

HANNOVER MESSE · 22. – 26. APRIL 2024

INSPIRING THE WORLD WITH TECHNOLOGY



Deutsche Messe

WORLD. LEADING. INDUSTRYSHOW.
hannovermesse.de

HANNOVER
MESSE

HANNOVER MESSE 2024
OVERVIEW

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The trade fair

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The trends & themes

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The exhibition areas

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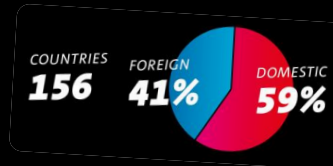
The participation options

22. – 26. APRIL 2024
HANNOVER MESSE

HANNOVER MESSE es la feria industrial líder a nivel mundial y cuenta con una amplia gama de categorías de exposición que abarca de forma íntegra todas las soluciones para las plantas de producción, desde los componentes industriales, hasta la automatización y digitalización, desde la Industria 4.0 hasta la Energía 4.0.

La feria se dirige a todos los sectores industriales para ofrecerles productos y soluciones que ayuden a aumentar la eficacia, flexibilidad y sostenibilidad de la producción.

HANNOVER MESSE se ha convertido en los casi 80 años de su existencia en la cita imprescindible para la industria internacional.



HANNOVER MESSE 2023 VISITOR INSIGHTS

INDUSTRIES

TOP 5

- 1 ELECTRICAL ENGINEERING & ELECTRONICS**
- 2 RESEARCH & DEVELOPMENT**
- 3 AUTOMOTIVE & VEHICLE INDUSTRY INCL. SUPPLIERS**
- 4 MACHINERY & PLANT CONSTRUCTION**
- 5 ENERGY INDUSTRY**

AREAS OF INTEREST

TOP 20



- 1 INDUSTRIE 4.0**
48,282 MENTIONS
- 2 AUTOMATION & SENSOR TECHNOLOGY**
41,682 MENTIONS
- 3 AI & MACHINE LEARNING**
32,964 MENTIONS
- 4 ROBOTICS**
32,295 MENTIONS
- 5 RESEARCH & DEVELOPMENT**
31,905 MENTIONS
- 6 PROCESS AUTOMATION**
26,557 MENTIONS
- 7 DIGITAL PLATFORMS**
26,438 MENTIONS
- 8 HYDROGEN & FUEL CELLS**
25,818 MENTIONS
- 9 E-MOBILITY & CHARGING INFRASTRUCTURE**
24,968 MENTIONS
- 10 DRIVE TECHNOLOGY**
24,656 MENTIONS
- 11 ENERGY MANAGEMENT**
22,828 MENTIONS
- 12 STARTUPS**
21,554 MENTIONS
- 13 DIGITAL ENERGY & ENERGY EFFICIENCY**
21,199 MENTIONS
- 14 FUTURE OF WORK**
20,526 MENTIONS
- 15 ADDITIVE MANUFACTURING**
20,124 MENTIONS
- 16 CARBON-NEUTRAL PRODUCTION**
19,428 MENTIONS
- 17 METAL PARTS, COMPONENTS & SOLUTIONS**
18,256 MENTIONS
- 18 CLOUD & INFRASTRUCTURE**
17,740 MENTIONS
- 19 ENGINEERING & OFFICE SOFTWARE**
15,383 MENTIONS
- 20 IT SECURITY**
15,370 MENTIONS

HANNOVER MESSE
WORLDWIDE VISIBILITY



600+
SPEAKERS



24K
STREAMINGS

5,9 Mio
IMPRESSION



MENTIONS IN
INTL. MEDIA**

30K

REACH ON
SOCIAL MEDIA

+122M.

MENTIONS ON
SOCIAL MEDIA**

+32K

HANNOVER MESSE
PARTNER COUNTRY

 **Norway**

Partner Country 2024

Norway is Partner Country at HANNOVER MESSE 2024

Under the headline "Pioneering the Green Industrial Transition", Norway will demonstrate its ambitions for the transition to a low-carbon society and its key role in developing solutions necessary to transform the industry and reach net-zero. Bringing together a selection of companies from key industries, Norway will showcase products and solutions for the energy transition and sustainable industry.

