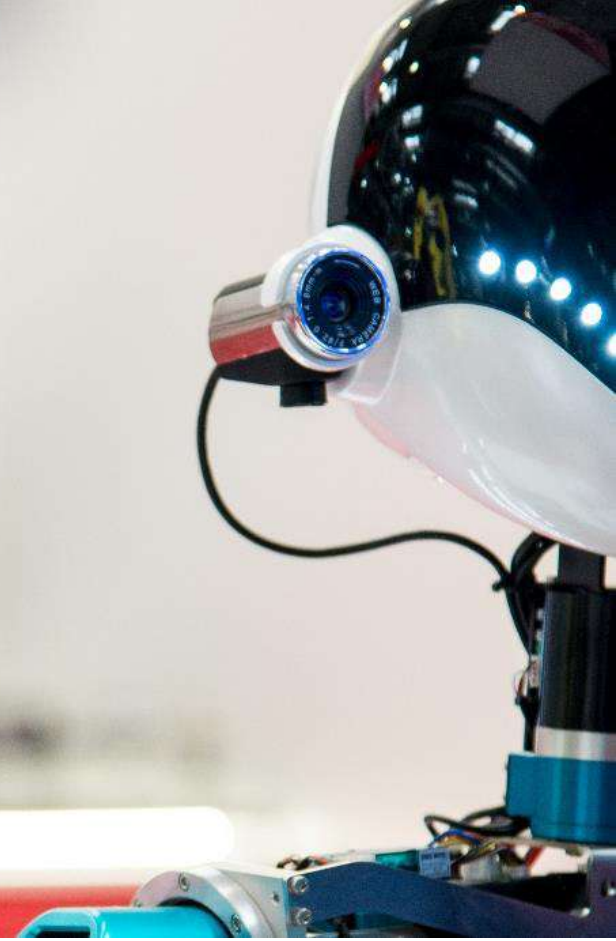


HANNOVER MESSE

focus on the future



The **digital transformation of the industry** confronts all market participants with a radical structural change.





The goal of the new concept for 2020: Future viability of HANNOVER MESSE!

- An attractive platform for exhibitors of all company sizes and phases
- A logical thematic distribution of trend themes and market leaders
- New growth opportunities through equalization of rigid hall structures
- Preserving the media impact and broad public presence of the event

The new HANNOVER MESSE:
Future-proof orientation, high
market relevance, new growth
opportunities.



Deutsche Messe





Single-brand strategy

The brand HANNOVER MESSE stands for all of its exhibition areas.



Industrial Transformation

A new guiding theme connects (technical) visions with communities and products.



