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Visitor Guide



7–11 April 2014
Hannover • Germany

Get new technology first
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Deutsche Messe



New technologies for smart production.

From 7 to 11 April 2014 the exhibitors at HANNOVER MESSE will showcase new products along the entire industrial value chain. The world's leading show for industrial technology highlights innovations and groundbreaking solutions in all the core sectors – i.e. industrial automation and IT, energy and environmental technology, industrial supply, production engineering and services, as well as research and development.

“Integrated Industry – NEXT STEPS”

In order to boost the flexibility of production processes it is essential to synchronize, coordinate and integrate innovative technologies. Under the programmatic motto “NEXT STEPS”, HANNOVER MESSE 2014 will pave the way towards the smart, self-organizing factory of the future.

Partner Country in 2014: Holland

Holland is a driving force behind innovation in mechanical and plant engineering and the energy sector. In addition, the country ranks as one of Germany's major trading partners. Find out more by visiting the central pavilion in Hall 3.



Specials and parallel events.

■ Global Business & Markets, Hall 13

Featuring a conference program and an INVESTMENT LOUNGE, this foreign trade platform focuses on export and investment opportunities.

www.hannovermesse.de/en/gbm

■ job and career, Hall 3

Here you can meet senior HR managers and explore the options for developing your career. Information about vacancies and career paths will be posted on a multimedia Job Wall. www.hannovermesse.jobandcareer.de

■ Tec2You, pavilions adjacent to Hall 11

This special initiative informs schoolchildren and students about the wide-ranging career opportunities available in industry and engineering. www.tec-2-you.de

■ WoMenPower, Convention Center

Under the motto “New horizons in networking, integration and learning” this high-profile conference on 11 April 2014 is targeted at men as well as women.

www.womenpower-kongress.de

■ Technology Tours

You are invited to take part in special guided tours focusing on the most important innovations and exhibits.

www.hannovermesse.de/en/tours

Parallel events

■ Metropolitan Solutions, Hall 16

The spotlight here is on smart infrastructure solutions for the cities of the future. www.metropolitansolutions.de

■ PSI PROMOTION WORLD, Hall 23

From 8 to 10 April you can find out everything you need to know about the professional use of promotional products in your marketing mix. www.psi-promotion-world.de

Tickets, travel and other services.

Dates, tickets and prices

7–11 April 2014, 9.00 a.m. – 6.00 p.m.

Day Ticket	Advance sale	€ 28
	On-site	€ 35
Full-Event ticket	Advance sale	€ 64
	On-site	€ 76
Day Ticket reduced admission*	On-site	€ 15
Day Ticket reduced admission*	On-site	€ 3
11 April 2014	On-site	€ 3
WoMenPower Conference on 11 April 2014, incl. HANNOVER MESSE ticket	online only**	€ 99

All prices include VAT – Subject to change.

* for pupils, students and persons doing voluntary military service/community service

