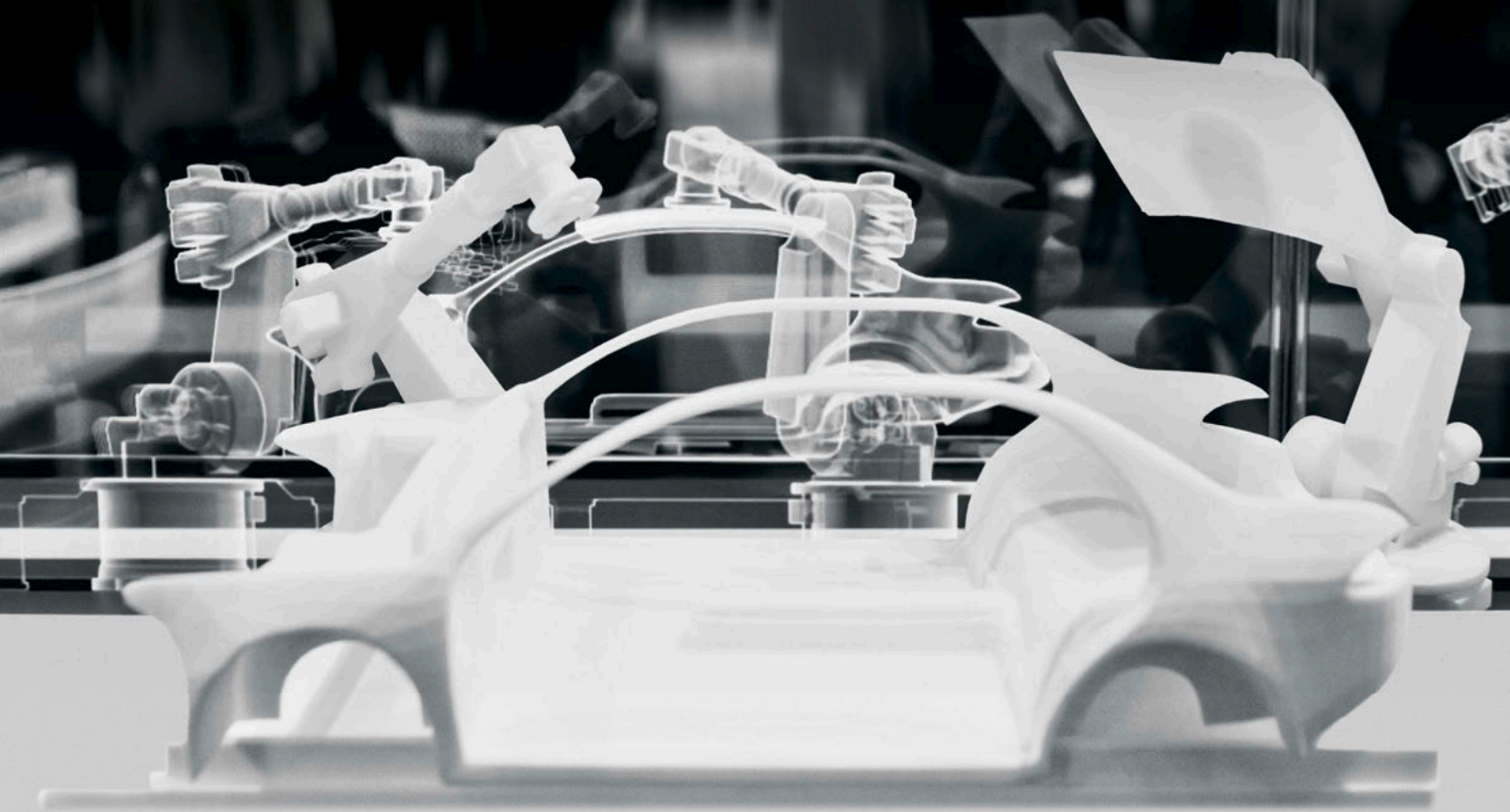


HANNOVER MESSE 2020

**TRANSFORMATION IS
EVERYWHERE. ITS HEART
BEATS IN HANNOVER.**



HOME OF INDUSTRIAL PIONEERS



INDUSTRY IS TRANSFORMING ITSELF. SO ARE WE.

