Welcome to HANNOVER MESSE! It is only logical that the USA has chosen HANNOVER MESSE 2016 in order to showcase itself as an industrial location and investment target. There is no better place to develop international market opportunities. 58 percent of the exhibitors and 30 percent of the visitors look into this window on the future. Hannover has become the global hotspot for issues such as Industrie 4.0, energy efficiency and smart grids. Every year HANNOVER MESSE sets new trends – for example, smart services, 3D printing, collaborative robots. We are interested to find out what the new buzzword will be at HANNOVER MESSE 2016. And following in the wake of India’s spectacular presentations in 2015, we look forward to welcoming our new Partner Country, the USA. The world’s leading economic powerhouse at the world’s most important industrial show – we can rightly expect great things in 2016.

Expect great things in 2016.
See you there!

HANNOVER MESSE is the world’s most important industrial show. The international significance of this event is reflected in the fact that millions of Indians watched the 2015 opening ceremony live on TV. Heads of government, EU commissioners and top-level industry associations issue groundbreaking policy statements during the show. Every year thousands of journalists and bloggers from all over the globe report on the innovations and solutions that are premiered in Hannover. Two thirds of the exhibitors unveil brand-new products at HANNOVER MESSE. Around 200,000 visitors look into this window on the future. Hannover has become the global hotspot for issues such as Industrie 4.0, energy efficiency and smart grids. Every year HANNOVER MESSE sets new trends – for example, smart services, 3D printing, collaborative robots. We are interested to find out what the new buzzword will be at HANNOVER MESSE 2016. And following in the wake of India’s spectacular presentations in 2015, we look forward to welcoming our new Partner Country, the USA. The world’s leading economic powerhouse at the world’s most important industrial show – we can rightly expect great things in 2016.
Get new technology first
Welcome to the rallying point for the prime movers in industrial technology. More than 5,000 exhibitors come to HANNOVER MESSE to present their product innovations. Every year the world’s largest exhibition centre provides unrivalled insights into the future. More than 200,000 visitors regularly attend HANNOVER MESSE in order to see which technologies will put them ahead of the competition.

Platform for policymakers
HANNOVER MESSE is an absolute “must” not only for industrial enterprises but also for policymakers in the fields of economics and energy. Leading industry associations choose this event as a launching pad for global initiatives. HANNOVER MESSE is the place where agendas are set, visions unveiled and alliances forged. No other industrial show in the world is as well-known and influential as HANNOVER MESSE.

What you find in Hannover
- Access to the world’s most important markets
- Solutions for industrial production
- Suppliers and service providers
- New customers and contacts
- Product development ideas

The whole world meets in Hannover
200,000 visitors per year
30% from abroad

68% decision-makers (determining or advisory role)
2,500 journalists from all over the globe report on the event

A real “must”: the world’s premier industrial fair.
Every year the world’s largest exhibition centre opens up a window on the future of industry. Those who want to stay ahead in the global competitive race have no choice but to visit Hannover.
We reveal the latest trends.

Industrie 4.0, energy efficiency, smart grids: HANNOVER MESSE gets to grips with the key issues and sets new trends.

Smart and highly energized: HANNOVER MESSE
A new industrial revolution has begun. Countries which until recently focused on the services sector have rediscovered the benefits of industrial production. Flexible and efficient manufacturing processes are helping to boost the competitiveness of industrialized countries. In Asia, growing prosperity is pushing industrialization forward. Increasingly, small and medium-sized enterprises are reaping the benefits of industrial robots and 3D printers. All over the globe there is a strong shift towards renewable energy, innovative storage technologies and smart, flexible grid systems.

Smart grids, energy efficiency, additive manufacturing, human-machine interaction, condition monitoring, lightweight design, decentralized energy supply, electromobility – these are the hot topics at HANNOVER MESSE 2016. And the trends that fascinate the world of industry.