"Norway is honored to be Partner Country at HANNOVER MESSE. Norway's highly skilled work force, advanced industry and energy technology, as well as high degree of trust and stability, makes us a key partner in the green shift and one of the world's most attractive countries for business. We are thrilled to get this opportunity to showcase the Norwegian way of doing business and what Norway has to offer," said Vestre.



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HANNOVER MESSE THE TRENDS

Lead theme

INSPIRING THE WORLD WITH TECHNOLOGY.



*Manufacturing X
Industrie 4.0*



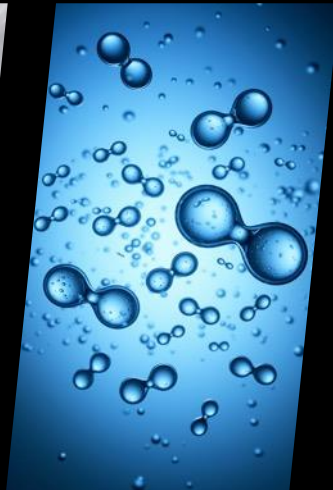
Energy for Industry



*Digitalization / AI &
Machine Learning*



Carbon-Neutral Production



*Hydrogen &
Fuel Cells*

HANNOVER MESSE THEMES

ENERGY SOLUTIONS

CARBON-NEUTRAL
PRODUCTION

DIGITAL ENERGY & EFFICIENCY

CLOUD &
INFRASTRUCTURE

IT SECURITY

ADDITIVE
MANUFACTURING

HYDROGEN & FUEL CELLS

ENGINEERING- &
OFFICE-SOFTWARE

LOGISTICS IT

IT CONSULTING

DIGITAL ECOSYSTEMS

INDUSTRIAL SERVICES

E-MOBILITY & CHARGING
INFRASTRUCTURE

DIGITAL
PLATFORMS

INDUSTRIAL INTERNET

AUTOMATION &
SENSOR TECHNOLOGY

DRIVE TECHNOLOGY

5G-TECHNOLOGY

PLASTICS & INNOVATIVE
MATERIALS

AUTOMATION, MOTION & DRIVES

ROBOTICS/AGV



ENGINEERED PARTS AND SOLUTIONS

MATERIAL HANDLING &
ASSEMBLY

LINEAR TECHNOLOGY

FUTURE HUB

ADDITIVE
MANUFACTURING

METAL ELEMENTS
COMPONENTS &
SOLUTIONS

PROCESS AUTOMATION

RESEARCH &
DEVELOPMENT

FLUID POWER

LIGHTWEIGHT
CONSTRUCTION

LOGISTICS AUTOMATION

STARTUPS

FUTURE
OF WORK

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HANNOVER MESSE - THE EXHIBITION AREAS

