

Energy

Leading Trade Fair for Integrated
Energy Systems and Mobility

23 – 27 April 2018
Hannover • Germany

hannovermesse.com #hm18



Parallel to
HANNOVER MESSE 2018

CeMAT



Deutsche Messe

Energy



Our formula for the future is Integrated Energy.

Road map for tomorrow's energy system

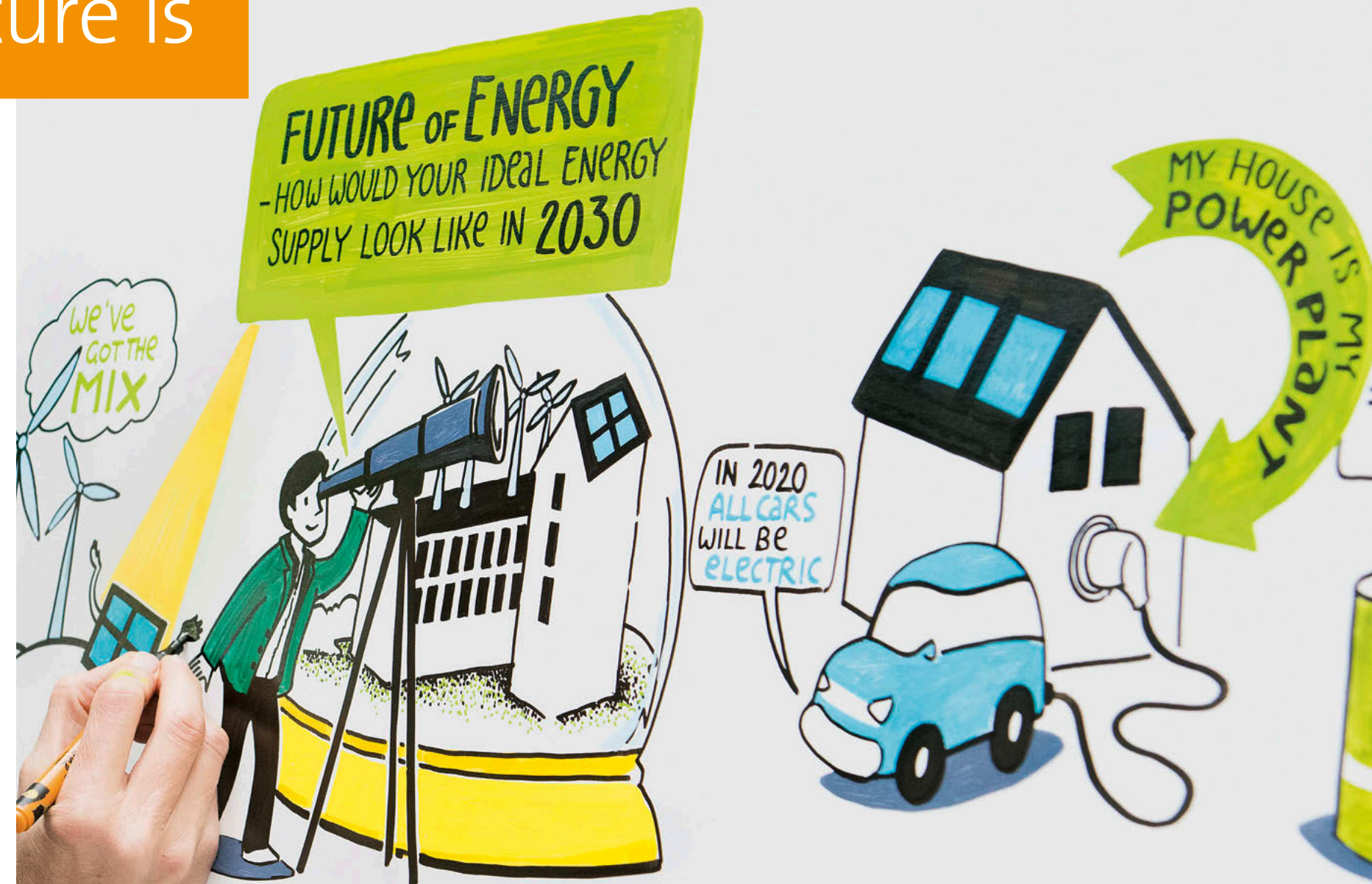


Benjamin Low
Global Director Energy

“Energy” is unique for two reasons: firstly, it is fully integrated into the world’s leading industrial technology show; secondly, as a global business platform “Energy” unites all the relevant sectors and technologies – i.e. from generation, transmission and distribution to storage, management and mobility.

