

Hannover Fair facing major change in the coming year

15.04.2019

In 2012, the Hannover Fair was the place where the Industrie 4.0 initiative was publicly presented for the first time. Since then, the progress of the digital industry has been seen here every year, also the working with similar international initiatives, and the debate has been waged with government and science. Now, the Hannover Fair's many-year-old structure, with its various leading trade fairs, no longer seems to match the dynamics of an industry that is in the midst of digitalization.

Dr. Jochen Köckler, Chairman of the Board of Deutsche Messe AG, commented during this year's Hannover Fair in a press release on a fundamental change in the coming year: "Our clear goal: a strong Hannover Fair, which continues to drive the industrial transformation and grow with exhibitors and visitors."

Specifically, the fair is divided into seven exhibition areas instead of the previous leading trade fairs. In the future, the areas will determine the communication with exhibitors and visitors, but now as topics of the Hannover Fair, which is coming to the fore.

(Hall plan for 2020, source Deutsche Messe AG)

Above all, two areas stand out: “Automation, Motion & Drives” occupies the largest part with Halls 2 to 13 and frames the entire fair from the east and south. “Digital Ecosystems” will be the digital core of the fair and will fill halls 14 to 17 in the future. Everything concerning digital connection, the use of software such as PLM, MES, logistics IT, digital platforms and cloud solutions, IT security, augmented & Virtual Reality as well as Energy Management Solutions, Artificial Intelligence and 5G Infrastructure - here and from here, this can continue to grow, which most recently as Digital Factory in Halls 5, 6 and 7 and on the forums and joint stands in Hall 8 mirrored the digital transformation of the industry.

With Halls 21 and 24, “Future Lab” opens a new realm that will turn research and development, startups, emerging technologies, innovation culture and the future of work into a "hotspot for innovation", where startups meeting research institutes and industrial companies meet lateral thinkers and young talents.

The former CeMAT with the topics of intralogistics will now be fully integrated into the Hannover Messe. Every two years there are the areas “Logistics” and “Compressed Air & Vacuum”. “Energy Solutions” focuses on electricity generation, power transmission, electricity, heating and cooling as well as the infrastructure for electric vehicles. Finally, “Engineered Parts & Solutions” showcases lightweight construction, surface engineering, material-specific components, joining technologies and engineering services. This is where the topic of additive manufacturing will find its home.

The Exhibitors' Council has backed the new structure. Whether it is the right one for the ever faster implemented digitization in the industry has to be proven. As long as the previous order of the Hannover Messe will probably not hold. The change we are experiencing is too intense for that. But with automation and digitization, the two right cores of change have moved more clearly than before to the center. That should be a good basis for the further development of the fair.