THE TRADE FAIR ON SITE



FUTURE HUB

Hall 2



ENGINEERED PARTS & SOLUTIONS

Halls 3-4



AUTOMATION, MOTION & DRIVES

Halls 5-9, 11



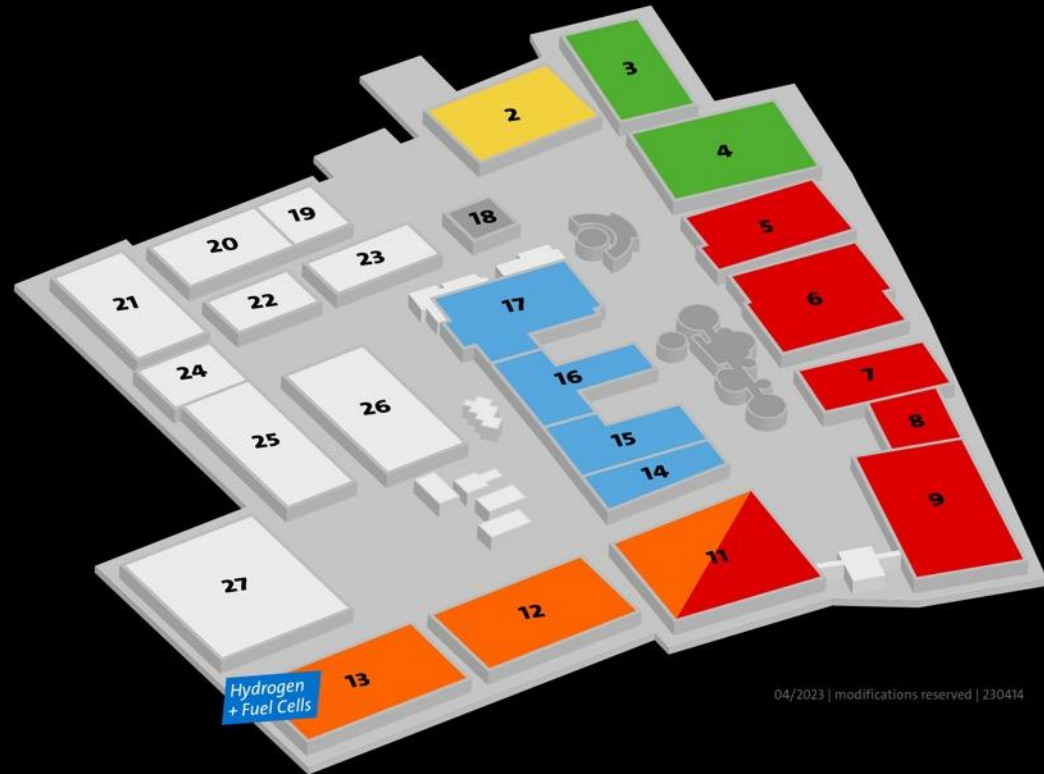
ENERGY SOLUTIONS

Halls 11-13



DIGITAL ECOSYSTEMS

Halls 14-17



THE EXHIBITION AREAS **FUTURE HUB**

This is exactly the right place for people with inspiring innovations for tomorrow and the day after tomorrow and who want to show them to the world. Together with opinion leaders and experts from science, business and politics, the issues of the future and the appropriate solutions for our industry will be discussed here.

Are you working on the sustainable transformation of industry? Then the Future Hub is the right place for you.

The research & development sector is to be further focused at HANNOVER MESSE 2024, and Hall 2 will consequently be positioned as a pure "research hall".

FOCAL TOPIC

- Research & development
 - Technology transfer
 - Universities and research institutions
- NEW for 2024: joint stand for universities*
- Research ministries

SPECIAL EVENTS

- Quantum technology
- Tech Transfer Conference Stage
- Commercial space applications

THE EXHIBITION AREAS **STARTUPS: HELLO FUTURE**

STARTUPS @ HM

- *attractive participation opportunities throughout the exhibition center in various thematic areas, e.g. Energy 4.0, Young Innovators, ...*
- *central location of the Startup Area in Halls 2 and 17*
- *Industrial Startup Stage with stage program*
- *cooperation with other events*
- *packages instead of m²*
- *place to be for industry contacts*
- ***New for HANNOVER MESSE 2024: additional value-added formats such as Fireside Chat, Mentorship Session, Masterclass, ...***

Breathe in the true pioneering spirit – when users, investors and global players meet startups and spin-offs from all over the world ...

... who not only break down thought barriers with hard facts and unbridled dynamism, but also create new realities. For a sustainable and rewarding future.



THE SIDE EVENTS **INTERNATIONAL TRADE & INVESTMENT**

NEW BRANDING FOR HANNOVER MESSE 2024

To further raise the profile of our foreign trade platform, the former Global Business & Markets unit has been renamed.

International trade and investment are key factors in the development and growth of economies around the world. They influence interactions between countries, the transfer of resources and technologies, and the shaping of the global economic order. In the International Trade & Investment exhibition area, countries, regions, cities and economic development agencies will discuss current economic conditions and investment opportunities from around the world with visitors.

Foreign trade policy has always been a core element of HANNOVER MESSE. As an international platform, it enables companies, countries and economic regions to create investment opportunities along the global megatrends. And thus, implement lasting positive changes.