Decentralized generation, renewables, smart grids, CHP, hydrogen and fuel cells – “Energy” has proven strengths in these areas, and in many others. Year for year it focuses on the latest major trends and serves as a compass for the political community, as a showcase for the energy industry and as an excellent place to do business.

Following the addition of the new display categories Building Energy Technologies and Electric Transportation Systems, we are convinced that Energy 2018 will once again set global benchmarks and open up new opportunities. This is your chance to present your innovative solutions for tomorrow’s integrated energy system. We look forward to receiving your registration.



97,600
visitors



including
62,600
decision-makers



Show the world

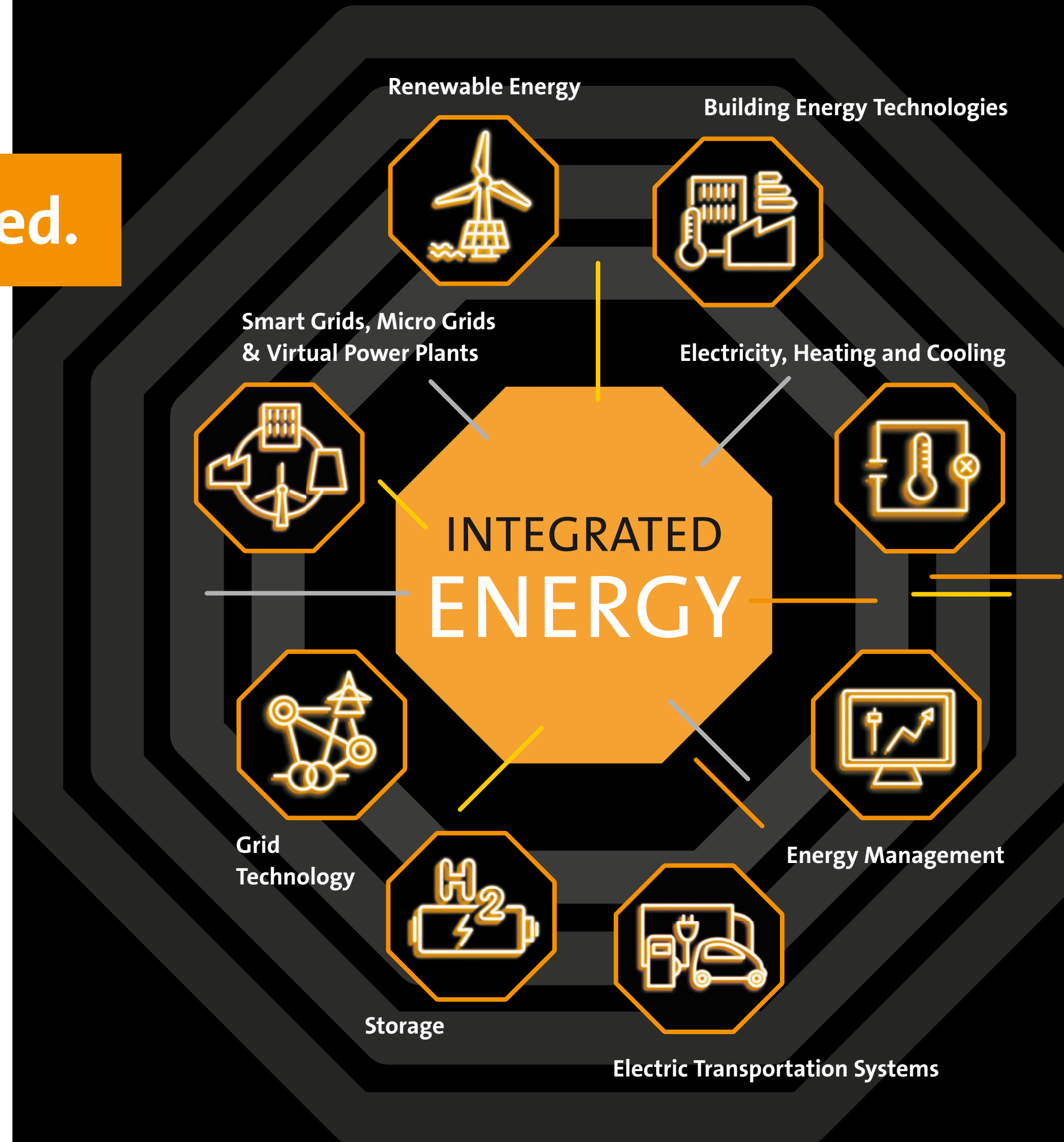
how it is interconnected.

