

Hanover Fair 2007: Interview with Thomas Rilke, Deutsche Messe AG



Thomas Rilke manages the Industrial Automation section at Hanover Fair, including the leading trade fairs Interkama+, Factory Automation, and Industrial Building Automation.

Hanover Fair 2007, which will take place between 16 and 20 April, is regarded as one of the greatest international information exchange events for industrial automation. In the automation, drive technology and digital factory sections more than 2,500 exhibitors will offer products for industrial manufacturing and automation. Hanover Fair 2007 is particularly significant for visitors looking for information on electrical drives, Motion Control, controllers, IPCs and Ethernet. An unprecedented wealth of innovation will be on display in these areas.

Each year, in close cooperation with exhibitors and their customers, specialized competency centers are set up in the industrial automation section of Hanover Fair. This year's highlights are Wireless Automation, Industrial Identification, Safety & Security, Application Park and Hygienic Design & Cleanroom Technology. Each individual competency center is a worthwhile destination for trade visitors.

Mr. Rilke, automation plays a role at many trade fairs. How does the automation section of the Hanover Fair differ from other fairs?

Thomas Rilke: The strengths of the Hanover Fair are its internationality – 6,000 exhibitors and more than 200,000 visitors from over 60 countries are considerable proof – as is the synergy and interaction within the individual industry fairs. Compared to Hanover Fair, no event in the world can offer more new developments, inspiration, initiative and innovation to create production and process solutions for all industrial sectors.

What tangible benefits does the Hanover Fair offer international visitors?

Rilke: Exhibitors and visitors from Germany and abroad appreciate the wide range of international contacts that cannot be found anywhere else in such a concentrated area. As organizers, we facilitate initiation of contacts and potential partnerships in the run-up to the fair, independent of the contacts in the trade fair booths. A number of accompanying events focus on business dealings with individual countries such as the new EU member countries and Russia. Turkey is the official partner country for Hanover Fair 2007.

Last but not least, it is the technological innovations that offer such high value for visitors. The Hanover Fair aims to be the first trade show to reveal new technology trends and to have as many live demonstrations by experts as possible. The motto is: the more realistic, the better. In order to stay ahead, we hold intensive discussions with exhibitors, visitors, associations and field-user organizations.

The automation section of the Hanover Fair will offer further highlights this year. What are they?

Rilke: In the 'Application Park' machine manufacturers, robot manufacturers and automation suppliers show complete production solutions. The 'Robotics Academy' offers introductory training sessions for robot-aided automation based on selected robotics applications.

The special Safety & Security exhibition section offers targeted information about industrial security solutions, focusing on product piracy and other issues. 'Hygienic Design & Cleanroom Technology' is another automation forum at this year's fair. 'Industrial Identification' offers information about RFID and a wide range of other innovative identification technologies. The special 'Wireless Automation' section offers information on wireless communication in production applications.

One thing is clear – this year's Hanover Fair offers more practical know-how than ever before. Visitor gain an excellent overview of automation trends that create competitive advantages and cut costs. The size of the trade show, as well as an awareness of Germany as a global technology hot spot, enable this enormous range of information from many areas, including technology transfer.

A strong claim...

Rilke: Indeed. We want to and must offer top performance, because this is the only way to attract visitors from around the world. One third of all visitors come from abroad. We also feel especially committed to visitors from Germany, around 70 percent of whom come from medium-sized companies. The Hanover Fair is the platform for automation technology, a technology that is making ever faster progress in the globalized economy, creating greatly added value. Together with more than 2,500 exhibitors from the automation, drive technology and digital factory sectors, we offer a wide range of exciting live presentations and forums. Each fair aims to offer visitors new, practice-oriented inspiration and a range of solution options. To sum it up: We intend to offer the best technology fair in the world – year after year.

Source: Deutsche Messe AG