A sustainable network is created with Economic Development Organizations (EDOs), Foreign Direct Investments (FDIs), Public-Private Partnerships (PPPs) and national embassies – with the aim of simultaneously promoting investment and solving socio-political issues.

- *Bridge between industry, politics and society*
- *Basis of an open and efficient international economic system*
- *Sharpening international investment architectures*
- *Exchange formats between delegations and industrial companies enable growth*

THE EXHIBITION AREAS **ENGINEERED PARTS & SOLUTIONS**

Whether additive manufacturing, plastics & innovative materials or lightweight construction – in the "Engineered Parts & Solutions" exhibition area, supply companies from all over the world will showcase their full range of diversity and present themselves face to face as development partners you can trust.

FOCAL TOPICS

- *Contract manufacturing*
- *Engineering services*
- *Plastics & innovative materials*
- *Lightweight construction*
- *Metal elements, components & solutions*
- *Technical ceramics*

FORUMS, CONFERENCES & SPECIAL SHOWS

- *CO² neutral Supply Chain*
- *Lightweighting Summit*
- *Lightweight Construction Pavilion*
- *Additive Manufacturing Symposium*



THE EXHIBITION AREAS **AUTOMATION, MOTION & DRIVES**

The Automation, Motion & Drives exhibition area represents the heart of Industrie 4.0, so to speak. From special individual components to complete digitalized solutions, efficient measures are presented to a broad professional audience from all sectors of industry here.

Do you have some too? Then seize your opportunity to inspire new customers and potential partners here.

FOCAL TOPICS

- Automation & sensor technology
- Electrical and mechanical drive technology
- Electrical automation technologies
- Factory, process and energy automation
- Fluid engineering
- Hydraulics, pneumatics
- Material Handling & assembly
- Instrumentation and control technology
- Linear technology
- Measuring and testing technology
- Motion control
- Process automation
- Robotics/AGV focus theme 2024
- Embedded systems / industrial IT

SPECIAL SHOWS, JOINT STANDS, FORUMS

- Industrie 4.0 Conference Stage
- Application Park X NextGenWork
- Group Pavillon Industrial Services
- Group Pavillon Motion & Drives
- Group Pavillon Predictive Maintenance
- Theme Park Embedded Systems & Solutions



THE EXHIBITION AREAS

Logistics Automation, IT & Industrial Logistics

Logistics plays an important part in the production chain at HANNOVER MESSE and stands for an integral role in the production processes of our exhibitors. It covers a major side in maximizing the company's value creation and competitiveness.

Speaking about Logistics we need to differentiate between the technical as well as the service side of it.

Logistics participation options

1. Logistics Automation

With its focus on artificial intelligence and robotics, HANNOVER MESSE in 2024 will offer logistics automation specialists an excellent stage to position themselves as enablers of perfect production within the world's most important industrial trade fair in Halls 5 to 11 showing their solutions for the intelligent factory.

2. Logistic IT

In the Digital Ecosystems exhibition area, Logistics IT providers will impress visitors with their modern WMS and TMS solutions in Halls 14 to 17. Furthermore, ERP software- and digital platforms provider enable new potentials and solutions alongside our supply chain.

3. Industrial Services

Industrial logistics services will become part of the joint stand Industrial Services in Hall 11. Service Providers such as transport logistics, consultants or logistics real estate will have a perfect new opportunity to become part of the HANNOVER MESSE industry community.



THE EXHIBITION AREAS DIGITAL ECOSYSTEMS

As the largest B2B platform of its kind, the Digital Ecosystems exhibition area provides an exciting opportunity to learn about the latest developments in digital ecosystems. Here, you will find a variety of IT solutions and applications that help drive digital transformation.

Take the opportunity and present your company and portfolio to the entire production industry and show how people, and of course the machines, work and produce even more digitally.