For more than 70 years HANNOVER MESSE has been a hotspot for industry. Over the decades we have worked with our exhibitors to shape industrial change. In 2020, the world's leading industrial technology show will focus on transformation. Our goal is to create a streamlined structure offering ideal conditions for exhibitors and visitors. Dr. Jochen Köckler, Chairman of the Board at Deutsche Messe, and Arno Reich, Senior Vice President at Deutsche Messe, talk here about innovations and provide background information.

HANNOVER MESSE is about to undergo fundamental change. How did this happen?

Reich: Quite simply, industry is transforming itself. We are doing the same.

Köckler: We have always mirrored market developments – and are thus in a state of constant change. In terms of content, this has been clearly evident in recent years. Digitalization, for example, is playing an increasingly important role in many areas of HANNOVER MESSE.

Reich: These changes will bring a breath of fresh air and a new understanding of complex interrelationships. We are mapping the dynamics of industrial transformation.

What form will this transformation take next year?

Köckler: We want to make HANNOVER MESSE clearer and simpler for everyone – and at the same time strengthen our brand profile. That's why we, together with our exhibitors and partner associations, have initiated important changes relating to brand management, agenda setting and site layout.

Reich: As from 2020, CeMAT and all the trade show brands that were previously united under the HANNOVER MESSE umbrella, will become an integral part of the HANNOVER MESSE line-up.

What does this mean for the exhibitors and visitors?

Köckler: Our goal is to remain fit for the future. Therefore, we will focus even more on the relevant topics and trends. At the same time, we will optimize the hall layout by repositioning the display categories on the site.

Reich: We now have six clearly defined exhibition areas and a common theme to which all the exhibitors will contribute: Industrial Transformation.

Köckler: The advantage is obvious: we can manage visitor flows more effectively and offer all our exhibitors an attractive platform in terms of content.

In 2019 the focus was on 5G and autonomous systems (among other topics) under the unifying motto "Integrated Industry – Industrial Intelligence". What's in store for visitors in 2020?

Köckler: Under the heading "Industrial Transformation", HANNOVER MESSE will reassert its role as a springboard to a networked, automated and globally oriented industrial base. In Hannover our visitors will find all the technologies and partners they need to remain competitive in the future.



» Our goal is to remain fit for the future. Therefore, we will focus even more on the relevant topics and trends. At the same time, we will optimize the hall layout by repositioning the display categories on the site. « Dr. Jochen Köckler

» These changes will bring a breath of fresh air and a new understanding of complex interrelationships. We are preparing the ground for industrial transformation. « Arno Reich

20 – 24 April 2020
Register now: shop.hannovermesse.de/en

5 POINTS – ONE CLEAR CONCLUSION: PARTICIPATION IS AN ABSOLUTE “MUST”.

HANNOVER MESSE 2020 will be the hot spot for industrial transformation. Find out what will change in the future and what benefits you can reap.

1 ACCOMPANYING AND FOSTERING TRANSFORMATION.

For over 70 years HANNOVER MESSE has accompanied the industrial transformation process – as a driving force, source of inspiration and guiding influence. It is the ideal platform for your products and solutions for the transformation of industry.

2 WE BRING TOGETHER EXHIBITORS AND VISITORS – IN THE ANALOGUE AND DIGITAL WORLDS.

With its strong umbrella brand and unifying thematic motto, HANNOVER MESSE acts as a communications booster. Thanks to the clear thematic structure and new digital visitor guidance services, your customers will find you quickly and easily.

3 WE OFFER A PLATFORM FOR DISCUSSION. WORLDWIDE.

New market structures, new trade show structures: The active shaping of industrial change and the new hall layout will create new points of contact for visitors, the media and politicians.

4 WE SET THE TRENDS. YOU DO BUSINESS.

From the smallest details to the megatrends of industrial change: HANNOVER MESSE brings everything together at a single venue. Fresh ideas generate new stimuli for your business.

5 WE OFFER A PLATFORM. FOR START-UPS, SMES AND GLOBAL PLAYERS.

HANNOVER MESSE puts technology leaders in the spotlight: with innovative products and solutions presented to a global audience for the first time.

