

Messe News

IndustrialGreenTec



February 2013

NEW TECHNOLOGY FIRST
8 – 12 April 2013 · Hannover · Germany

HERMES AWARD celebrates 10th anniversary



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.

Further information:
hannovermesse.de/en/hermesaward

Sustainability for prosperity



IndustrialGreenTec exhibitors provide some fascinating glimpses of sustainable production scenarios for the future. Innovative manufacturing technologies can achieve a 30 percent reduction in the use of adhesives, for example.

In recognition of the vital importance of innovative production technologies for sustainable global value creation, last year the Technical University of Berlin established special research area No. 1026 on "sustainable manufacturing – shaping global value creation." The new project has 50 researchers working on the development of production technologies and strategies aimed at boosting global prosperity while re-

ducing the consumption of resources. The spokesperson for the group is Professor Günther Seliger from the University's Institute for Machine Tools and Factory Management (IWF).

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Further information:
hannovermesse.de/en/industrialgreentec

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10 good reasons for being at IndustrialGreenTec

Industrial processes go green!

1 Today's manufacturing processes require reliable and efficient production technologies. And as clearly demonstrated at last year's successful premiere of IndustrialGreenTec, HANNOVER MESSE's new flagship fair for environmental technology, to flourish in an increasingly competitive global market, businesses will have to be able to manufacture high-quality products quickly and cost-efficiently, without harming the environment. Visitors to IndustrialGreenTec at HANNOVER MESSE 2013 can expect to see the full spectrum of solutions and learn about all the latest trends and topics from the environmental technology sector.

IndustrialGreenTec taps into a huge growth market

2 The global market for environmental technology and resource efficiency solutions, currently worth just over 2 trillion euros, is expected to reach a volume of 4.4 trillion euros by 2025. This trend was reflected in the attendee numbers at the inaugural IndustrialGreenTec fair in 2012, which attracted 43,000 trade visitors and more than 120 exhibitors. Trade visitors were mainly interested in the latest innovations (43 percent) and getting a general overview of the market (47 percent). They were also looking to meet potential suppliers, or to make decisions on specific capital investments (25 percent) in technical innovations or enhancements.

A truly unique industrial showcase in the heart of Europe

3 Hannover, Europe's tradeshow capital, is easily accessible by air, rail or road. HANNOVER MESSE 2013 will comprise some 11 flagship shows, bundling the entire industrial value chain under one roof and gener-

ating synergy potential that is without equal in the world. No other event offers visitors and exhibitors such concentrated and comprehensive access to all the latest market information.

A truly international information and marketing platform for industry professionals from all key sectors

4 As the leading international tradeshow for environmental technologies, IndustrialGreenTec provides an ideal communication platform for decision makers from all key industries. This is the place to catch up with your business partners, welcome trade visitors from all around the world, and form new networks.

Showcase for the latest topics, trends and technologies

5 IndustrialGreenTec is the perfect place for exhibitors to showcase their products, solutions and strategies. The event also puts the spotlight on tomorrow's mega trends and provides valuable insights into key market developments in the short and long-term future.

Comprehensive source of information

6 IndustrialGreenTec gives exhibitors and trade visitors answers to all their questions. There, manufacturers, service providers and subcontractors will showcase all the latest processes, technologies and applications, from waste management and recycling systems to air pollution control and water treatment technologies.

Vast synergy potential in a single location

7 Environmental protection, resource conservation and energy efficiency play a central role in industry today. The direct

linkages IndustrialGreenTec has to the Industrial Automation, Industrial Supply and Digital Factory fairs provide many interfaces with vast synergy potential for visitors and exhibitors alike.

Benefits of exhibiting at IndustrialGreenTec

8 The best way to participate is to exhibit. Here's what Pascal Bauer, General Manager of Bauer GmbH, Südlohn, Germany, had to say about IndustrialGreenTec 2012: "IndustrialGreenTec, with its keynote theme of environmental protection, was a perfect fit for our business. We deal in in-company waste disposal systems and generate more than 60 percent of our sales abroad. HANNOVER MESSE is simply the best venue for catching up with our international contacts and deepening those relationships."

Get the most out of your presence at the fair with our innovative service packages and marketing tools

9 Planning is the key to a successful fair for your company. Effective marketing results in higher-quality contacts and leads for exhibitors. Deutsche Messe offers a wide variety of marketing tools, ranging from invitation and contact management services to supporting advertising, communication and press services.

It takes just a few mouse clicks to book a place at the fair!

10 Convenient. Quick. Easy. Booking your showcase is a cinch with our OBS online ordering system. With OBS, you can order everything you need – from display stands to services. Click through to OBS and see for yourself: obs.messe.de

"Sustainable PRODUCTION" Conference on 10 April 2013

Continued from page 1

The aim of this major interdisciplinary project is to show that as well as achieving better environmental and social outcomes, the integration of sustainable production technology in global value creation is also more profitable. The initiative has received 30 million euros-worth of funding from the German Research Foundation (DFG) and is to run for twelve years.

HANNOVER MESSE 2013 highlights sustainability advances

But industry cannot afford to wait twelve

years to come up with innovative manufacturing technologies for producing more with less. The nachhaltige PRODUKTION (English: Sustainable Production) journal, which is published six times per year, reports on the sustainability advances companies are making across a wide range of sectors and how these advances benefit industry and, ultimately, society as a whole.

