

HANNOVER MESSE 2023

TRANSFORMING INDUSTRY TOGETHER

17 - 21 APRIL



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



THEMATIC ORIENTATION



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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.



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GOOD REASONS FOR PARTICIPATION



Clear business objectives; your visitors innovate and invest



Extensive reach and media attention



International community of exhibitors and visitors



High international political interest



Cross-sector concept



Modern exhibition grounds, including 5G infrastructure



Large concentration of decision-makers



Perfect hygiene concept for a safe trade fair experience



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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



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PLATFORM FOR POLITICS, MEDIA AND TRADE ASSOCIATIONS



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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.

Making Indonesia 4.0

A central component of the technological upswing is the "Making Indonesia 4.0" strategy, which is also the motto of the partner country participation at HANNOVER MESSE.



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YOUR EXHIBITION POSSIBILITIES



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HANNOVER MESSE 23 EXHIBITION THEMES

AUTOMATION,
MOTION & DRIVES

DIGITAL
ECOSYSTEMS

ENERGY SOLUTIONS

UNIBRIDGE®
ENGINEERED PARTS
& SOLUTIONS

FUTURE HUB

GLOBAL BUSINESS
& MARKETS

COMPRESSED AIR &
VACUUM



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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.

- ✓ Involve customers through know-how transfer and dialog opportunities
- ✓ Create visibility and media attention
- ✓ 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



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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



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