THE FACTS THAT COUNT.

There are 1,000 good reasons for 2020.
A few hard facts that will convince you.

211,000 VISITORS

140,000 TOP DECISION-MAKERS FROM ALL OVER THE GLOBE

98 PARTICIPATING COUNTRIES

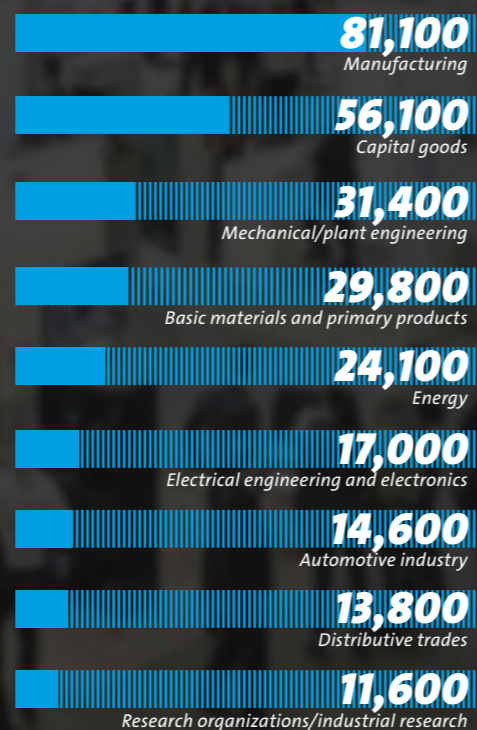
66% OF THE VISITORS ARE DECISION-MAKERS

1/3 ARE PLANNING INVESTMENT PROJECTS, EACH WORTH APPROX. € 800,000

40% ATTEND NO OTHER INDUSTRIAL TECHNOLOGY SHOW

RECORD: ~ 40% OF THE VISITORS COME FROM ABROAD

VISITORS ACCORDING TO BUSINESS SECTOR



WHY DECISION-MAKERS CHOOSE US.

» We welcome the new concept with its sharp focus. The hall structure is based on a clear thematic concept. It illustrates the integration of the office and the shop floor on the basis of automation and seamless data flows. The unifying theme ›Industrial Transformation‹ does justice to this development. «
Roland Bent, CTO, Phoenix Contact GmbH & Co KG



» In response to customer requirements, design, production and logistics are becoming more closely integrated in the context of digital factories. At HANNOVER MESSE we will reconstruct the industrial supply chain in order to familiarize visitors with this process. «
Hala Zeine, Executive Vice President, Global Head Digital Supply Chain, SAP

» HANNOVER MESSE is a good opportunity for our young company to make our technology known to a wide range of customers. We were also able to achieve strong visibility – internationally as well – by winning the Hermes Award. «
Dr.-Ing. Sebastian Quednau, CTO / Managing Director, NanoWired



INNOVATIVE. INSPIRING. INDONESIA.