See the latest trends at HANNOVER MESSE. Find out more at www.hannovermesse.de/en/trends

Integrated Industry – a continuing success story
Since 2013 the keynote theme of HANNOVER MESSE has been “Integrated Industry”. This concept stands for smart factories where management functions, machines and workpieces are digitally networked. In short, innovation would be impossible without close cooperation.

“Integrated Industry – join the Network!”: seven out of ten visitors at HANNOVER MESSE 2015 found this motto good. In other words, both content and concept of HANNOVER MESSE appeal directly to the target audience.

Core issues within industry
For seven decades HANNOVER MESSE has been highlighting the advances made in production technology. The world’s largest industrial show is a driving force behind technological progress. This can be clearly seen in the “Industrie 4.0” initiative, which made its public debut in Hannover in 2011. Since then policymakers and industry associations have chosen HANNOVER MESSE as the launching pad for various new Industrie 4.0 activities.

Strong interest in specialized topics
95% trade visitors

We reveal the latest trends.

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Strong interest in specialized topics
95% trade visitors
Unique synergies

Core industrial sectors
HANNOVER MESSE presents all the key industrial sectors at a single venue: industrial automation and IT, energy and environmental technology, industrial supply, production engineering and services, as well as research and development. The potential synergies are enormous.

Supply meets demand
What materials are available for my specific requirements? Which supplier has the know-how that my company needs? How can I use my resources more efficiently and thus reduce production costs? Who needs my technology in order to get ahead of competitors? There is no better place to find answers to these questions than at HANNOVER MESSE 2016.

All the key technologies at one venue.
We unite all the core industrial sectors at a single venue – R&D, industrial automation and IT, industrial supply, production engineering and services, as well as energy and environmental technology.

Making Business – Meeting your potential customers

<table>
<thead>
<tr>
<th></th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing industry</td>
<td>84,300</td>
</tr>
<tr>
<td>Capital goods sector</td>
<td>59,100</td>
</tr>
<tr>
<td>Raw materials and industrial goods</td>
<td>30,600</td>
</tr>
<tr>
<td>Energy industry</td>
<td>29,900</td>
</tr>
<tr>
<td>Company/freelance services</td>
<td>21,500</td>
</tr>
<tr>
<td>Trade</td>
<td>14,800</td>
</tr>
<tr>
<td>Research institutes/industrial research</td>
<td>11,300</td>
</tr>
</tbody>
</table>
The focus here is on lightweight construction and subcontracting solutions along the entire industrial value chain. Boasting highly specialized and smart materials, the exhibitors at Industrial Supply are a driving force behind innovation in industrial production.

This unique trade fair for research, development and technology transfer provides a central platform for innovative enterprises, research organizations and start-ups with new technology. In this way industrial companies can gain access to the latest research findings and ground-breaking product solutions.
Management personnel as well as technical and specialist staff in the engineering field will find that this platform provides detailed and valuable information about job opportunities, further training, career planning and the work-life balance.

A conference devoted to recruitment policies and career questions with special reference to female personnel. This combination of keynotes, strategy workshops and an exhibition opens up new perspectives for senior managers, career starters and students.

At Tec2You companies can establish contact with tomorrow’s skilled personnel. For a whole day teaching and learning take place at the Exhibition Grounds – here you can awaken an interest in technology among pupils and students.

Enter your innovative products for one of the world’s most coveted technology prizes. For the past twelve years HANNOVER MESSE has been presenting the HERMES AWARD to outstanding examples of technological innovation. The jury first of all selects a shortlist of five products. The winner will then be announced at the opening ceremony on 24 April 2016.

This central foreign trade platform at HANNOVER MESSE is the ideal meeting-place for industrial SMEs and representatives of foreign markets. The high-calibre forum events promote productive discussions about joint ventures, sourcing and outsourcing. Leading business organizations make an active contribution to the program.

The place to obtain valuable know-how.