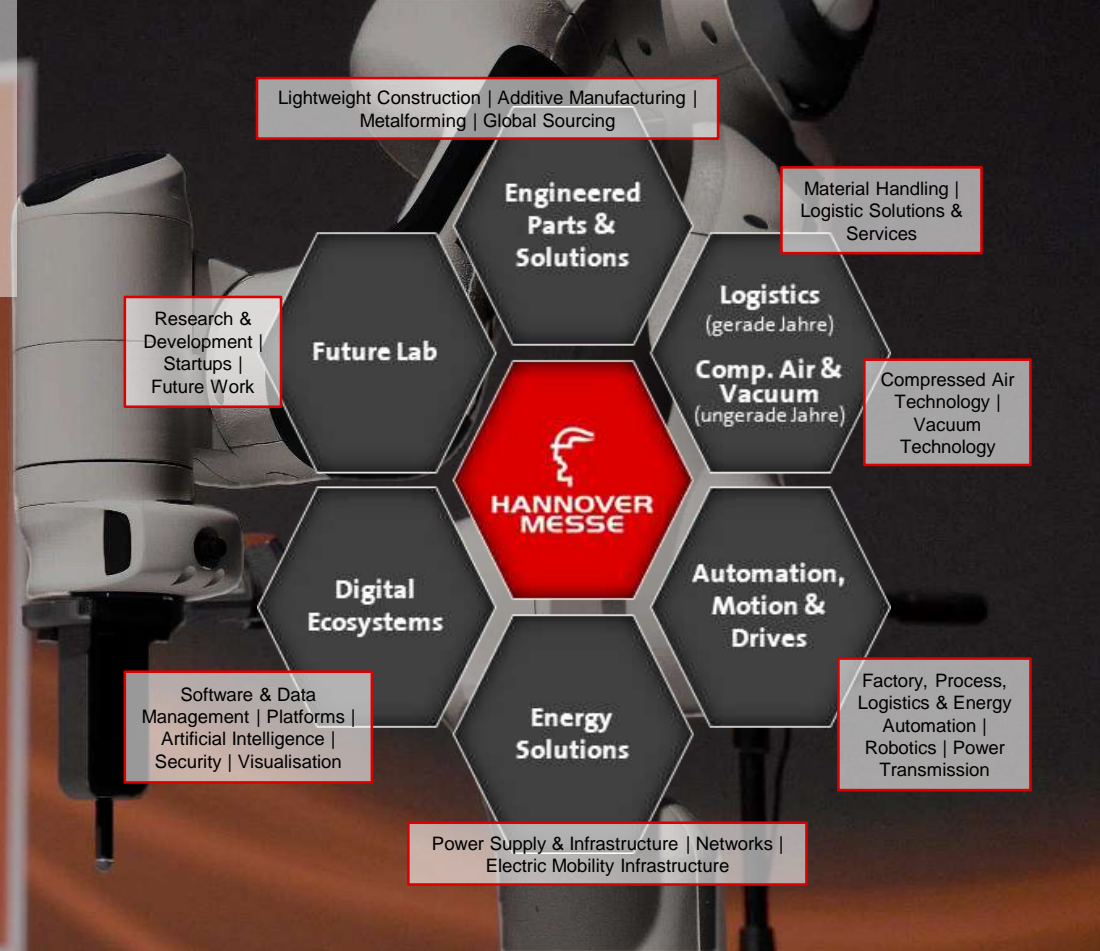
New structure

6 exhibition areas stand for a clear structure, networking and growth.



6 exhibition areas per year form the basis of HANNOVER MESSE from 2020.

All areas contribute to the guiding theme “**Industrial Transformation**”.



HANNOVER MESSE

Home of industrial pioneers

Driver of the industrial transformation in the 21st century

Research, development and start-ups provide **momentum** for innovative ideas and new business models.

Custom components, energy technology and logistics are **connecting** links for automated processes in the factory of the future.

Automation is the origin and **enabler** of the industrial transformation and thus a key factor for industrial progress.

Digitalization is at the **centre** of industrial transformation and makes new forms of value creation possible.

- **Thematic contexts**

Closely related topics belong in spatial proximity to each other

- **Visitor paths**

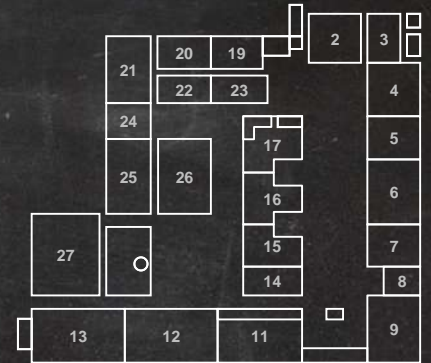
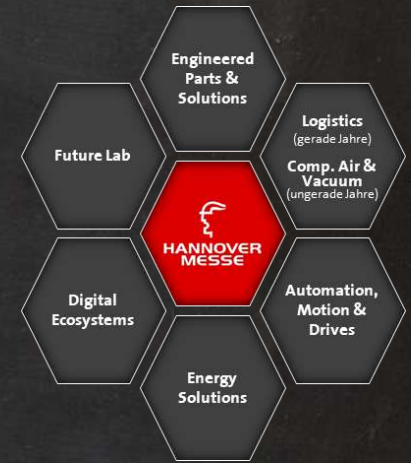
Exhibition ground plans are determined by footpaths for specific visitor groups

- **Starting points**

Visitor attractions (exhibitors, topics) must be distributed in a balanced manner

- **Central booths**

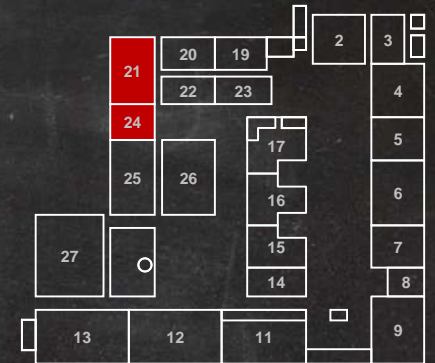
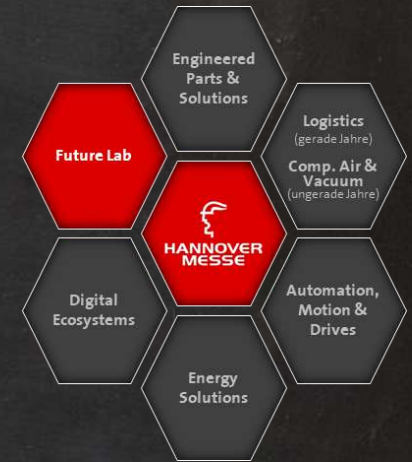
Exhibitors with a wide product range still need the possibility of a central brand presentation



Future Lab

Future Lab bundles topics from the former *Research & Technology* trade fair together with a focus on start-ups and topics on new technologies, innovation culture, "Work 4.0" and career topics.

