



Industrie 4.0 – IIoT – Industrial IT

Hall 8

Forum “Industrie 4.0”

The keywords differ: whereas Europe is talking about “Industrie 4.0”, other continents are discussing the “Industrial Internet of Things”. The trend is in evidence worldwide. IT and industrial sectors are converging fast, factories are becoming smarter. There is no better place to tune into the latest developments than at the forum “**Industrie 4.0**”. Since 2011 Deutsche Messe has been staging this high-profile event in cooperation with Plattform Industrie 4.0, the VDMA and the ZVEI.

Innovation platform for digitized industry

From 1 to 5 April 2019 the forum “Industrial IT” at HANNOVER MESSE will focus on the opportunities opened up by the digitization of value chains and products, as well as the resultant benefits for users. Predictive maintenance, B2B platform economy, KI, Machine Learning, workplace issues, SMEs and users, interoperability, security and standards will be high up on the agenda at **Industrie 4.0** in 2019. Leading international experts will present use cases, testbeds, technologies and service offerings. Daily panel discussions will create the basis for an exchange of ideas and opinions with the business community, the world of science and politics.

Located at the interface of the leading trade fairs IAMD and “Digital Factory”, the forum “**Industrie 4.0**” is the ideal place to present your smart products and innovative solutions to a broad professional audience.

Under the motto “Integrated Industry – Industrial Intelligence” HANNOVER MESSE 2019 will demonstrate that artificial intelligence is the next logical step in the 4th industrial revolution. The data generated by connected machines will open up completely new possibilities for industrial production. Human knowledge and intelligence will, however, continue to play a central role. While AI gathers and analyzes gigantic quantities of information, we humans will always bear responsibility for the resultant decisions.

**Prof. Dr. Martin Ruskowski, Head of Research,
Innovative Factory Systems, DFKI**

Synergies for your business: Industrie 4.0 – IIoT – Industrial IT.

Thanks to the sharp focus on software solutions for design and manufacturing, this special display category is the perfect complement to Industrial Automation. In Hall 8 you will benefit from the strong visitor flows and interdisciplinary communication generated by this leading automation show. An exhibition stand in the display category **Industrie 4.0** offers an ideal opportunity to establish contact with potential business partners, customers and suppliers in all segments of the industrial value chain.



Initiatives on Industrie 4.0

At the heart of the exhibit category dedicated to Industrie 4.0 – IIoT – Industrial IT various joint display stands will showcase the advance of digital transformation and expertise in various regions of Germany and numerous countries world-wide, as well as cross-border initiatives. Encounter well-known protagonists and the hidden champions, e.g.:

- Business France
- FME, NL
- Platform 4.0, DE
- Region Grand Est, FR
- Flanders Make, NL
- JMA, Japan

Industrie 4.0 Guided Tours

During HANNOVER MESSE 2017 more than 1,000 visitors took part in the Industrie 4.0 Guided Tours to find out about the latest technical developments. One of the special stopping points on the tour is the exhibit category “Industrial IT”. Interested parties can be guided directly to your stand.

➔ www.hannovermesse.de/en/guided-tours

Digital Factory

Hall 8

■ Forum Industrie 4.0

■ SmartFactory^{KL}

■ National and international initiatives on Industrie 4.0

■ Group presentation stands 4.0

■ Wireless, M2M & IoT

SmartFactory^{KL}

The vendor-independent research and demonstration platform SmartFactory^{KL} is dedicated to the development and testing of innovative IT solutions for real-life industrial applications in the area of production. The name is already regarded as a synonym for the “factory of the future”. This unique forum is supported by strong partners in science and industry, above all by the German Research Centre for Artificial Intelligence (DFKI). Since its inception in 1988, the DFKI has developed into the world’s largest research organization in this field.

Wireless, M2M & IoT

Wireless, M2M & IoT deals with networking issues along the complete value chain. The exchange of data via wireless networks (both public and private) streamlines business processes, optimizes resource management and paves the way to Industrie 4.0 for manufacturing enterprises. Together with the **group presentation Smart Connected**, the special display category **Wireless, M2M & IoT** offers various customized participation options.

Sponsoring

Promote awareness of your company and maximize your success at HANNOVER MESSE. Contact us to find out more about the sponsorship options.

Basic issues – maximum success



World-leading forum “Industrie 4.0”

A magnet for the visiting public, “Industrie 4.0 meets the Industrial Internet” attracted approx. 6,000 visitors in 2017. Located under the unifying umbrella of Industrial IT, the forum was attended by experts from all over the globe who came together to discuss innovative technologies, methods and service offerings. The list of contributors included Robert Bosch, Google, IBM, ABB, Microsoft, Weidmüller, Cisco, Software AG and Festo. The program was realized with the active support of Plattform Industrie 4.0, the VDMA and the ZVEI. In short, the perfect showcase for your Industrie 4.0 innovations and solutions.

Diverse, yet focused: the thematic spectrum covered by Industrial IT

The special display **Industrial IT**, which forms part of the leading trade fair IAMD at HANNOVER MESSE, will focus on the following major topics:

- Industrie 4.0/Industrial Internet
- Predictive Maintenance/Predictive Analytics
- B2B Platform Economy 4.0
- 5G/KI/Machine Learning
- Cyber Security/Industrial Security
- Cyber Physical Systems (CPS)/
Industrie 4.0 Components
- Process innovation via Big Data und Cloud
- Networking and Integration
- Open Standards for Industrie 4.0 and the
Industrial Internet
- Use Cases relating to RAMI 4.0/Industrie 4.0 Components
- IT Technologies in the Production Environment
- Product Lifecycle Management
- Humans and the Work Environment in the context of
Industrie 4.0
- Industrie 4.0 – Future Scenarios in the Year 2025
- Industrie 4.0 and SMEs



Your presentation: Customized or as an all-in package.

The stand area at Industrie 4.0 – IIoT – Industrial IT and Wireless, M2M & IoT can be adapted to your individual requirements. You can book stand space with or without stand assembly. Your contact for further information: markus.schorak@messe.de

Customized stand in Hall 8
(stand assembly not included)

€ 233/m²*

* Plus standard registration fee of € 340, marketing fee (€ 36 per m²), surcharge for stands open on more than one side (where applicable) and Value Added Tax.

Further information about our fair-packages with stand assembly is available at:

➔ www.hannovermesse.de/en/fairpackage

Forum Industrie 4.0

Book your place at this forum and secure maximum attention.

"Partner" package
1 product presentation
(tabletop) in the forum area.
Limited number available.

€ 5,900**

** Plus Value Added Tax

Lead generation services

- Unlimited number of complimentary admission tickets
- All-year-round online presence at www.hannovermesse.com

Exhibition space

- Tabletop (3 m²)
- Branding
- Brochure rack
- 1 bar stool
- Power supply (230 V), incl. consumption costs, power socket
- Internet connection

Services

- Central signboards
- Large information counter
- Lounge with tables
- 2 hostesses, organizational support
- Kitchen with refrigerator, dishwasher, shelf units
- Conference room, lockers, cloakroom
- Beverages and snacks
- Initial cleaning, daily stand cleaning and stand security



Registration (easier than ever): online.

Our exhibitor portal makes it easy to plan your stand, calculate costs and book direct:

➔ shop.hannovermesse.de



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Position as of: 28.11.2018