

# Research & Technology

Leading Trade Fair for R & D and  
Technology Transfer

**23 – 27 April 2018**  
**Hannover • Germany**

[hannovermesse.com](http://hannovermesse.com) #hm18



Parallel to  
HANNOVER MESSE 2018

CeMAT



Deutsche Messe

Research &  
Technology



# Solutions for

# tomorrow's industry.

## We look forward to your ideas



*S. W. - Castellano*

Sonia Wedell-Castellano  
Global Director Research & Technology

Research & Technology attracts a bigger audience than any other R&D fair in the world. It is easy to see why. The advantages of being a vital and integral part of the world's most important industrial technology show are obvious. As an outstanding platform for innovations and the whole area of industrial research it also enjoys a reputation as an "incubator of future-proof technology" and a "hotspot of applications-oriented research". In recent years the continued success of Research & Technology has led to world-wide recognition. After all, this is the only international R&D event to cover all disciplines and sectors, thus forming a link between science and industry.

Decision-makers in industry know that in Hall 2 they can find the cutting-edge technology they need to be competitive on tough global markets. And they know that the innovations shaping the future of industry are based on the industrial research of today.

You too can benefit from the unique position of Research & Technology and its integration within HANNOVER MESSE, the world's leading event for industry. Use this opportunity to make new contacts and showcase your solutions to the world. We look forward to seeing your ideas for the industry of the future!

51,800   
trade visitors

incl.  
**61.6%**  
top decision-makers

# Unique synergies generated by the world's leading industrial show.

Every year more than 200,000 trade visitors flock to HANNOVER MESSE. As of 2018 CeMAT – the World's Leading Fair for Intralogistics – will also be part of this global summit of industry. Research & Technology pools and showcases innovations from across all industrial sectors.



Research & Technology is embedded in the applications-oriented setting of HANNOVER MESSE and thus appeals to numerous industrial sectors. The close links to industry and industrial applications distinguishes this global R&D event from all other events in the field of research. The future-focused technology featured here is relevant to all the other leading trade shows: Industrie 4.0 and adaptronics are themes shared with IAMD, energy research and mobility link Research & Technology with the trade show "Energy", organic semi-conductors are relevant to Digital Factory, while bionics will interest visitors to Industrial Supply. This line-up of interconnected trade fairs is completed by CeMAT – the world's leading trade fair for intralogistics and supply chain management – which is staged every second year and in 2018 will take place parallel to HANNOVER MESSE. Expectations are high among the sectors represented by this event that the displays in Hall 2 will boost their business.



# The perfect arena

# for your networking.

Hall 2 is the hub of HANNOVER MESSE. The exhibits, stands and events bring industry, business and research together and ensure that great ideas are transformed into market-ready products.

Boasting a fascinating content and an international flair, Research & Technology is the most important event worldwide for presenting industrial research. The advent of the Industrie 4.0 initiative has generated a surge in interest in this hotspot for applied research. No other event in the research sector facilitates the networking of different disciplines and the integration of smart systems as effectively.

Exhibitors from R&D are able to find new areas of application for their developments and benefit from the cross-over of technologies in Hannover. Spin-off ventures find marketing partners here, while next-generation engineers and other professionals discover career openings. Research & Technology also offers promising networking potential at events such as the Night of Innovations and the tech transfer Forum, where science, business and the world of politics converge.

## Night of Innovations

Every year exhibitors and trade visitors gather in Hall 2 on the first evening of the trade show for the biggest networking event for R&D and other sectors represented at HANNOVER MESSE. The event kicks off at 5 p.m. with a panel discussion attended by high-calibre speakers. A program of live music, snacks and interesting live shows at the stands continues into the night.

## tech transfer Forum

Surrounded by exhibits, the centrally located Research & Technology forum addresses the core themes of industrial research, including bionics, adaptronics, the efficient use of energy and resources, electro-mobility, Industrie 4.0, organic electronics, standardization and more. This extraordinary platform for dialogue is sponsored by various renowned organizations and banks.



# Innovations that will change the world.



Adaptronics, bionics, bio-economics, organic electronics, technical textiles – these are some of the topics in Hall 2 that are revolutionizing industry.