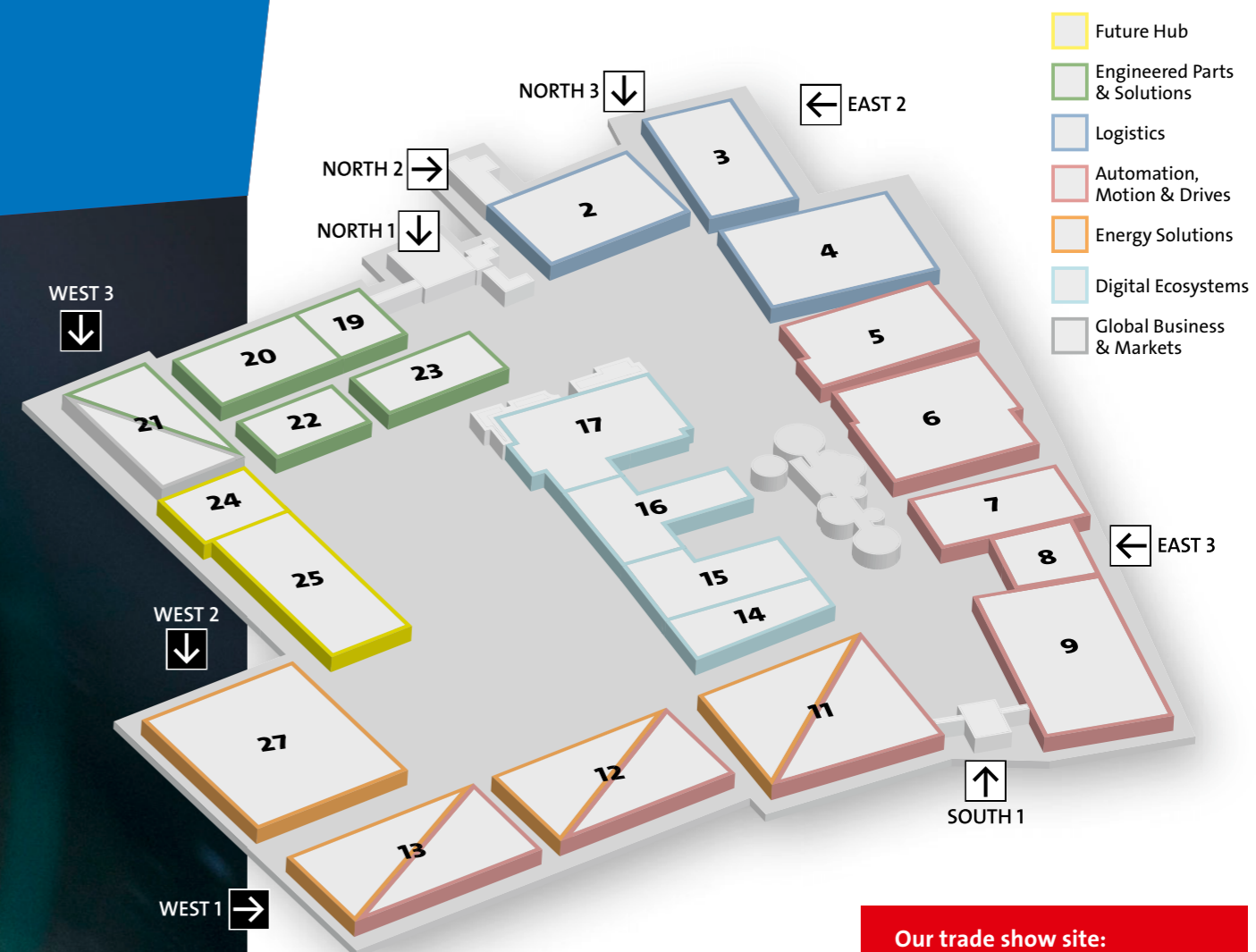
OUR PARTNER COUNTRY IN 2020

In 2020 Indonesia will be at the focus of the world's leading industrial technology show. By next year, the world's fourth most populous country aims to become the strongest digital economy in Southeast Asia. Indonesia, which is rich in raw materials, aims to become one of the top 10 global economies by 2030. We look forward to lots of new business and inspiring encounters!



PARTNER COUNTRY 2020

**PIONEERS THINK
OUTSIDE THE BOX.
THE HALLS SHOWCASE
THEIR SOLUTIONS.**



Our trade show site:
hannovermesse.de/maps

OVERARCHING TOPIC

As from 2020 the exhibitors can gear their individual presentations to the global topic “Industrial Transformation”.

» *Benefit: You can capitalize on a unifying narrative for your communication activities with the visiting public.*

CLEAR STRUCTURE

HANNOVER MESSE comprises six clearly defined display categories embracing industry, energy and logistics.

