Hall 14)



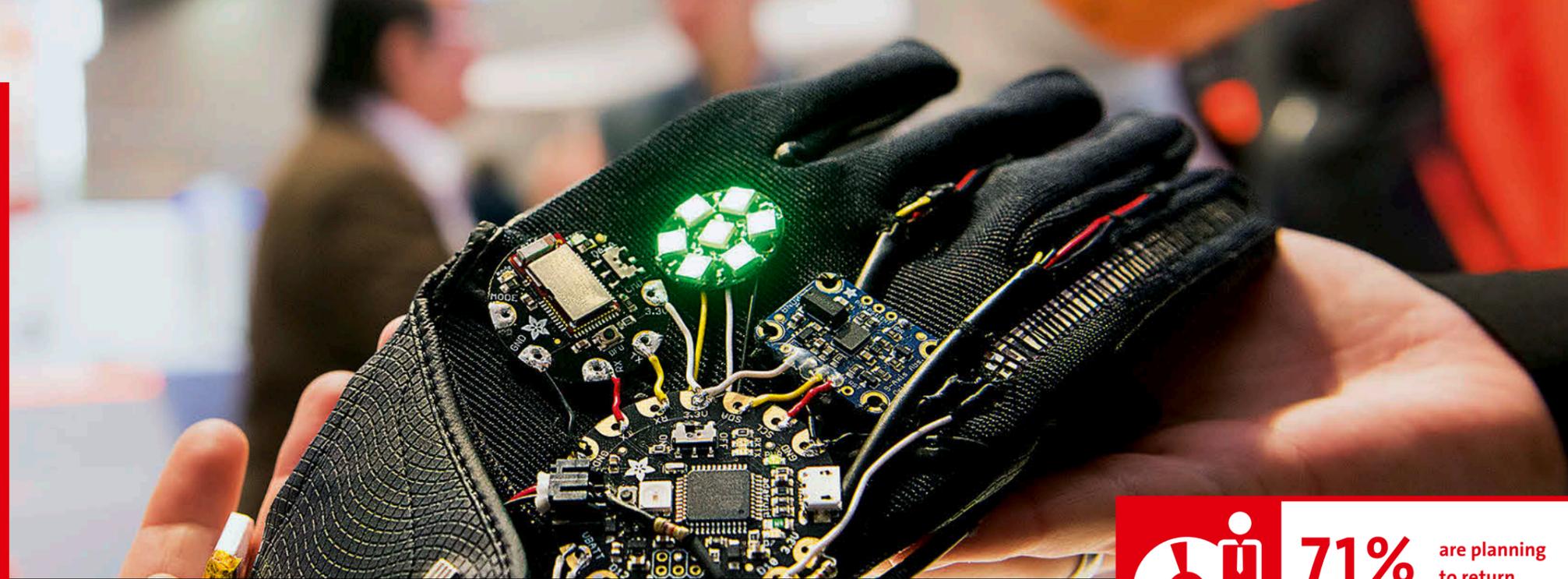
Forum Industrie 4.0 meets the Industrial Internet

At HANNOVER MESSE 2016 an important new alliance was forged between the German Industrie 4.0 platform and the Industrial Internet Consortium (IIC). In 2017 international experts will once again have an opportunity to present the latest digital technologies and services. The daily program of panel discussions will focus on IoT standards, data management, cybersecurity, interoperability and other key issues. (Hall 8)

Partners



“A unique and diverse platform.”



71% are planning to return
Positive response by visitors

At this international hotspot for Industrie 4.0 automation specialists are ideally placed to communicate with their stakeholders. For this reason Industrial Automation is a ‘must’ for globally oriented exhibitors.



Nikolaus Krüger, Corporate Director Sales, Member of the Executive Board, Endress+Hauser Management AG:

“Worldwide, there is no other market platform comparable with HANNOVER MESSE. For Endress+Hauser the top priority is to exchange ideas and promote our brand. HANNOVER MESSE provides a dynamic and lively setting in which innovation and efficiency play a central role. This indicates that ‘Industrie 4.0’ has become firmly rooted in the business community.”

Werner Mäurer, Managing Director, HIWIN GmbH:

“We manufacture linear drive systems – our business focuses on the generation and control of motion. We just have to be here. HANNOVER MESSE is THE hallmark of Germany as an industrial location. We have no option but to exhibit here. However, I must say that we enjoy coming to Hannover, especially because we get to meet so many of our customers from all over the world.”



Philip Harting, CEO, HARTING AG & Co. KG:

“HANNOVER MESSE 2016 was a great event for HARTING. The HERMES AWARD for our product ‘Mica’, as well as the visit by Chancellor Angela Merkel and President Barack Obama, was like winning the lottery jackpot. The following days were characterized by a positive mood and we registered an increased number of business contacts. We were also especially impressed by the quality of the discussions. It has become clear that Industrie 4.0 is now a practical reality.”