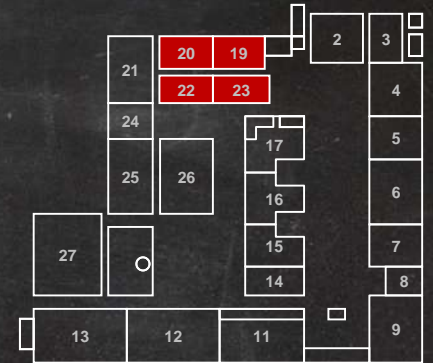
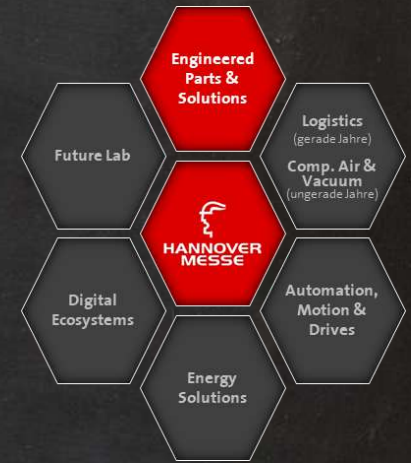
- Research and development for industry
- Start-ups / Emerging Technologies
- Innovation culture / successful elements from CEBIT
- Future of Work, Career Topics



Engineered Parts & Solutions

Components and development services will continue to be an exhibition area at HANNOVER MESSE. **Engineered Parts & Solutions** integrates exhibitors from former *Industrial Supply*, presenting engineering services in materials processing and the manufacture of customer-specific components, as well as the future-oriented topics of lightweight construction and additive manufacturing.

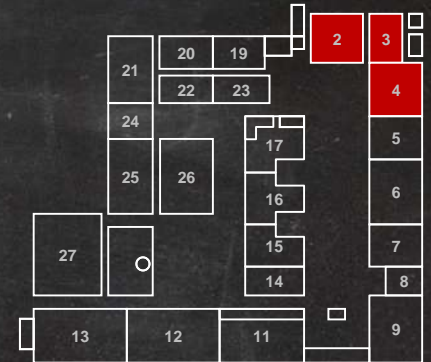
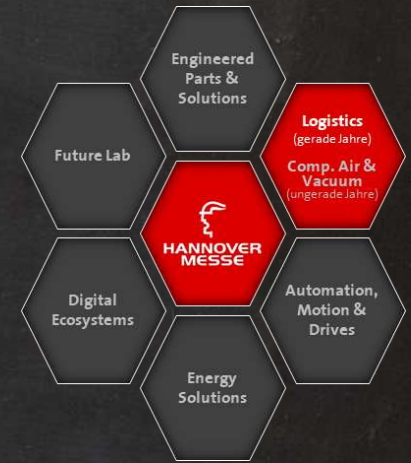
- Order/contract manufacturing
- Engineering services
- Joining technologies
- Surface engineering
- Material-specific components
- Logistics components
- Additive manufacturing
- Lightweight construction



Logistics

Logistics topics are integrated into HANNOVER MESSE both locally (e.g. within the core topics *Automation, Motion & Drives* or *Digital Ecosystems*) and centrally. Every two years, the **Logistics** exhibition area acts as a contact point for logistics topics, focusing on topics from the areas of intralogistics infrastructure and services, including material handling.