Shortage of skilled personnel? Not if we have our way! The supporting program is a mine of information – and a highly effective recruitment and networking tool. Take part in the dialogue!
An industrial giant returns to its former strength

It may be hard to believe, but the USA is making its debut as the Partner Country at the world’s largest industrial technology event. The USA is committed to strengthening its industrial base. Production automation and digital integration are progressing at a rapid pace. America wants to reassert itself as one of the world’s top production locations. The USA and HANNOVER MESSE are a perfect match.

One quarter of the world economy

The US economy is superlative in the true sense: with a GDP of almost $17 trillion the USA accounts for more than one quarter of the entire world economy. In 2014 American carmakers exported more vehicles than ever before. Total exports amounted to $1.6 trillion annually, while imports stood at €2.3 trillion.

Investors wanted

In Hanover the USA will present itself as a producer of high-quality goods and as an attractive target for investment. As President Obama has recently emphasized many times, the USA welcomes foreign investors. This is mirrored in various infrastructure programs and educational programs that are now under way.

Transatlantic cooperation

Energy efficiency, state-of-the-art production facilities, smart technologies – these will be key elements of the Partner Country USA presentation at HANNOVER MESSE 2016. In addition, the focus will be on education and training and – of course – transatlantic partnerships.

Unlimited opportunities: Partner Country USA.

Every year a leading industrialized nation is selected as the Partner Country of HANNOVER MESSE. In 2016 we welcome the world’s largest single economy.

Your contact for Partner Country USA and the USA pavilion:

Marco Siebert
marco.siebert@messe.de
Tel. +49 511 89-31619

Kathrin Schmidt
kathrin.schmidt@messe.de
Tel. +49 511 89-31106

$2.3 trillion
imports

3.1% growth forecast for 2015

$1.6 trillion
exports

150 business delegations from all over the world

Strong interest in networks
We keep our promises.

HANNOVER MESSE is a “must-attend” event for leading members of the business community. This is what the decision-makers say. We listen to what the exhibitors and visitors want and ensure that their expectations are fulfilled.

Alf Henryk Wulf, CEO, ALSTOM Deutschland AG, Berlin, Germany:

“HANNOVER MESSE and the flagship fair ‘Energy’ are shop windows for the technological progress unleashed by Germany’s shift in energy policy. The large number of foreign visitors at our stand is a clear indicator that Germany and German technology are models for new infrastructure solutions worldwide.”

Michael Ziesemer, Chief Operating Officer, Endress+Hauser Management AG, Reinach, Switzerland:

“The dominant topics at HANNOVER MESSE 2015 are the digitization of the value chain and Industrie 4.0. We aim to demonstrate practical implementations to our customers in Germany and abroad. These practical examples show how potential productivity gains can be realized. Without doubt, HANNOVER MESSE is the best place to do this.”

Johann Soder, Director Technology Division, SEW-EURODRIVE GmbH & Co KG, Bruchsal, Germany:

“HANNOVER MESSE is an unbelievable source of new ideas and solutions for boosting competitiveness – spearheaded by the digital revolution.”

Dr. Thomas Moser, Vice President International Marketing, Parametric Technology GmbH (PTC), Sindelfingen, Germany:

“The continuous increase in customer talks and enquiries in recent years is just one indicator of the importance of HANNOVER MESSE to our business. When the ‘Who’s Who’ of the international industrial and business community come together in Hannover every year, we not only look at the technological and market trends but also assess our comparative performance.”

Dipl.-Ing. Frank Seinsche, Head of Corporate Design & Events, Salzgitter AG, Salzgitter, Germany:

“HANNOVER MESSE is the ideal place to present our company to a broad international audience. We hold talks with our customers, prepare sales contracts and showcase our innovations. To this extent a lot of important events for the Salzgitter Group take place in just a few days.”

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Sustained partnerships are established at HANNOVER MESSE.