FOCAL TOPICS

- Cloud & infrastructure
- Digital platforms
- Engineering & office software
- IT consulting
- IT/OT security
- MES
- ERP
- Logistics IT
- CRM
- VR/AR
- CAx/PLM
- Predictive maintenance
- ICT
- 5G & wireless technology
- AI/machine learning

SPECIAL SHOWS, JOINT STANDS, FORUMS

- CAE-Forum
- Pavilion Digital Business & Operation for Manufacturing
- 5G and Industrial Wireless Arena
- MES Conference
- Predictive Maintenance Area
- Industrial Security Circus
- Life cycle engineering
- Additive Manufacturing Symposium
- Forum Industry 4.0

THE EXHIBITION AREAS ENERGY SOLUTIONS

*No Industry 4.0 without Energy 4.0.
No industrial transformation without energy transition.*

Claim & Objective

Energy Solutions wants to provide an overarching user orientation for the holistic decarbonization of industrial and commercial properties, processes and projects, from electricity and heat supply from renewable sources to more energy-efficient production processes, plants and buildings to the electrification of commercial vehicle and employee fleets, CO2-neutral supply and sustainable waste heat, waste and wastewater management in line with a circular economy approach.

Hall 12

General overview and long-term perspective on the energy transition with a view to electricity, heat and mobility in the industrial and commercial context:

Key topical clusters in hall 12

- Renewables & Distributed Generation (Focus PV)
- Energy Efficiency, Energy Consulting & Energy Services (Focus ESCOs & ESPCs)
- Process & Waste Heat (Focus NG substitution & waste heat use)
- Digital Energy Management & AI for Climate Neutral Energies
- Mobility (Focus Electric Mobility)
- Sustainability, Resource Efficiency & Circular Economy (Focus Waste Management & Recycling)

Special Displays & Stages

- ENERGY 4.0 Conference Stage & Special Exhibit

Hall 13

Focus on hydrogen as THE key enabling technology for the success of the energy transition:

- Hydrogen generation and infrastructure
- Hydrogen compression, storage and transport
- Components for fuel cells and supplying technology
- Fuel cell systems and applications
- Hydrogen mobility

Special Displays & Stages

- Hydrogen + Fuel Cells EUROPE with Technical & Public Forum

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THE STAGES

THE RIGHT STAGE FOR YOUR EXPERTISE

Conference Stage

INDUSTRIAL TRANSFORMATION

Conference Stage

TECH TRANSFER

Conference Stage

INDUSTRIE 4.0

Conference Stage

ENERGY 4.0

THE STAGES THOUGHT LEADERSHIP

TRANSFORMATION STAGE

- *Overarching stage of HM*
- *Megatrends are discussed from different perspectives*
- *From high-level format to in-depth exchange in the community*
- *Business and socially relevant dialogue*

HANNOVER MESSE brings together international pioneers, visionaries and decision-makers from academia, business and politics.

Over the course of five days, they will have the opportunity to exchange views on the megatrends in industry across all technologies and sectors. In the process, they can offer valuable use cases, insights and solutions that will have a significant impact on our future.



THE STAGES INDUSTRIAL TRANSFORMATION STAGE

We need to talk ... about the megatrends of today for the world of tomorrow. We offer the right stage for this with the Industrial Transformation Conference Stage. Visionaries and experts from all over the world meet here ...

... to exchange ideas about Industrie 4.0, AI + machine learning, energy management, carbon-neutral production and hydrogen + fuel cells.

Also in focus – the topic of ESG (Environmental, Social, Governance). These three buzzwords represent sustainability and range from climate change and workforce diversity to sustainable financing strategies.

INDUSTRY TRENDS

- Industrie 4.0
- AI + Machine Learning
- Energy management
- Carbon neutral production
- Hydrogen + fuel cells



THE STAGES ENERGY 4.0 CONFERENCE STAGE

PROGRAM FOCUS

- Industry needs renewables
- Sustainable and resilient energy supply
- Long-term energy security
- The challenge of supply security
- Partners: VDE, VDMA, ZVEI, ECOS + DJW, DFBEW, watt 2.0

What motivates us all: How can we digitalize the energy transition? How can we guarantee energy security in the future?