» *Benefit: Key trends and market-leading enterprises are positioned thematically, thus creating synergies between related technological sectors.*

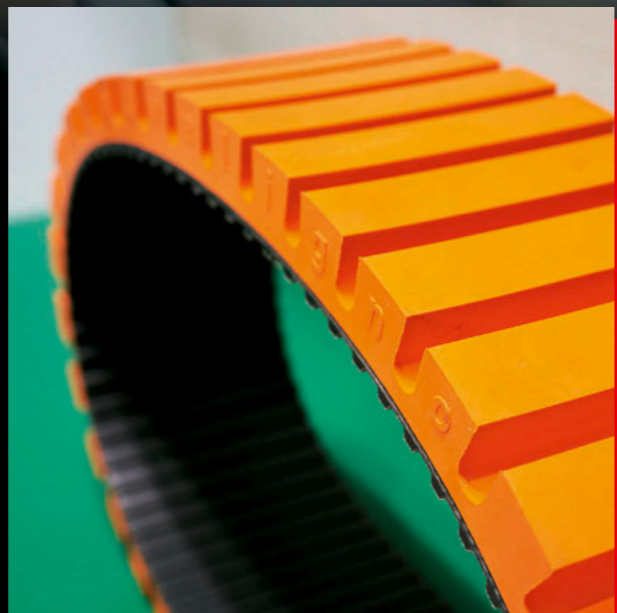
OPTIMIZED LAYOUT

We have reconfigured existing “hot spots” and relocated displays to create new growth opportunities for exhibitors.

» *Benefit: Shorter distances to walk and a more even distribution of visitor footfall.*

OUR DISPLAY CATEGORIES

VISIONS OF THE FUTURE.



FUTURE HUB

HALLS 24, 25

Visionary concepts transformed into practical applications: experts from science and industry gather at the Future Hub to outline their ideas on industry of the future – from cognitive quality assurance systems to innovative manufacturing methods. Here you can identify those key solutions that are relevant to tomorrow’s industrial requirements. Special attention is given to start-ups, new technologies, Work 4.0, as well as topics related to the innovation culture.

KEY TOPICS:

Research and development for industry | Start-ups | Innovation culture | Future of work

ENGINEERED PARTS & SOLUTIONS

HALLS 19 – 23

Components and development services are driving forces behind industrial digitization. At Engineered Parts & Solutions the focus is on materials, processes and forward-looking issues such as lightweight design and additive manufacturing. Exhibitors from all over the world showcase the diversity of their specialist skills and underline their status as valuable development partners.

KEY TOPICS:

Engineering services | Metal working/processing (castings, forgings, machined parts, sheet metal forming) | Parts and components made of plastic, rubber and composite materials | Engineering ceramics | Contract manufacturing | Additive manufacturing | Lightweight design

GLOBAL BUSINESS & MARKETS

HALL 21

If you want to position your business internationally or invest in emerging markets, Hall 21 is the right place for you! Global Business & Markets is Europe’s largest foreign trade event with more than 5,000 decision-makers who come together to discuss new market opportunities. You can look forward to exciting encounters, high-ranking conferences and a cross-sector Investment Lounge with business delegations from all over the world.

KEEPING TOMORROW'S WORLD IN MOTION.



LOGISTICS

HALLS 2, 3, 4

Digitalization is crucial to the increasing integration of production and logistics. And we are also playing our part. As from 2020 all the logistics topics and themed displays previously featured at CeMAT will be an integral part of the exhibition areas and visitor routes at HANNOVER MESSE. In addition to the opportunity to exhibit in the central logistics displays in Halls 2, 3 and 4, you can showcase your products in the display categories Automation, Motion & Drives or Digital Ecosystems. All three display categories are located in direct proximity to one another, thus offering spin-off benefits for logistics companies.

A PERFECT PLATFORM

HANNOVER MESSE is the world's biggest and most important industrial technology show with 6,000 exhibitors from across the globe. It offers suppliers of intralogistics solutions the perfect platform for networking among an international audience.

CROSS-SECTORAL DIVERSITY

No other trade show attracts such a broad spectrum of visitors and decision-makers from every sector. Exhibitors can answer challenging questions and offer constructive ideas about their technology and services. Impress top international decision-makers with best-practice examples and provide an insight into the solutions of tomorrow.