Positive response among the visitors

68%

are planning to return

5.5 million

business contacts in 5 days
We are your team.

The world’s largest industrial show is always perfectly organized – thanks to the interplay between our industry experts and professional event organizers and the close collaboration with those who really matter – with you!

What can we do for you?

Simply tell us which trade fair interests you and we’ll look after the rest for you.

Industrial Automation
Halls 8, 9, 11, 12, 14 – 17

Energy
Halls 11–13, 27, FG

Digital Factory
Halls 6, 7, 8

Industrial Supply
Halls 4–6

Research & Technology
Halls 2, 3

Global Business & Markets
(Hall 3)

job and career
(Hall 17)

Tec2You
(Pavilion 11)

Robotation Academy
(Pavilion 36)

Your main contact

I would be pleased to help you at any time with your trade show participation.

Emanuel Marra
Tel. +49 511 89-34466
hannovermesse@messe.de
Customized services for your success.

Effective planning is the key to success. Our broad portfolio of services – for bookings, stand construction, matchmaking, visitor management, branding, etc. – will help you to maximize the benefits of HANNOVER MESSE.

Individual presentation
A custom-built stand is a highly effective way to showcase your product innovations. Our extensive services and marketing support will help you to put your ideas into practice.

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>Basic price, halls</td>
<td>from € 208/m²</td>
</tr>
<tr>
<td>Basic price, open-air site</td>
<td>from € 79/m²</td>
</tr>
</tbody>
</table>

All-inclusive package solutions
To minimize time and effort when preparing for the show you can choose one of our attractive "fair-packages", which consist of stand space and stand construction as well as basic utilities and services. You can calculate the cost of your package online at: www.hannovermesse.de/en/fairpackage.

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic package</td>
<td>from € 3,990*</td>
</tr>
</tbody>
</table>

* Early booking price for a Basic 9 m² row stand.

Guided Technology Tours
Take advantage of our “Guided Technology Tours” in order to attract a steady flow of visitors to your stand. Contact: Regina Bayer-Frömelt, Tel. +49 511 89-30993, regina.bayer-froemelt@messe.de

Full details online
Detailed information, planning tools and current prices can be found online at www.hannovermesse.de/en/participation
And there’s no need to wait: you can register now by using our handy Online Business Service OBS at www.obs.messe.de
HANNOVER MESSE is a global player.
Growth markets need effective business platforms.
We create such platforms – worldwide.

USA
Chicago
- ComVac NORTH AMERICA
- Industrial Automation NORTH AMERICA
- Industrial Supply NORTH AMERICA
- Motion, Drive & Automation NORTH AMERICA
- Surface Technology NORTH AMERICA

Canada
Toronto
- CanWEA
- Solar Canada

Brazil
Joinville
- Industrial Supply SOUTH AMERICA

India
Mumbai
- Industrial Supply INDIA
New Delhi
- WIN INDIA

China
Beijing
- Industrial Automation BEIJING
Shanghai
- Battery Energy Storage SHANGHAI
- ComVac ASIA
- Industrial Automation Show (IAS)
- Industrial Supply ASIA
- PTC ASIA
Shenzhen
- Industrial Automation SHENZHEN

Turkey
Istanbul
- ICCI
- WIN EURASIA Automation
- WIN EURASIA Metalworking

Your contact for initial enquiries about our events worldwide:
Julia Bress
Tel. +49 511 89-31118
julia.bress@messe.de

Our event calendar and the list of your contact persons worldwide are available at:
www.hannovermesse.de/en/worldwide
Deutsche Messe
Messegelände
30521 Hannover
Germany

Tel. +49 511 89-0
Fax +49 511 89-32626
info@messe.de
www.messe.de

Contact details for our local sales partners worldwide are listed at www.messe.de/salespartner_gb

You can find the current map of the Exhibition Grounds online at www.hannovermesse.de/en/maps

You can find us on the following networks

 kı   ln  f  tw  y