

Hannover Messe 2011

13 TRADE FAIRS EXAMINE SMART EFFICIENCY

Hannover Messe, established 60 years ago, ranks as one of the leading international exhibitions for industrial technologies, materials and product ideas. Over the years the focus has shifted from stand-alone components to end-to-end solutions. Technical innovation is one key to the exhibition's success; another is its sharp focus on the creative application of existing knowledge. The international exhibition examines innovations and new developments, technologies and products as well as efficient processes and materials in energy technology, subcontracting and services, industrial automation as well as drive systems and fluid power.

"Efficiency within individual industrial sectors has been a predominant topic for years," says Dr. Wolfram von Fritsch, chairman of the management board at Deutsche Messe. "Designing industrial processes requires more than just mere efficiency, however, it requires the intelligent interconnection and exploitation of all the individual efficiency factors. 'Smart efficiency' integrates the factors of cost, process and resource efficiency."

For this reason, Smart Efficiency has been chosen as Hannover's main theme during lectures, congresses and forums. The 13 flagship fairs featured at the 2011 show include Industrial Automation; Motion, Drive and Automation; Energy; Power Plant Technology; Wind; MobilTec; Digital Factory; ComVac; Industrial Supply; CoilTechnica; Surface Technology; MicroNanoTec and Research and Technology.

For *Power Transmission Engineering (PTE)* readers, key areas of interest include the Industrial Automation; Motion, Drive and Automation; and Energy fairs. Below is a summary of these trade fairs and some of the special events and pavilions featured during the exhibition:

Industrial Automation: For many years Industrial Automation has ranked as the leading flagship fair for process automation, factory automation and related systems. It showcases all the relevant areas of industrial automation from production and process automation to universal automation technologies. The focus here will be on sector-specific solutions for industries such as chemicals, pharmaceuticals, biotechnology and food, as well as the metalworking sector, the car industry, the energy industry and electrical engineering. The production automation section will present a wide array of integrated automation solutions, as well as innovations in mechanical engineering and electric power transmission and control. Also featured at Industrial Automation are the



information and communication technologies, without which industrial automation could not function. These include industrial communications as well as automation-related IT hardware and software. The special display, "Robotics & Automation" will demonstrate mobile robotics for industrial production, public undertakings and the service industry.

Motion, Drive & Automation (MDA): Takes place once

every two years as part of Hannover Messe. It showcases the complete spectrum of electrical and mechanical power transmission and control technologies as well as all the latest innovations in hydraulics and pneumatics. The headline themes for 2011 are Energy Efficiency, Lifecycle Management and Condition Monitoring Systems. The new trade fair Mobiltec completes the line-up in Hall 25. More examples of power transmission and control technology can be seen at Industrial Automation and Wind. More than 1,300 manufacturers of gears and transmissions, roller bearings, electric motors, pumps, cylinders, filters, hoses and seals, as well as many other components used in power transmission systems, will be exhibiting at Hannover. Additionally, the AGMA pavilion at MDA will showcase gear products and services at Hannover Messe and offer an exclusive exhibitor turnkey package to AGMA members (contact website@agma.org for more information).

Energy: Energy and its three companion trade shows—Power Plant Technology, Wind and MobilTec—document the complete energy cycle, from generation, supply, transmission and distribution to transformation and storage. Among the topics covered extensively at Energy are smart metering, smart grids, smart building and information and communication technologies for the energy industry. All these are featured at the E-Energy Centre. The group display "SuperConductingCity" is another highlight of Energy, where high-tech companies will be demonstrating examples of superconductor technology in action. This technology makes it possible to conduct electricity without electrical resistance. Also returning in 2011 is "Hydrogen and Fuel Cells," Europe's largest joint presentation for these cutting-edge technologies. Here specialist firms will be presenting systems for hydrogen production, fuel cell components, stationary, portable and mobile fuel cells, and their applications.

For more information and full schedule of Hannover Messe events, visit www.hannovermesse.de.