** via the website www.womenpower-kongress.de

Advance ticket sales

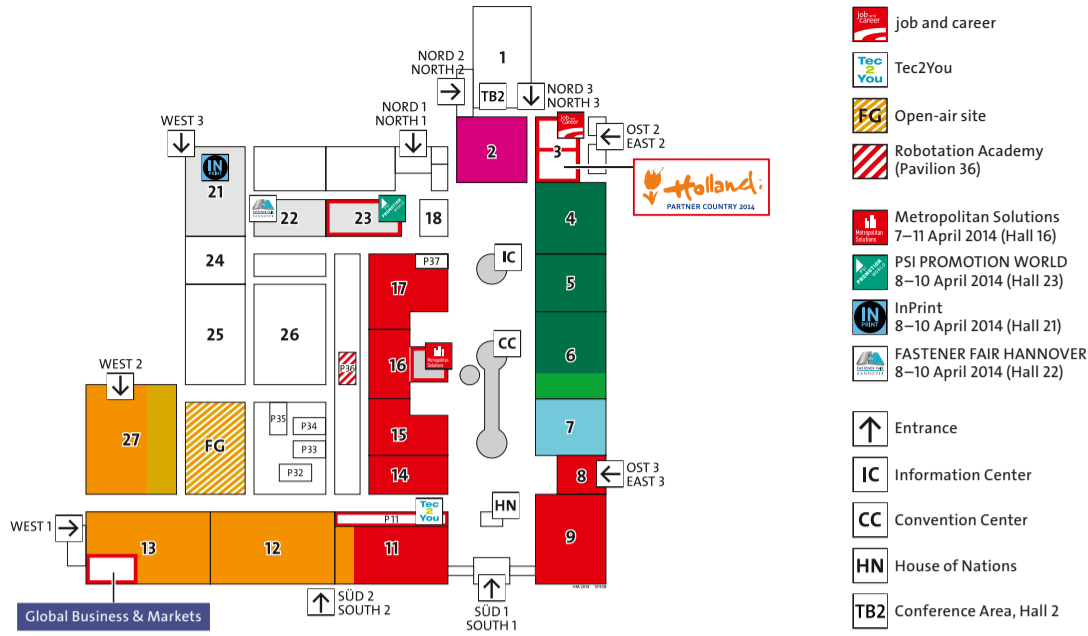
- Via the Internet: www.hannovermesse.de/en/tickets
- Via our sales partners: www.messe.de/salespartner_gb

Travel and accommodation

- **Travel:** Information about our wide-ranging services and travel specials can be found at: www.hannovermesse.de/en/arrival
- **Accommodation:** Either call us on +49 511 12345-555 or book “Deutsche Messe Selected Hotels” online: www.hannover.de/hotels/hannovermesse

HANNOVER MESSE 2014 at a glance.

- **Industrial Automation**
Halls 8, 9, 11, 14–17
- **Energy**
Halls 11–13, 27, Open-air site
- **MobiliTec**
Hall 27, Open-air site
- **Digital Factory**
Hall 7
- **Industrial Supply**
Halls 4–6
- **IndustrialGreenTec**
Hall 6
- **Research & Technology**
Hall 2



11/2013 - Modifications reserved - 131108

Highlights, special displays, events

- CAE Forum (Hall 7)
- 6th MES Conference on 9/10.4.2014 (Convention Center)
- Technology Cinema 3D (Hall 7)

Industrial Supply

- Forging (Hall 4)
- Sheet metal forming (Hall 4)
- Machined components (Hall 4)
- Systems/subassemblies (Hall 4)
- Casting products (Hall 5)
- Latches & Locking Systems (Hall 5)
- Operating elements (Hall 5)
- Fastening technology (Hall 5)
- Materials know-how (Hall 6)
- Parts and components made of (Hall 6):
 - Natural/synthetic rubber
 - Metal
 - Plastics
 - Engineering Ceramics
- Joining/adhesive bonding technology (Hall 6)
- Manufacturing technology (Hall 6)
- Lightweight construction (Hall 6)

Highlights, special displays, events

- Lightweight Construction + Solutions Area (Hall 6)
- Themed presentations
 - Forging (Hall 4)
 - SystemPartner (Hall 4)
 - "gegossene Technik" (Hall 5)
 - Latches, Locking Systems + Operating Elements (Hall 5)
 - Engineering Ceramics (Hall 6)
 - Adhesive bonding (Hall 6)
 - Innovations Centre for Engineering Materials (Hall 6)
 - WeP – Value-Adding Partner ContiTech (Hall 6)
- Suppliers Convention Forum (Hall 4)
- Materials Forum (Hall 6)
- Global Material Innovations (Hall 6)

IndustrialGreenTec

- Eco-friendly and resource-efficient production systems & technology
- Eco-friendly water treatment systems & technology
- Eco-friendly air purification systems & technology
- Waste management & recycling
- Services & innovation

Highlights, special displays, events

- GreenSolutionsCenter, daily forum
- Startup Special on 11.4.2014
- IndustrialGreenTec Conference on 9.4.2014, 10.00 a.m. – 1.00 p.m. (Hall 13, Business Forum 2)
- InwaterSolutions (Hall 6, Stand K18)
- Bioeconomy Showcase (Hall 6, Stand K16)
- Green Materials & Technologies (Hall 6, Stand J18)