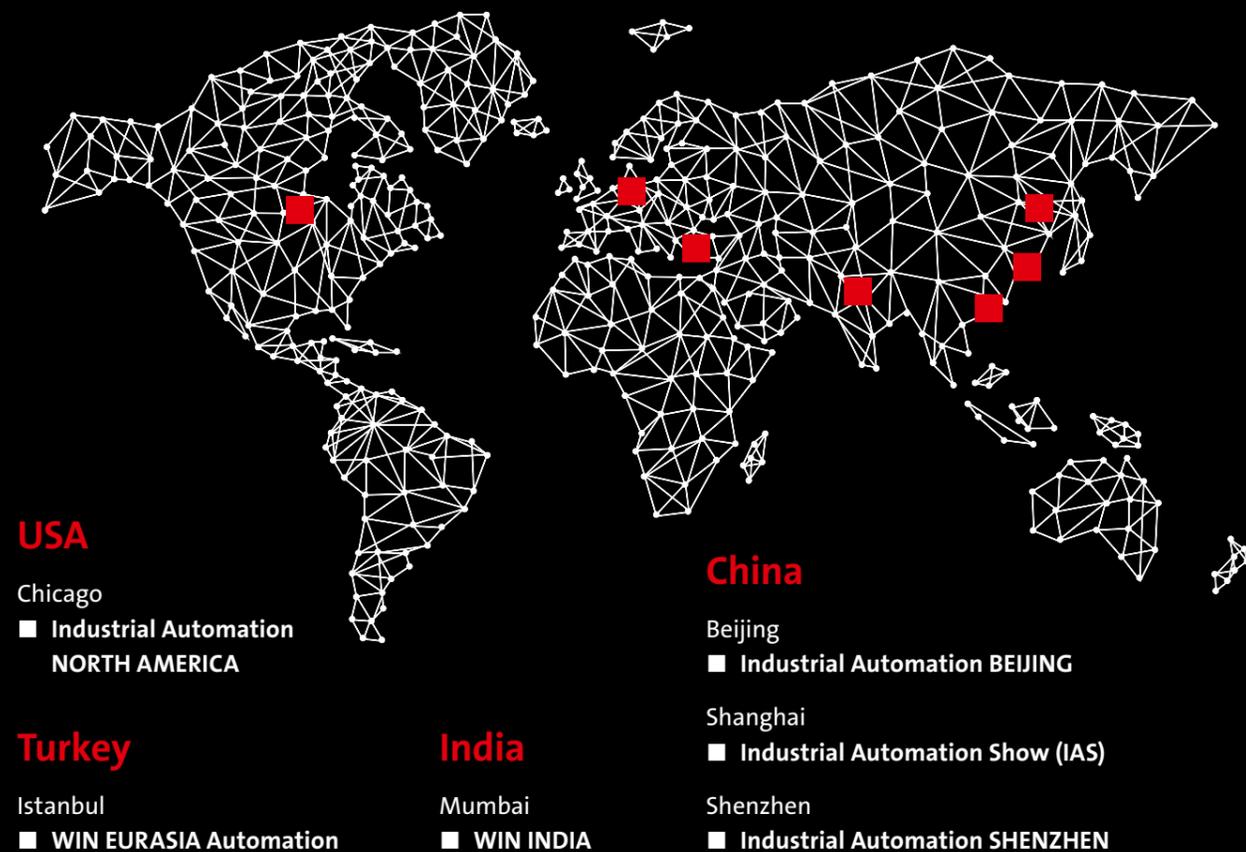


Renate Pilz, Owner and CEO, Pilz GmbH & Co. KG:

“For Pilz HANNOVER MESSE is a wonderful platform where we can engage in interesting discussions – also about Industrie 4.0. Here in Hannover you can witness the evolution of this topic from an idea to practical reality. What I value most about HANNOVER MESSE is the wide-ranging scope for communication. We can meet partners from business, politics and the scientific community and hold intensive discussions with the users of our technology.”

Global Player: Industrial Automation.

Growth markets require effective business platforms. We create such platforms – at more than 100 trade fairs in Istanbul, Shanghai, Mumbai, Chicago and elsewhere.



Polska Partner Country 2017

Poland has achieved rapid and sustained development accompanied by a rise in imports and exports. The country's IT sector is booming. Poland is already the sixth largest industrial nation in the EU. At Industrial Automation 2017 Poland aims to demonstrate its innovative potential and find solutions for the continued modernization of its industries.

Your contact for initial enquiries relating to our worldwide events:

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julia.bress@messe.de

A list of worldwide events and local representatives can be found at:
www.hannovermesse.de/en/worldwide



Benefit from our early booking price – valid until 15 September 2016

Customized services for your success.

Are you new to Industrial Automation? No problem: we will assist you with booking space, stand construction, visitor management and branding.

Your products and services are as individual as your customers? Then your presentation at the world's leading industrial show should be tailored to your special requirements.

From Basic to Premium

Your presentation at Industrial Automation can be tailored to your specific requirements. Alternatively, you can choose one of our "fair-packages", which consist of stand construction plus a wide range of services (including lead management). In all cases you can count on our full support before and during the trade fair. Simply contact your Industrial Automation team.

Your contact for assistance



I look forward to helping you organize your participation in HANNOVER MESSE.

Emanuel Marra
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Individual presentation

A custom-built stand is an effective way to showcase your product innovations. We help you by providing extensive services and marketing support.

| | |
|----------------------------|-----------------------------|
| Basic price, halls | from € 214 m ² * |
| Basic price, open-air site | from € 81 m ² * |

All-inclusive packages

To minimize time and effort when preparing for the show you can choose one of our attractive "fair-packages", which consist of stand space and stand construction as well as basic utilities and services. You can calculate the cost of your package online at: www.hannovermesse.de/en/fairpackage

| | |
|---------------|----------------|
| Basic package | from € 4,133** |
|---------------|----------------|

* Early booking price applies until 15.9.2016. ** Early booking price for 9 m² "Basic" row stand. All prices are subject to VAT.



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