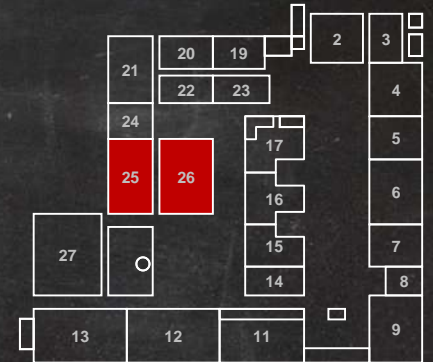
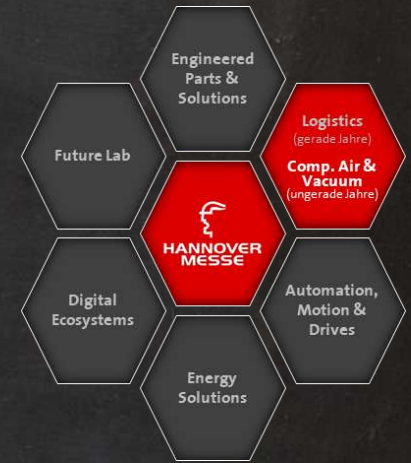
- Materials handling
 - Industrial trucks
 - Attachments
 - Intralogistics accessories
 - Transport logistics
- **in even years**



Compressed Air & Vacuum

The biennial exhibition area **Compressed Air and Vacuum** takes place in odd calendar years and presents the topics of the former *ComVac* trade fair.

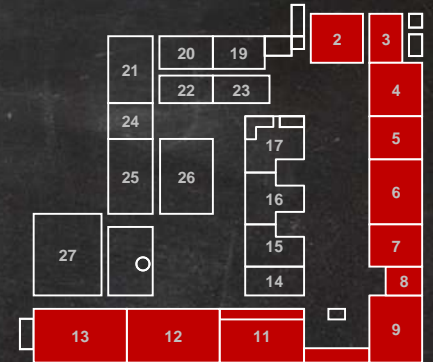
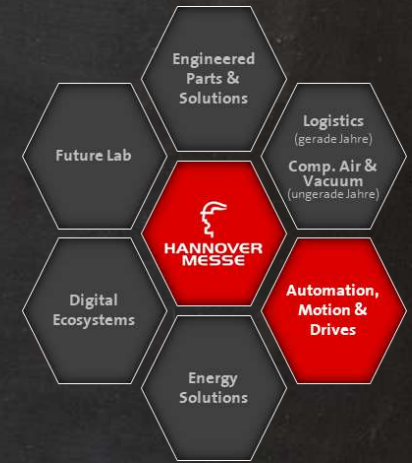
- Vacuum technology:
e.g. vacuum pumps, systems and components, measurement technology
 - Compressed air technology:
e.g. generation, processing / filter technology, storage, distribution
- **in odd years**



Automation, Motion & Drives

The exhibition area **Automation, Motion & Drives** covers most of the topics of the former *IAMD*, and includes automation topics of logistics and energy technology.

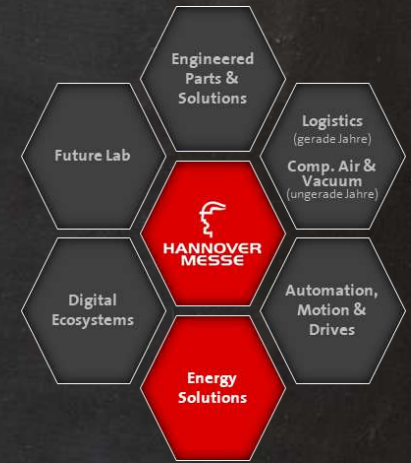
- Factory, process and energy automation
- Drive technology
- Fluid technology
- Electrical automation technologies
- Linear technology
- Robotics
- Assembly and handling technology
- Industrial Sensors and Image Processing
- Measuring and testing technology
- Power transmission technology, transformers
- Cable technologies
- Logistics automation/integrators
- Autonomous logistics
- Storage, pick & pack, dispatch logistics



Energy Solutions

Energy technology topics will be exhibited partly in a decentralised manner (e.g. within *Automation, Motion and Drives* or *Digital Ecosystems*) and partly centrally. The **Energy Solutions** exhibition area concentrates on the supply of industrial plants and mobility infrastructure particularly with electrical energy.

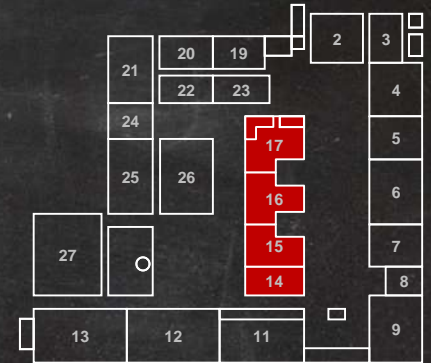
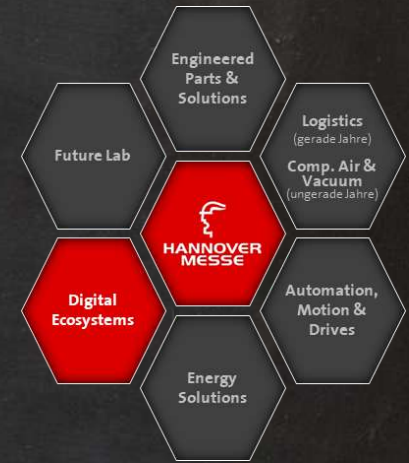
- Power generation / "Power for Industry"
- Power transmission technology
- Electricity, heat and cold supply
- Infrastructure for electric vehicles