Research & Technology

- Basic research
- Services for R&D
- Marketing of technologies, research locations and institutions
- Technology and know-how transfer
- Applied research
 - Adaptronics
 - Bionics
 - Energy and environmental research
 - Materials research
 - Nanotechnology
 - Optical technology
 - Organic electronics
 - Engineered textiles

Highlights, special displays, events

- tech transfer – Gateway2Innovation
- Presentation of the nominees for the HERMES AWARD
- F&T Arena
- Night of Innovations, 7.4.2014, 5.15 p.m.

Industrial Automation

Production Automation (Halls 16, 17)

- Robotics and systems integration
- Mechanical and plant engineering
- Microsystems and laser technology
- Image processing
- Drive technologies
- Motion control
- Components and systems for automation (power transmission and control)
- Identification, Vision & Protection
- Linear motors
- Pick & place
- Mobile robots
- Micro & Laser Technology
- Leads, cables, chains

Production and Process Automation (Halls 14, 15)

- Electric power transmission/Motion control
- Pneumatic systems
- Production logistics & handling equipment
- Pumps, pump systems and fittings
- Vibration measuring systems
- Energy Efficiency in Automation

Process and energy automation (Hall 11)

- Solutions for automation and energy engineering
- Process automation solutions
- Process control systems
- Measurement and control systems
- Process analysis technology
- Connection/interface technology
- Building automation
- Engineering, maintenance, services

Automation Technology & IT (Halls 8, 9)

- Industrial IT/Industrial communication
- IT security
- Control systems
- IPCs
- PLCs
- Sensors
- Measurement and control systems
- Industrial security & product protection
- Wireless/M2M

Highlights, special displays, events

- Industrial IT & Industrial IT Forum (Hall 8)
- Assembly Solutions Parc (Hall 17)
- Wireless & M2M (Hall 8)
- Field Communication Lounge (Hall 9)
- AMA Center (Hall 11)
- Process Automation Place (Hall 11)
- Efficiency Arena (Hall 14)
- Pumpe DE PUMPplaza (Hall 15)
- Application Park Robotics, Automation & Vision (Hall 17)
- Mobile Robots & Autonomous Systems (Hall 17)
- Robotation Academy (Pavilion 36)
- Automation + IT Tour (Halls 7–17)
- Micro & Laser Technology (Hall 17)
- Smart Factory KL (Hall 8)

Energy

Power generation, supply and storage (Hall 27)

- Renewable energy
- Conventional energy
- Storage technologies
- Hydrogen and fuel cells
- Combined heat and power/contracting

Power supply, transmission and distribution (Hall 13)

- Smart grids/grid management
- Power supply/UPS systems/switching systems
- Energy management/capacitors
- Contact systems/superconducting
- Cable technology/management

Power transmission and distribution (Hall 12)

- Transformers and electric filters
- Switching systems/technology
- Casings
- Testing and measuring equipment
- Power/signal converters
- Power electronics, relays

Highlights, special displays, events

- Decentralized energy supply/contracting (Hall 27)
- Smart Grids + Forum (Hall 13)
- SuperConductingCity (Hall 13)
- Group Exhibit Hydrogen + Fuel Cells + Batteries (Hall 27)
- Energy Forum "Life needs Power" (Hall 12)
- Renewable Energy Forum (Hall 27)
- Energy Park (Open-air site)

MobiliTec

- Electric power transmission
- Hybrid power transmission
- Control and power electronics
- (Charging)infrastructure
- Mobile battery technology

Highlights, special displays, events

- MobiliTec Group Presentation
- MobiliTec Forum
- MobiliTec Test Track (Open-air Site)

Digital Factory

- Virtual product development (CAx)
- Product lifecycle management (PLM)
- Enterprise resource planning ERP (production planning)
- Manufacturing execution systems MES (production control)
- Rapid prototyping and rapid manufacturing
- Process integration
- Visualization
- Supply Chain Management (SCM)
- Technical sales and service
- Virtual commissioning, offline programming and installation