## Bio-economics

At present most synthetics are oil-based products but numerous other products and processes based on sustainable raw materials offer enormous potential. Bio-economics is a concept designed to reduce dependence on mineral oil. The joint bio-economy showcase staged by BIOPRO Baden-Württemberg, Projektträger Jülich and the Agency for Renewable Resources will present bio-based adhesives, composite materials, construction materials, polymers and CO<sup>2</sup> neutral concepts for automobile production and mobility.

## Organic electronics

Replacing inorganic with organic materials yields numerous benefits in lighting, photovoltaics, printed electronics, batteries and other components. Organic electronics are important in the transformation of light into electric current (photovoltaics) and conversely (light emitting diodes) and have attracted considerable interest, partly because this technology is showcased at Research & Technology.

## Bionics

Bionics – the application of know-how derived from Nature to innovative engineering and modern technology – has been a display category in Hannover for the past eleven years. Research scientists showcase market-ready developments in bionics in Hall 2 in a display welcomed by industry as a source of solutions for lightweight engineering, robust, cost-effective manufacturing materials and functional surfaces, as well as optical technology, innovative communication technology, robotics and microsystems technology.

## Technical textiles

Huge potential still exists for the industrial use of textile materials. In Hall 2 companies and institutes specializing in this field will demonstrate the exciting properties of modern fibres, yarns and materials. Technical and intelligent materials are suitable for diverse applications thanks to their flexibility, low grammage, outstanding breathability, weather-resistance and strong resistance to mechanical stress. They are frequently used in filters, fibre-reinforced components, geotextiles, tapes and bands.

## Adaptronics

R&D service providers will be showcasing their latest applications for intelligent, self-adaptive materials with sensor or actuator functions. As adaptronic components can adapt in terms of strength, flow properties, ductility, resilience or hardness, they offer superior properties to those of mechanical components and systems. In cases where conventional mechatronic solutions prove inadequate, cross-sectional technologies can open up amazing alternatives, e.g. low vibration or reduced noise.

# We lead the way to your trade fair success.

Making new contacts and finding applications for new technology – these are key goals and from experience we know how to help you realize them. In order to ensure the success of your trade fair participation we put our extensive services and know-how at your disposal.

Your success is our aim. This is why we tailor your presence at Research & Technology precisely to your needs. Exhibitors can organize their own display or book a low-priced one-stop fair-package. You can also participate in a joint presentation with a small stand area, maximum impact and an all-inclusive service. Perhaps you would like to present your innovative solutions at the tech transfer Forum or in the conference program of HANNOVER MESSE? Simply contact us about the options and discounts available.



#### Your main contact

I look forward to helping you at all times during your trade fair preparations!

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Early  
booking discount  
available until  
15 September 2017.

## Your own customized stand or our professional one-stop option

Showcase your innovations at a stand designed and organized by you – or minimize your organizational efforts by opting for one of our attractive fair-packages. Details can be found online at: [www.hannovermesse.de/en/exhibit](http://www.hannovermesse.de/en/exhibit)

Basic charge for hall space	from € 214 per m <sup>2</sup> *
Charge for "Basic" fair-package	from € 4,442**

\* Early booking discount available until 15.09.2017. \*\* Early booking price for row stand, 9 m<sup>2</sup>. All prices are subject to VAT.

### 1 Industrial context

Place your company at the focus of key user industries

### 2 Networking

Make new contacts at global networking events

### 3 Innovation

Play a role in the key topics of Industrie 4.0

### 4 Transfer of know-how

Use our professional services for your own marketing



**Monica Landgraf, Head of General Communication, Press spokesperson for Karlsruhe Institute for Technology (KIT), Karlsruhe, Germany**

*KIT, like the organizations that preceded it, has been actively engaged in HANNOVER MESSE and represented in Hall 2 for many years. This event is clearly the most important trade show for us. KIT is dedicated to research, teaching and innovation – the transfer of our research to industry and the interaction between our institute and industry is very significant. Currently, it amounts to around 500 projects per year. Apart from ongoing cooperation in research projects, HANNOVER MESSE provides an excellent arena for securing contacts in industry and facilitating the rapid transfer of research findings into market-ready products.*



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