KEY TOPICS:

Material handling technology | Complete systems | Driverless transport systems | Robot technology in logistics | Conveying and warehouse technology | Handling technology | WMS (Warehouse Management Systems) | TMS (Transport Management Systems) | ERP software | Identification technology | Order picking systems | Hardware | Loading equipment | Packaging technology | Cranes, lifting systems | Equipment | Logistics services

AUTOMATION, MOTION & DRIVES

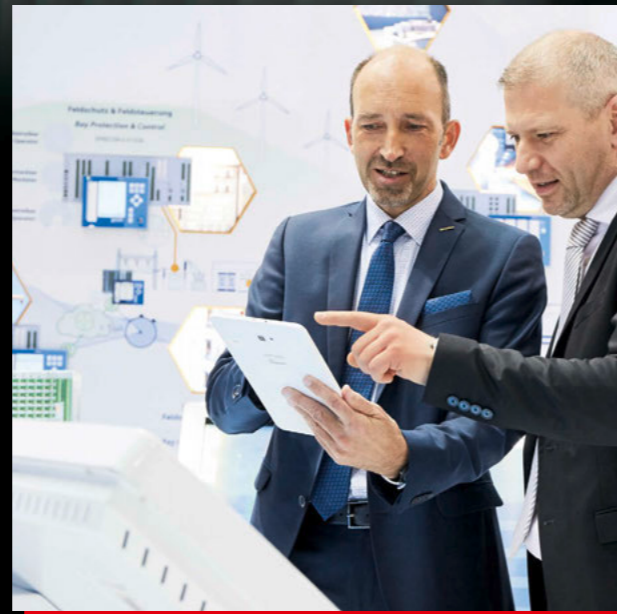
HALLS 5 – 9, 11 – 13

The display category "Automation, Motion & Drives" embraces the technologies of the previous trade show "IAMD" and includes automation, power transmission and control, fluid power, as well as relevant technologies in the energy and logistics sectors. From mechanical and electrical engineering to robotics and process automation. This generates wide-ranging synergy effects between the various sectors as well as between production and intralogistics.

KEY TOPICS:

Factory, process and energy automation | Control and regulating technology | Measuring and testing technology | Electrical drive technology | Motion Control | Fluid technology | Electrical automation technologies | Robotics | Linear technology | Assembly and handling technology | Sensors and industrial image processing | Cable technologies | Power transmission technology | Transformers | Logistics automation and integrators | Autonomous logistics | Warehousing technology, pick & pack, shipping logistics

FROM CLOUD TO CLIMATE: THE ECOSYSTEMS OF THE FUTURE.



ENERGY SOLUTIONS

HALLS 11, 12, 13, 27

Everyone is talking about the climate or CO2-neutral factory. Industry and the energy sector are seeking energy-saving, low-emission solutions to meet new legislative and cost-efficiency requirements. The display category Energy Solutions offers visitors future-proof energy technology, placing the focus on efficient, climate-neutral energy supply in industrial plant and mobility infrastructures.

KEY TOPICS:

Energy and building automation | Energy (data) management | Connecting technology | Measuring and testing equipment | Power-to-X | Integrated energy systems, (Industrial) micro grids and off-grid solutions | Energy and mobility solutions for industrial plant, commercial zones and large infrastructures | Electrical mobility and charging infrastructure | Energy automation | Grid digitization

DIGITAL ECOSYSTEMS

HALLS 14/15 AND 16/17

Every single area of HANNOVER MESSE is characterized by digitalization and the commitment to shaping industrial transformation in the 21st century. "Digital Ecosystems" is dedicated exclusively to creating the technological basis for this upcoming revolution.

KEY TOPICS:

MES | ERP | Logistics IT | CRM | VR/AR | Cax/PLM | Predictive Maintenance | ICT | Digital platforms | Consulting, Industrial Security

HANNOVER MESSE 2020

UNIQUE NETWORKING OPPORTUNITIES.

At HANNOVER MESSE 2020 (20 to 24 April) you can capitalize on the new hall layout as a basis for showcasing your products and services to potential customers from all over the globe. You will then be among the first to benefit from the transformation of the world's leading trade show for industrial technology.

BENEFIT FROM EARLY BOOKING

- Favourable conditions for registration by 15 September 2019
- Your specific placement wishes can be taken into consideration
- Direct involvement in the reconfiguration of the halls
- Location in a suitable context
- Excellent growth potential
- Early integration into the HANNOVER MESSE communication channels

WOULD YOU LIKE MORE INFORMATION?

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RESERVE YOUR PLACE NOW!

shop.hannovermesse.de/en



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PARTNER COUNTRY 2020