In 2018 “Energy” will focus on all the key elements in tomorrow’s integrated energy system – generation, storage, distribution, plus industrial energy management. What role do you play in this system?

Integrated Energy

Effective collaboration is the key. In tomorrow’s decentralized and renewables-based energy system it will be essential to coordinate and manage very different production sources. “Energy” will present the concepts and technologies designed to achieve this goal. Topics such as power to gas, virtual power plants, smart grids, ISO 50001 and e-mobility & storage will be viewed as a whole and not in isolation.

Under the heading “Integrated Energy” the exhibitors will build bridges between generation, storage and distribution. What role will your company play in the integrated energy system of the future? Show the answer at “Energy 2018”.



Global hotspot

for integrated industry.

Every year more than 200,000 visitors experience HANNOVER MESSE as the summit meeting for key industrial sectors. In 2018 HANNOVER MESSE will be augmented by CeMAT, the world's leading trade fair for intralogistics & supply chain management. "Energy" will be perfectly embedded in this applications-oriented line-up.



"Energy" covers every aspect of the future energy system. This has been its unique selling point for a number of years. Unlike other competing events "Energy" centres on industrial applications and embraces energy efficiency, power transmission, mobility, storage technology, energy automation and monitoring – issues that are high up on the agenda throughout HANNOVER MESSE. A new hotspot in 2018 will be Young Tech Enterprises@Energy, where start-ups will present their ideas for the energy sector.

In 2018 two traditional highlights at HANNOVER MESSE will relocate to the "Energy" hall no. 27: the central stand of Partner Country Mexico and the external trade platform Global Business & Markets. Consequently, the "Energy" exhibitors will be ideally placed to access new markets worldwide.



New ideas for the energy transformation process.



The integrative concept of “Energy” is very much in evidence in Hall 27. The central stage at the Integrated Energy Plaza will be a rallying point for all those who are spearheading the transition to tomorrow’s decentralized, renewables-based energy system.

Integrated Energy Plaza

The group presentation and on-stage events at the Integrated Energy Plaza will focus on the individual elements of tomorrow’s energy system and show how they interact within the future system. Supported by leading industry associations, the forum program will centre on technologies and projects geared to the generation of renewable energy and the intelligent management of decentralized generation, storage technology and consumer supply. As a special highlight at “Energy”, the Integrated Energy Plaza is the first stopping point for guided tours and delegations from all over the world. Last but not least, the Community Evening will attract visitors and exhibitors from all sectors of HANNOVER MESSE.



Renewable Energy



Renewables are playing an increasingly prominent role at “Energy”. At the Integrated Energy Plaza and on the surrounding display area the spotlight will be on the booming photovoltaic sector, as well as on biomass, geothermal energy, wind power and storage technology (an essential complement to volatile energy sources). The focus will also be on Power Purchase Agreements (PPA) which guarantee access to 100 percent renewable energy.

