

## Energy and Automation

### CREATE BUZZ AT HANNOVER MESSE 2011

With its “Smart Efficiency” theme, Hannover Messe 2011 drew greater attendance from its forums and exhibits than ever before. “This year’s event in Hannover has given industry a real boost, powering it up to drive the economic recovery,” commented Deutsche Messe managing board chairman Dr. Wolfram von Fritsch at the end-of-show press conference. “This Hannover Messe has generated even more momentum for industry as the force behind the economic upswing.”

More than 6,500 businesses from 65 countries came to Hannover to display their solutions with energy and automation the main topics of discussion. Looking ahead to next year, von Fritsch announced plans to expand the scope of the Metropolitan Solutions show launched in 2011. “Metropolitan Solutions has met with a tremendous response. Urbanization is an incredibly dynamic process in the world today. The last few days have demonstrated that industry already has a wide range of very specific answers to today’s pressing urbanization challenges, and that Hannover is the ideal home for this important topic.”

Hannover Messe 2011 attracted more than 230,000 visitors. This represents growth of 10 to 15 percent over the 2009 event. Some 60,000 of these visitors were from abroad, which is over a third more than in 2009. “Our foreign visitors, alone, would have filled over 150 jumbo jets,” said von Fritsch. “Attendance was up from every country, thus bringing tangible benefit to exhibitors in every sub-section of the event.”

Germany’s Federal Chancellor Dr. Angela Merkel and the French Prime Minister Francois Fillon opened Hannover before an audience of 2,400 invited VIPs, among whom were over 120 political delegations from abroad. “France as this year’s Partner Country presented its profile as an innovative industrial nation and a strong partner for the German economy,” commented von Fritsch.

The Industrial Automation fair for process, factory and building automation systems and solutions was a strong drawing card for visitors interested in every conceivable aspect of industrial automation—particularly holistic automation solutions for manufacturing. Another major attraction was the Energy Efficiency in Industrial Processes Forum.

The production automation area covered the gamut of networked solutions and innovations in plant and mechanical



engineering as well as robotics. Coverage of electric automation was rounded off by displays on IT solutions for real-world production challenges. At its Hannover debut this year, this topic was featured both on the exhibition floor and in the Industrial IT Forum.

Exhibitors also featured new mobile robot solutions for use in manufacturing and processing, the public sector and the services industry. Stand-out displays included flying robots, automatic cleaning systems for photovoltaic plants and driverless transport systems. Across the show, the automation sector demonstrated its key importance to each and every field of industry.

At the Motion, Drive & Automation fair (MDA) achievements in the electrical and mechanical power transmission and control sector, along with advances in hydraulics and pneumatics were readily available.

The market leaders were on hand to show off their latest energy-efficient gears, roller bearings, clutches and brake systems, plus a wide variety of hydraulic pumps, motors and transmission systems.

The MDA Forum in Hall 24 covered topics such as energy efficiency in industrial processes, power transmission systems for wind energy, sealing systems and condition monitoring systems. There were extensive synergies between MDA and this year’s Wind fair, with many manufacturers now supplying transmission systems and components for wind parks.

The Energy fair, the world’s largest and most prominent trade show for its field according to Hannover, put the spotlight on conventional and renewable power generation, transmission and distribution systems. All these stops were also covered by a rich array of special displays, events and forums. At the “Life Needs Power” forum, for example, experts from political and R&D circles got together with experts from the energy industry to debate all of today’s pressing themes and salient trends.

All the model regions selected by the German Federal Ministry of Economics and vendors serving the energy industry with hardware and software solutions were on hand to display their solutions for renewing and extending the existing energy infrastructure. ‘Smart grids’ was a major buzzword for everyone in search of ways to bring more renewable energy into the overall mix. For more information, please visit [www.hannovermesse.de](http://www.hannovermesse.de).