Digital Ecosystems

Every area of HANNOVER MESSE is already characterized by digitization and is expected to contribute to the guiding theme of *Industrial Transformation*. The **Digital Ecosystems** exhibition area is devoted entirely to the technical basis for this digital transformation of industry.

- Business software (ERP, CRM, BI...)
- Product Lifecycle Management and Simulation (CAx, AR/VR, Digital Twin...)
- Manufacturing software (MES, BDE, MDE, QM ...)
- Energy management and digital solutions for utilities and network operators
- Digital platforms and cloud technology
- Security
- Communication and networks (incl. 5G infrastructure)
- Software Engineering / Development
- Artificial Intelligence / Machine Learning / Autonomous Systems
- Logistics IT (software for warehouse and transport management, order picking...)

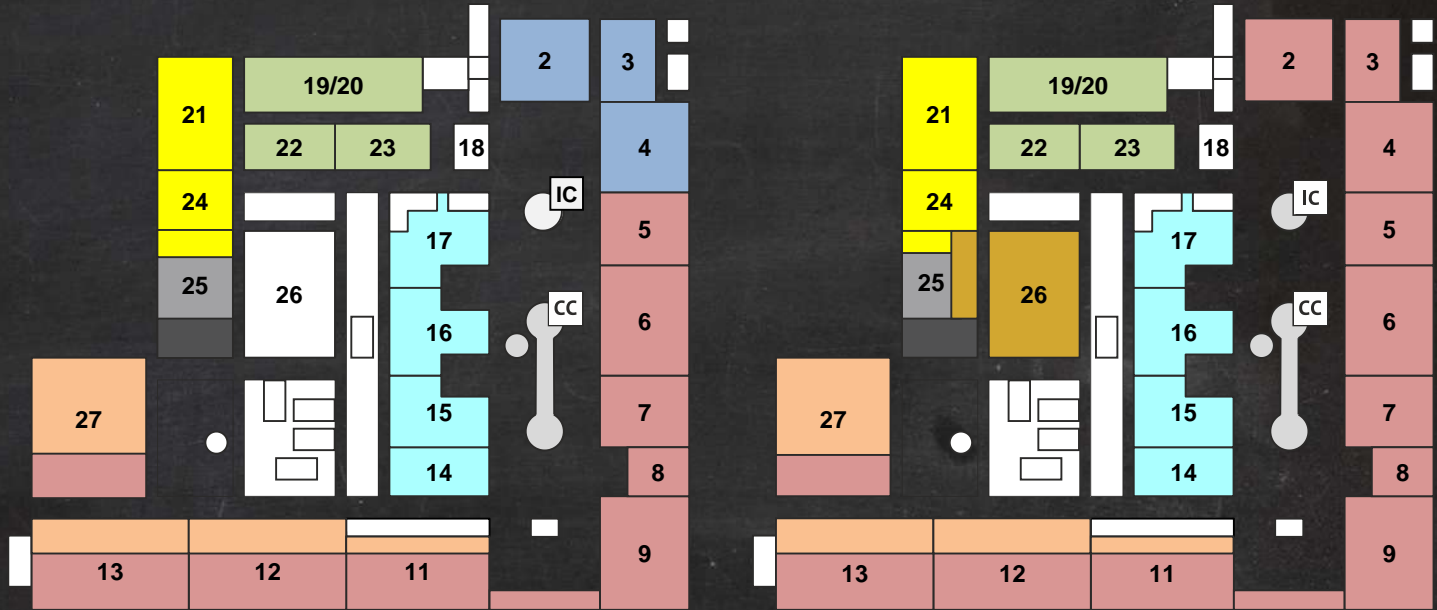


Exhibition areas at a glance: Structure for the formation of exhibitor communities

in even years

in odd years

- Future Lab
- Engineered Parts & Solutions
- Logistics
- Automation, Motion & Drives
- Energy Solutions
- Compressed Air & Vacuum
- Digital Ecosystems
- Partnerland-Zentralstand / Global Business & Markets