Virtual Power Plants

Until a few years ago virtual power plants (VPP) played only a marginal role in the area of smart grids and decentralized energy supply. Today, VPP are essential for the efficient coordination and management of thousands of decentralized generating installations (solar, hydro, biogas, wind, CHP). Indeed, in the near future virtual power plants could be capable of meeting baseload requirements. Hall 27 will present business models, technologies and projects geared to virtual and combined power plants.



Give industry

new momentum.

The creation of the new energy system will also depend on the adoption of innovative technologies by industrial users. Combined heat and power (CHP), absorption cooling, ORC and smart building technologies figure prominently in this context.

Power, Heat, Cooling



Energy efficiency in non-residential buildings, cooling and air-conditioning technology, heat recuperation, effective lighting and ventilation – all these issues are relevant to industrial users. Industry can achieve enormous savings by using the right technology. Increasingly, industrial enterprises are becoming energy producers in their own right – e.g. via combined heat and power (CHP) systems. Combined cooling, heat and power (CCHP) is an interesting option in cases where there is heavy demand for power and refrigeration. Present your solutions for industrial users. At HANNOVER MESSE you can establish direct contact with large numbers of key decision-makers.

Decentralized Energy Supply

Decentralized power generation and distributed grid feeding are growth markets – and this is benefiting energy suppliers, plant engineering companies, subcontractors and service providers. A special group presentation features the latest technology for decentralized energy supply: plant, components and services for CHP and CCHP, waste heat recovery, ORC and solar energy. This is an excellent opportunity to present your solutions to representatives of industry and the energy sector.

Building Energy Technologies

Enormous savings can be achieved by the efficient use of energy in office and factory buildings, and very often this is subsidized. The new display category “Building Energy Technologies” will attract suppliers of new technology, consultants and service providers on the one hand as well as owners, operators and users of non-residential buildings. Located next to the display of technology for decentralized energy supply, “Building Energy Technologies” will focus on technologies geared to efficient energy utilization in non-residential buildings (new structures as well as conversion and refurbishment projects).



38%
of the visitors
come from
outside Germany



Batteries and storage devices

moving ahead.

What does the future of mobility hold in store? Key factors here are vehicle range and the status of the charging infrastructure. Battery and storage technology will therefore be a recurrent theme throughout “Energy” and HANNOVER MESSE.



Mobility & Storage

Energy 2018 will demonstrate the growing importance of storage and battery technologies – worldwide. In Hall 27, for example, leading players will present new stationary storage systems, high-performance batteries, innovative charging infrastructure solutions, plus power-to-gas and other hydrogen-based technologies.



Hydrogen + Fuel Cells + Batteries

The more volatile the energy source, the greater the importance of storage technology – this is the message at Europe’s largest trade show platform for hydrogen, fuel cells and stationary batteries. Around 150 exhibitors from 25 countries profit from the growing interest in their technologies in the energy sector and in industry. The lectures and interviews at the two forums will be streamed live on the Internet. Test drives will be available on the Open-air Site.



Electric Transportation Systems

How can e-mobility be integrated into the overall energy system? This question will be on the agenda at Electric Transportation Systems (the new format following on from MobiliTec). The spotlight here will be on electric and hybrid vehicles, alternative fuels and drive systems, intermodal concepts and integration into the overall transport infrastructure. The group presentation Hydrogen + Fuel Cells + Batteries will be located in the immediate vicinity. A test track will be constructed in front of Hall 27.

New ideas for the electric power market.



The main topic in Hall 13 is how best to distribute electricity from the power station to the consumer. Well-known exhibitors and experts will present their solutions for tomorrow's energy market.



Grid Technology

Directly adjacent to the WEST 1 entrance visitors can experience the decisive links between energy producers and industrial consumers – i.e. transmission and grid equipment, transformers and switchgear, cables, power supplies, UPS equipment, condensers, filters, etc.

Life Needs Power

The renowned forum "Life Needs Power" puts the spotlight on all the relevant energy-policy issues. Leading experts from business, research and the political community come together to debate new flexibility options, sector coupling, power market design, digitization, grid development and the ongoing transition to renewables. The forum is supported by the industry associations VDE, ZVEI, BDEW and VDMA, the Future Energy Forum and Deutsche Messe AG.



