

HANNOVER MESSE 2020

SHAPING THE
FUTURE OF
**INDUSTRIAL
TRANSFORMATION**

20–24 April 2020

Hannover ▪ Germany

hannovermesse.com #HM20



Deutsche Messe



1. Driving transformation

HANNOVER MESSE has tracked the industry and its change processes for more than 70 years. It is the guide for digitally networked and automated industry as well as a motor for the industrial transformation, which it will now highlight with an updated structure.

2. Promoting networking

HANNOVER MESSE's new structure focuses on the ever more dynamic interplay between technologies and value chains, spotlighting how these relationships create enormous potential and providing an ideal, flexible platform where visitors and exhibitors can discuss this potential.

3. Strengthening the brand

With a strong umbrella brand and common lead theme, HANNOVER MESSE strengthens the positioning and communication of its exhibitors. Incorporating the trade brands into the main brand enables clearer, simplified communication. The common lead theme provides visitors with a sharp, thematically structured orientation.

4. Setting trends

Changes in the market, changes to the trade fair: The new hall layout reflects the industrial transformation, updating touch points for media and politics while maintaining the event's global charisma.

5. Guiding the way

Inspiration through diversity: HANNOVER MESSE brings together at one place the tiniest details of industrial progress with the megatrends of the industrial transformation. New topics and updated formats create new impulses and a new understanding of complex relationships. In the age of increasingly individualized marketing services, visitors can digitally create their personalized trade fair experience – both before the event and in Hannover.

Further information:

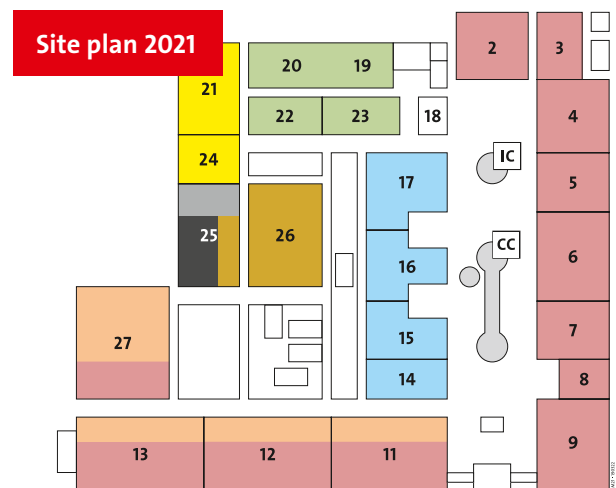
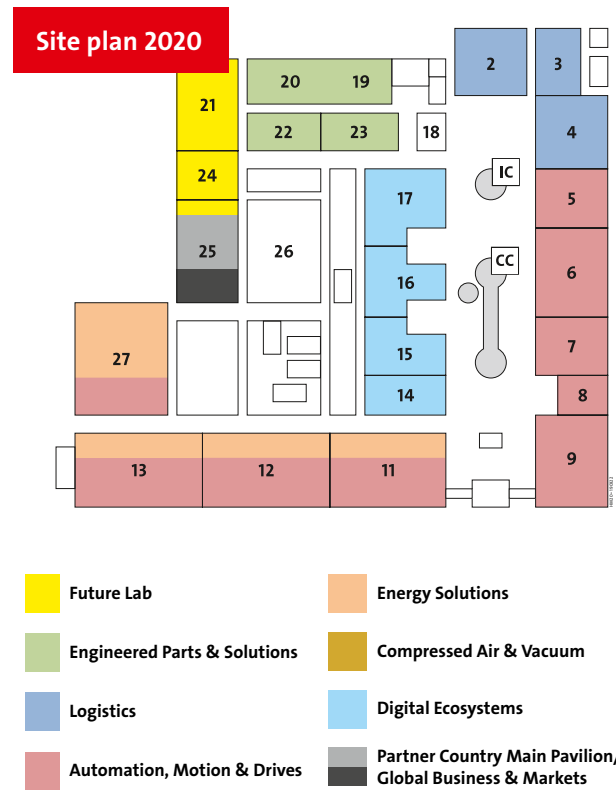
www.hannovermesse.com



TRANSFORMATION FOR THE FUTURE: THE NEW STRUCTURE – OPTIMIZED FOR YOUR TRADE FAIR SUCCESS

In the future, HANNOVER MESSE will feature seven display areas that reflect the core segments of industry and its transformation. The three pillars are industry, energy and logistics.

New space for growth and visions



Overview of the new display areas:

■ AUTOMATION, MOTION & DRIVES

Factory, process and energy automation, power transmission and fluid technology, robotics, industrial sensors and image processing, energy control and technology, logistics automation.

■ DIGITAL ECOSYSTEMS

Company software, PLM, MES, logistics IT, digital platforms, cloud solutions, IT security, energy management solutions, artificial intelligence and 5G infrastructure

■ ENERGY SOLUTIONS

Supply of power, heat and cooling, power generation, power transmission, energy technology

■ ENGINEERED PARTS & SOLUTIONS

Lightweight construction, additive manufacturing, surface treatment technology, specific material components, joining technology and engineering services

■ FUTURE LAB

Research and development for industry, start-ups, emerging technologies, innovation culture and career topics

■ LOGISTICS*

Handling and warehousing technology, storage and operating equipment, industrial trucks and accessories, driverless transport systems, Logistics automation, packaging and logistics services

■ COMPRESSED AIR & VACUUM*

Compressed air and vacuum technology

* every two years

Focus on key topics, trends and content generates strong visitor appeal.

Energy Solutions

Research & Development

Compressed Air

Electrical Automation and Energy Solutions

Global Sourcing

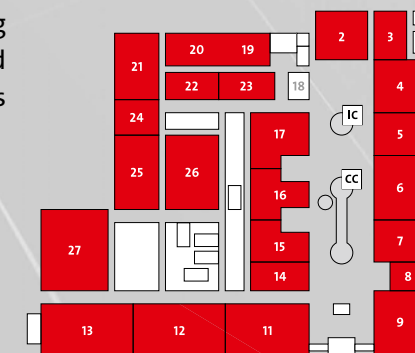
Lightweight Solutions

Additive Manufacturing

Engineered Parts

Imaging and Sensors

Motion & Drives



Startups

Linear Technology

Vacuum Technology

Linear Technology

Enterprise Software

Product Lifecycle Management

Communication & Security

Digital Platforms and Cloud

Logistics Components and Services

Robotics

Logistics Automation

Electrical Automation



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