As a showcase for this topic at HANNOVER MESSE 2013, the magazine is partnering with Deutsche Messe to organize a "sustainable PRODUCTION" Conference, as part of the IndustrialGreenTec fair, on 10 April 2013. Pioneering thinkers from the manufacturing

sector will be there to share their views on the developments that will define our future, and talk about their own companies' contributions to sustainable manufacturing.

The Conference will culminate in the presentation of the "sustainable PRODUCTION" awards, for the "greenest" products of HANNOVER MESSE 2013 exhibitors, in a range of categories.

More information on the conference and the awards is available at:

nachhaltige-produktion.de/industrial-greentec-conference

(available in German only)

“We believe our sustainable processes can make an important contribution to Germany’s energy system transformation”

Dürr is a leading global supplier of products, systems and services, with a presence in 23 countries. Energy efficiency is a core part of the company’s business.



Joachim Kaufmann,
General Manager
Dürr Systems GmbH
Clean Technology Systems

2013 marks the first time that Dürr will be exhibiting at IndustrialGreenTec. What do you expect from your time in Hannover?

“Growing our business in the energy efficiency market is a key part of Dürr’s strategy. To boost our activity in this sector, we created our Clean Technology Systems division at the start of 2011. We work with partner firms to offer a broad range of energy efficiency technologies that are designed to complement each other. Together with our partners, we will be presenting the full spectrum of these processes at HANNOVER MESSE 2013. Our objective at the fair is to provide some very practical insights into how we can provide assistance in the energy savings arena across a diverse range of industries.”

What innovations can visitors to your stand look forward to seeing?

“We will be telling people about our comprehensive range of technologies for harnessing

heat and waste heat:

- waste gas abatement systems for the efficient treatment of industrial flue gases and residues (Dürr Systems GmbH)
- ORC systems for generating electricity from waste heat (Dürr Cyplan Ltd.)
- micro gas turbines for the decentralized supply of electricity, heat and cold energy (Dürr Systems GmbH)
- mobile heat storage units for regional heat supply (LaTherm GmbH)
- heat pumps with natural CO₂ refrigerant and compressed-air refrigerated air dryers for heat and cold energy generation (thermea. Energiesysteme GmbH)
- plastic heat exchangers for heat recovery from corrosive flue gases (HeatMatrix B.V.)”

How do you see the global prospects for environmental technologies?

“Germany’s energy system transformation brings major challenges for industry, but also some real opportunities. At the moment, industrial operations account for around 30 percent of end-user energy consumption in Germany. The Öko-Institut has suggested that we could trim about one fourth of that energy demand by 2030 by de-

signing more energy-efficient manufacturing processes and using state-of-the-art technology.

Germany has huge reserves of unused energy sources. One of our approaches to energy efficiency is to harness the significant energy potential in waste and residual heat. Efforts to achieve this are just beginning, but we already have many such systems up and running in our customers’ business operations. We believe our economical and sustainable processes can make a major contribution to the paradigm change Germany is hoping to achieve in the energy sector.”

Contact:

www.durr-cleantechnology.com



Dürr’s Cyplan 70 kW compact module generates electricity from waste heat.

Demopoint: Starter pack for novice exhibitors at HANNOVER MESSE 2013

First-time IndustrialGreenTec exhibitors can now register for our new, exclusive Demopoint offering in Hall 6. 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



New customized service packages for buyers

The technologies, product solutions and innovations on show at HANNOVER MESSE make it the world's leading platform for industrial procurement professionals. In 2013, a total of eleven international flagship fairs will create a marketplace that can be precisely tailored to buyers' needs – with a raft of new service packages put together with advice and assistance from the German Association of Materials Management, Purchasing and Logistics (BME).

Appointments service, guided tours and VIP services

The appointments service organizes your business appointments with promising business leads and contacts, and plans your time at the fair according to your specific needs so you can make optimum use of your stay in Hannover. The guided tours service provides an efficient overview of the fair and ac-

cess to the display categories and exhibits that match your individual procurement requirements. Our VIP services comprise special packages such as the Premium Pass (including free admission to the fair and access to the Premium Lounge), a shuttle service spanning the entire Exhibition Center, a meticulously planned events and lectures schedule, and assistance to help you find the right accommodation at special rates.

To sum up, our program of services for buyers provides a perfect mix that will help you meet all your procurement needs. And best of all – all the services are absolutely free! Numbers are limited to 100, so don't delay – register now to benefit from this unique and comprehensive service package!

Further information:
messe.de/buyer_program

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)	Match & Meet	Metropolitan Solutions (Hall 1)
TectoYou	Open-air site	PROMOTION WORLD (Hall 16)
		Robotation Academy (Pavilion 36)

Invitation from GREENR.BIZ

GREENR.BIZ GREENR.BIZ is a virtual event platform that enables HANNOVER MESSE exhibitors to present their product range and trade fair highlights to a worldwide audience. Participants can apply to have their stand at IndustrialGreenTec included in the platform, and then organize ongoing CRM activities with the leads and contacts generated at fair. On 28 and 29 May 2013, GREENR.BIZ will feature current trends, clusters and products in the global green economy. Access to an international clientele will be provided with a 3D platform and real-time communication via Skype. The platform is organized in partnership with Hyperfair and local global. Exhibitors who set up a profile on GREENR.BIZ will be able to draw attention to their participation at IndustrialGreenTec and the Green Day event long before HANNOVER MESSE gets under way. www.greenr.biz

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