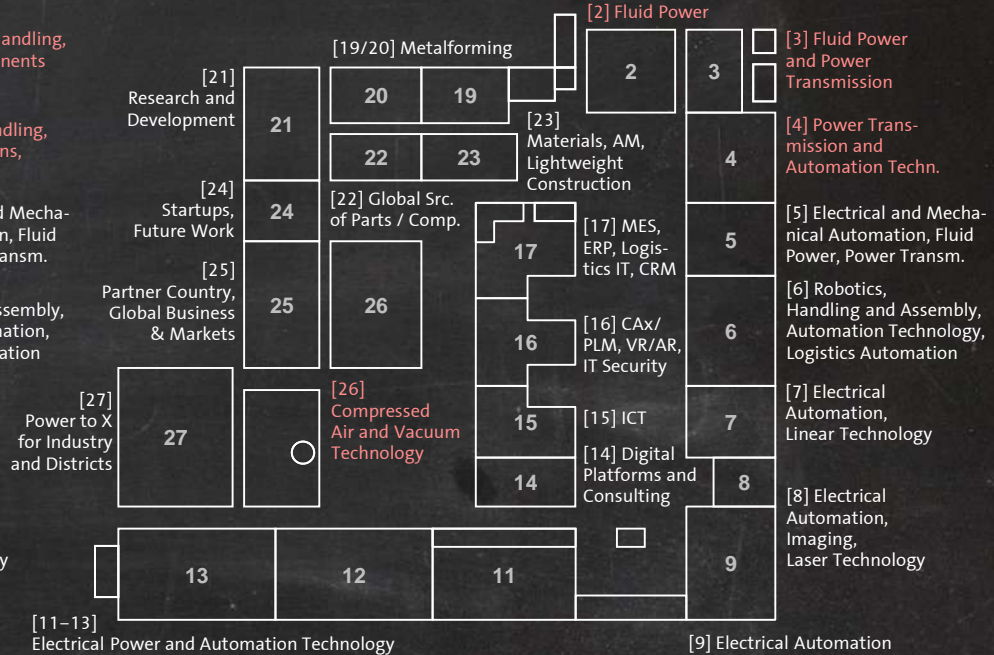
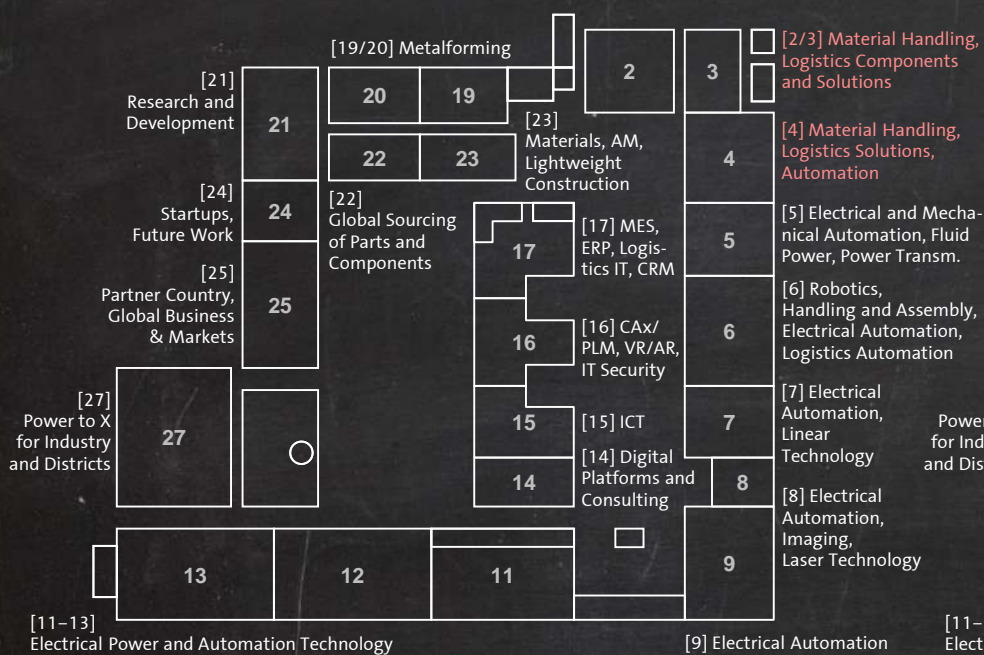


Topics per Hall (draft):

Structure for visitor guidance and individualised route planning

in even years

in odd years



HANNOVER MESSE

focus on the future

