THERE IS NO PLACE LIKE HOME
Home of the
digital pioneers!

Why are the eyes of global industry focused on HANNOVER MESSE? Because this event covers all the technology of importance to them and because it is where key people in industry meet the people who enable the digital transformation! Not surprisingly, at the “home of industrial pioneers” two thirds of the trade visitors are decision-makers and one third have concrete investment plans. Buyers from plant and mechanical engineering, the automobile and aerospace industries, construction, metalworking, plastics, processing, electrical engineering and electronics seek the key to Industrie 4.0 here.

Their first port of call is Digital Factory. This is the platform for all the software solutions needed along the entire industrial value chain: AI and machine learning, simulation and digital twin, Blockchain and industrial IT, VR, Big Data, IT security, cloud services and digital platforms … if these are your topics, be there too!

Digital Factory

Hall 5
- Smart Materials
- Smart Products

Hall 6
- Engineering Software (CAX, PLM)
- Cloud Solutions
- Platforms and Services
- Virtual Reality
- Additive Manufacturing
- Industrial Security

Hall 7
- Business Software (MES, ERP, CRM, DMS)
- SCM Solutions
- IT Solutions and Consulting
- Embedded Systems

Hall 8
- Industrie 4.0 meets the Industrial Internet
- Initiatives/Political Platforms
- Smart Factory/Intelligent Manufacturing
NEW: Data Analytics
The industrial community has long since recognized that data is the “oil of the 21st century”. Survival in the face of global competition depends on the smart use of resources. Industry needs software that helps to reduce the consumption of energy and other resources. It demands systems that improve the flexibility and capability of production, as well as product quality. Strategies and tools for filtering, linking and analyzing large volumes of data will also interest decision-makers. Halls 6 and 7 offer an ideal platform for all these solutions at Digital Factory.

NEW: Blockchain
The World Economic Forum predicts that by 2027 blockchain technology may account for as much as 10% of global GDP. Blockchain has become much more than a ledger of finance transactions and already expedites the verification of smart contracts, monitors supply chains and protects against cyber attacks on devices in IoT networks and against breakdowns. There is massive interest in this technology, so the presentation in Hall 6 – in the Industrial Security zone – will attract a lot of interest.

Artificial Intelligence
Artificial Intelligence (AI) is the technology that is shaking up industry. The big companies have now all embraced pattern recognition, artificial neuronal networks, machine learning, deep learning and knowledge-based processes. Systems that can learn from the big data of digitized production systems employ self-optimization and predictive analysis to avoid machine stoppages and dramatically speed up the Industrie 4.0 process. AI experts and development partners are therefore highly sought after at Digital Factory!

Platform Economy
In 2018 Digital Factory was already the world’s biggest B2B event in an industrial context and in 2019 platform economy will again be a major theme. Industrie 4.0 needs an operating system and HANNOVER MESSE will play an important role in helping to determine which IoT platform will be setting new standards. International IT giants, leaders in mechanical engineering and new cross-industry alliances want the attention of potential buyers of the IoT solutions they present at the world’s leading industrial show. Exhibitors will also be showcasing digital business platforms for the entire value chain in the context of Industrie 4.0, i.e. the future of manufacturing. The focus is placed on the integration of machines, software and processes, with the human factor of decisive importance. Through vertical integration data can be safely transferred on cloud-based platforms to facilitate new business models and customized mass production.
Your presentation: 100 %
customized or a fair-package

How to create the perfect setting for your innovation? You want to organize your own trade fair stand? We are pleased to help you with our fair-packages, which will minimize your organizational input. Full details can be found online: www.hannovermesse.de/en/participation

Basic price, Hall from € 233/m²
Basic price, Open-air site from € 89/m²
Basic price, fair-package Basic from € 4,624*  

* Price for 9 m² Basic row stand. All prices subject to VAT at current rate.

Networking, generating business, image promotion – your trade show goals are clear. We place all our know-how and an experienced team at your disposal to help you realize your trade show goals.

Discover the home of industrial pioneers!

HANNOVER MESSE shapes the industrial world of tomorrow – and it has played this role for more than seventy years. Come to Hannover and see the future now!

Forums and special displays

MES Conference

The 11th MES Conference will focus on Manufacturing Execution Systems for digital networking at production and management levels. At the Convention Center manufacturers and users will present best-practice examples (simultaneous translation) from the areas of production and processing and highlight the role of intelligent models.

CAE Forum

Numerical simulation, 3D visualization and additive manufacturing are the core themes of this joint display stand with a forum stage. You can showcase your CAE software here in the context of the entire value chain. Demonstrate the benefits of VR and AR for Industrie 4.0 and offer your expertise in additive manufacturing, digital twins, electrical engineering or agile product development.

Additive Manufacturing

How important is AM for industry? This is the theme of a one-day specialist symposium on 2 April in the Technology Academy (Pavilion P36). For the fifth time suppliers and users will present new 3D printing processes and show how they can be used in mechanical engineering, alongside new hardware and materials for generative manufacturing.

Forum Industrial Security

Exhibitors on the stage in the exhibition area “Industrial Security” (Hall 6) will show industrial users how they can protect themselves against cyber attacks and operation failures: security by design models, software for authentication and encryption, protection against copying, systems for access control, and more besides.

For further information and registration options for the specialist forums and special exhibits at Digital Factory go to: www.hannovermesse.de/en/digitalfactory

Your contact person in Hannover

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