

Wind, Alt-Energy Themes

SWEEP THROUGH HANNOVER FAIRGROUNDS

As an indicator of what's up-and-coming in the manufacturing technology world, Hannover Messe 2009 reflects the prominence of alternative energy and efficiency. Five months prior to the show, 80 percent of exhibit space in the halls devoted to these themes was reserved, and in 2008, 1,000 exhibitors came from the energy sector, spanning over 40,000 square-meters—or 430,000 square-feet. Over 100,000 visitors, mostly trade professionals, were drawn to Hannover seeking out the energy displays, according to a Deutsche Messe press release. "In 2009, we expect to top [2008's]

results—Hannover has well and truly become the world's biggest energy fair," says Oliver Frese, who is responsible for energy-sector displays at Hannover.

There are 13 flagship fairs being showcased at Hannover this year: INTERKAMA+; Factory Automation; Industrial Building Automation; Motion, Drive and Automation; Surface Technology; ComVac; Digital Factory; Subcontracting; Energy; Power Plant Technology; Micro Technology; and Research and Technology. Also this year, Hannover unveils

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Thirteen flagship fairs make up Hannover Fair 2009, including the debut of Wind, which will be held every two years (Courtesy of Deutsche Messe).

Wind, which is set to recur once every two years. “Wind ranks among the most promising new trade shows mounted by Hannover in recent years. Staged alongside the Energy show, it is shaping up to be an absolute visitor-magnet,” Frese says.

“For the first time the global wind industry can reap the benefits of a dedicated industrial fair that caters for the full spectrum of companies—from subcontractors to big name manufacturers,” says Felix Losada, deputy head of corporate communications for turbine manufacturer Nordex AG.

Nordex can be found in hall 27, the place to be for the



The Motion, Drive and Automation show features more than 1,100 exhibitors, including many gear manufacturers (Courtesy of Deutsche Messe).



Gearmakers come to Hannover from all across the globe to grow their supply and sales networks (Courtesy of Deutsche Messe).

energy field featuring the Wind, Power Plant Technology and Energy shows.

The Motion, Drive and Automation (MDA) show is in halls 19, 20, 21 and 23-25. Show organizers had not released an exhibitor list by press time, but the 2007 exhibitors featured many gear makers, including Hansen Transmissions, Hubei Planetary Gearboxes, IMS Gear, Italgear, Moventas, Renold and SEW Eurodrive—all found at the MDA show.

MDA is where mechanical and electric drive technology is concentrated and is the biggest hot spot to find gear manufacturers at. Along with the energy-themed shows, it is a major attraction at Hannover. “The leading trade fair for Motion, Drive & Automation will be booked solid as expected, featuring over 1,100 participating exhibitors,” says Manfred Kutzinski, project manager at Deutsche Messe.

“For SEW Eurodrive, MDA is one of the most important trade fairs in the world, not least because of the high percentage of visiting professionals from outside Germany,” said SEW managing director Hans Sondermann, following the 2007 show.

“The ‘MDA’ and ‘Wind’ shows supplement each other perfectly, and both will be drawing a big international audience to Germany,” Kutzinski says.

Deutsche Messe looks to capitalize off of visitors’ global ambitions. “We sense and are appraised by many exhibitors of the need to establish a worldwide network of trading partners and suppliers,” Kutzinski says.

“The international scope of the event is what makes MDA so interesting,” says Hartmut Rauhen, managing director of the power transmission and fluid power sector of the German Engineering Federation (VDMA).

“Against the backdrop of this expansive internationalization of MDA, exhibitors are now in a position to make highly targeted use of their marketing budgets,” Rauhen says.

The World Energy Dialogue is focusing on the security of supply as its theme, demonstrating the significance of supply chain management for success in the energy field. In the fourth consecutive year at Hannover, the WED draws industry, science and political players to discuss solutions to the most pressing challenges in the world of energy today. Dr. Klaus Toepfer, formerly both the German environment minister and executive director of the United Nations Environment Programme (UNEP), is chairing the dialogue this year. Joining him as keynote speakers are Michael Glos, Germany’s federal minister of economics and technology, Frank-Walter Steinmeier, Germany’s foreign minister and Sergei Shmatko, Russia’s energy minister. Michigan Governor Jennifer M. Granholm is one of several other speakers at the dialogue.

Hannover Messe takes place April 20–24 at the Exhibition Grounds, Hannover, Germany. For more information, visit www.hannovermesse.de.