



### HANNOVER MESSE 23 THEMATIC ORIENTATION

### Positioning

As the world's premier trade fair for industry, HANNOVER MESSE is year after year the showcase for industrial transformation - with excellent innovations and groundbreaking products.

From development to production, logistics and energy supply, right through to services: HANNOVER MESSE stands for cross-sector solutions and interface technologies, and puts the focus on the trends in industry.

At HANNOVER MESSE the world's leading companies from the mechanical engineering, electrical engineering, logistics and energy industries as well as those from the software and IT sectors will be showing how the transition to digitized, resource-efficient and climate-neutral production can succeed.





## HANNOVER MESSE 23 GOOD REASONS FOR PARTICIPATION







## HOME OF INDUSTRIAL PIONEERS MEET YOUR TARGET GROUPS HERE













MANAGEMENT

**ENERGY MANAGEMENT** 

SOFTWARE & IT

**PRODUCTION** 

DEVELOPMENT & DESIGN

INTRALOGISTICS

63%

OF THE VISITORS ARE TOP DECISION-MAKERS AND DECISION-SHAPERS 72%

OF THE PROFESSIONAL VISITORS PLAN TO VISIT THE NEXT HANNOVER MESSE 1/3

OF THE VISITORS HAVE A CONCRETE INVESTMENT PROJECT

52%
INTERNATIONAL PARTICIPANTS
ONLINE + ONSITE

>80%

OF THE PROFESSIONAL VISITORS RECOMMEND HANNOVER MESSE TO OTHERS ALL INDUSTRY SECTORS

### Top goals of your professional visitors:

- Search for innovations
- Search for suppliers
- Initiation of new business contacts
- Networking & the exchange of experiences and knowledge





## PLATFORM FOR POLITICS, MEDIA AND TRADE ASSOCIATIONS

















## PARTNER COUNTRY INDONESIA

Every year, HANNOVER MESSE spotlights a selected country. The partner country not only attracts the attention of professional visitors and media, but also plays a role at the highest political level.

Indonesia is our partner country in 2023. Indonesia belongs to the Association of Southeast Asian Nations (ASEAN) and has by far the biggest economy within the group. The island nation is set to become one of the world's ten largest economies by 2030.

As partner country of HANNOVER MESSE, Indonesia not only strengthens its good economic and political relationship with Germany, but also places itself in the spotlight of the world's most important industrial event.







### HANNOVER MESSE 23 EXHIBITION THEMES

AUTOMATION, MOTION & DRIVES

DIGITAL ECOSYSTEMS

UNIBRIDGE®

**ENERGY SOLUTIONS** 

ENGINEERED PARTS & SOLUTIONS

**FUTURE HUB** 

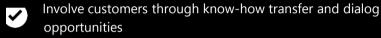
GLOBAL BUSINESS & MARKETS

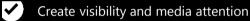
COMPRESSED AIR & VACUUM



# HOME OF INDUSTRIAL PIONEERS POSITION YOUR THOUGHT LEADERS

HANNOVER MESSE offers you the perfect possibilities for showcasing your product and solution expertise to an audience drawn from the business, politics and science communities.





Achieve your branding goals

Demonstrate your award-winning innovative creativity

A strong lead topic gives your brand and product history the right thematic context and, in cooperation with the other experts, you present yourself as part of a strong community of specialists actively shaping the future of industry.



#### Call4Papers, sponsorship, award participation

Whether by participating in the Call for Papers for the stage programs, through a sponsorship that places your brand in the context of a topic or by entering for the HANNOVER MESSE prizes, such as the HERMES AWARD, the possibilities for positioning your brand are virtually unlimited





### HANNOVER MESSE 23 SIDE EVENTS

Political Stage

### HANNOVER MESSE MAIN STAGE

Conference Stage

TECH TRANSFER

Conference Stage

**INDUSTRIE 4.0** 

Conference Stage

ENERGY 4.0