How can we make sure that tomorrow's markets use energy intelligently? And how can we succeed in moving towards climate neutrality faster?

These questions will be discussed by decision-makers from production, the energy industry and business on the Energy 4.0 Conference



THE STAGES INDUSTRIE 4.0 CONFERENCE STAGE

Next-level Industrie 4.0. Pioneering thinkers in industry, experts and practitioners will meet at the Industrie 4.0 Conference Stage and present current themes, innovations and approaches to solutions in the thematic fields of automation.

PROGRAM FOCUS

- *Industrie 4.0 / Manufacturing X*
- *Administration shell*
- *Digital twin*
- *Interoperability*
- *Platform economy*
- *Partners: Platform I4.0, VDMA, ZVEI*

THE STAGES TECH TRANSFER CONFERENCE STAGE

PROGRAM FOCUS

- Artificial intelligence (e.g. learning systems as a platform for AI)
- Hydrogen technology
- Energy management
- Production engineering (e.g. software-based process optimization for robots)
- Space technology (including satellite communications and data sovereignty; quantum technologies from space technology)
- Quantum technology



The future starts now: thanks to the latest projects and results of applied industry research which will be presented by scientists and developers. And then discussed on the Communication and Competence platform between scientists, businesspeople and politicians.

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HANNOVER MESSE 2024

PARTICIPATION OPTIONS - Exhibitors

Exhibitor @HANNOVER MESSE

Option 1
BASIC PACKAGE

Option 2
FAIR-PACKAGES

Option 3
DIGITAL ONLY

See: [HANNOVER MESSE Shop:
shop.hannovermesse.de/de/00/2024/index.html](https://shop.hannovermesse.de/de/00/2024/index.html)

Spaces from 9m2

Webinars for exhibitors:

<https://www.hannovermesse.de/en/for-exhibitors/become-an-exhibitor/exhibitor-webinars>



From **5.648,00 €**



From **5.883,00 €**



From **7.654,00 €**



From **13.990,00 €**

HANNOVER MESSE 2024

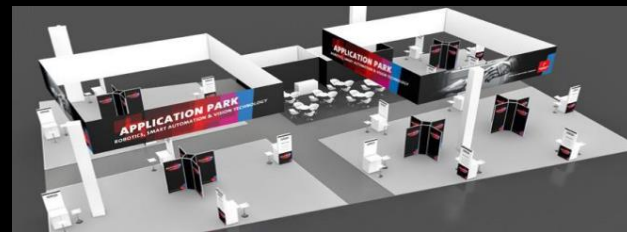
PARTICIPATION OPTIONS - Exhibitors

Exhibitor @HANNOVER MESSE

Options - Group pavilions

- 5G und Industrial Wireless Arena
- Application Park X
- ENERGY 4.0
- Embedded Systems & Solutions
- Craft trades & Hightech
- Group pavilion for universities and colleges
- Hydrogen + Fuel Cells EUROPE
- Industrial Security Circus
- Industrial Services
- Lightweight Construction Pavilion
- Motion+Drives
- Predictive Maintenance
- Quantum Technology
- Startup Area
- Young Innovators

See: [HANNOVER MESSE Shop:
shop.hannovermesse.de/de/00/2024/index.html](https://shop.hannovermesse.de/de/00/2024/index.html)



HANNOVER MESSE 2024 VISITOR SERVICES

■ For Groups of 5 companies:

- Free entrances
- Individual Welcome reception
- Guided Tour option

■ Information for visitors:

- <https://www.hannovermesse.de/en/for-visitors/>

■ Guided Tours planned:

- Manufacturing X
- Digital Twin
- Artificial Intelligence
- Hydrogen solutions
- 5G
- All electric society
- Digital Factory (name subject to change)
- Quantum technology
- Industry meets renewable energy supply meets sustainable mobility

¿NECESITA MÁS
INFORMACIÓN?

¡CONTÁCTENOS!

Su contacto personal:

Marit Jantzen & Diego Díaz

m.jantzen@messe.es / d.diaz@messe.es

Tel: 91 562 0584



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



HANNOVER
MESSE