**Prof. Pascale Ehrenfreund, Chairman,
German Aerospace Center (DLR), Cologne, Germany**

"For the DLR HANNOVER MESSE is the ideal place to showcase our expertise in the area of energy and transport research and automation. We had the opportunity to present our research activities to the Federal Minister for Economic Affairs, Brigitte Zypries, and Lower Saxony's Minister of Science and Culture, Gabriele Heinen-Kljajić. Contacts with enterprises and other research organizations also play an important role. At HANNOVER MESSE we are able to engage in detailed discussions about future research projects."

**Matthias Kietz, Head of Research,
Powertrain, BMW, Munich, Germany**

"Our slogan at HANNOVER MESSE this year was 'energy for mobility'. We want to demonstrate the transformation in the energy sector. For the first time we had the opportunity to show potential customers how we envisage the transition to zero emissions. The added value of HANNOVER MESSE in comparison with automotive shows is that we have access to a completely different infrastructure."



Secure and low-cost energy –

it depends on effective management.

Will the energy transformation process succeed? This will be decided at a senior management level – i.e. by those who initiate investments in the generation and distribution networks.

Energy Management

The digitization of industry depends on the precise control of the flow of energy in production and infrastructure. The goal is to raise energy efficiency and reduce costs. Located directly adjacent to the automation show IAMT in Hall 12, this exhibit category centres on smart industrial energy management – i.e. the acquisition, analysis and visualization of energy data, building automation, measuring and testing equipment, plus switches and housings.



Digital Energy

Following a successful premiere in 2017, this special display will again present solutions for integrated energy management in an industrial context. Companies that are planning to introduce and/or optimize energy management systems will receive specific guidance in Hall 12. Experts will describe how energy management processes can be streamlined with the aid of energy audits, as well as innovative IT systems, sensors and measuring devices.



For facts & figures on Energy and the full spectrum of topics covered at the show, visit:

www.hannovermesse.de/en/energy

Energy is a global player.

Integrated energy systems need effective business platforms. The trade show “Energy” is an ideal choice – not only in Hannover but also in Istanbul, Montréal, Toronto and Chicago.

USA



Canada

Montréal

■ CANWEA
3 – 5 October 2017

Toronto

■ Solar Canada
4 – 5 December 2017



Chicago

■ Industrial Energy Systems
10 – 15 September 2018

Las Vegas Vegas

■ Hydrogen + Fuel Cells NORTH AMERICA
10 – 13 September 2017

Anaheim

■ Hydrogen + Fuel Cells NORTH AMERICA
24 – 27 September 2018

Turkey



Istanbul

■ Electrotech Eurasia
15 – 18 March 2018

■ ICCI
2 – 4 May 2018

Mexico – Partner Country 2018



The Partner Country at HANNOVER MESSE 2018 is one of the world's top ten industrialized nations. In Hannover next year Mexico will have the opportunity to present new technology, investment opportunities, innovative growth strategies and research projects.

Our goal? Your success!

Innovation

Showcase your solutions and give fresh impetus to industry worldwide

Networking

Overcome technological barriers and market boundaries

Meeting-place for professionals

Discover all the energy-related issues and technologies at one place

International reach

Open up new, growing markets

Early booking discount available until 15 September 2017.

Making new contacts and generating business – from experience we know how you can best achieve your trade show objectives. We place all our extensive know-how at your disposal.

Your main contact partner



I look forward to helping you plan your trade fair participation!

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Individual presentation or one-stop solution

Put your innovations in the spotlight by designing your own trade fair stand. Alternatively, keep your organizational efforts to a minimum and opt for one of our attractive fair-package offers. Details can be found online at www.hannovermesse/de/en/exhibit

Basic charge for hall space from € 227/m²*

Basic charge for space on open-air site from € 87**

* Early booking discount available until 15.09.2017. ** Early booking price for row stand, 9 m². All prices are subject to VAT.



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Contact details for our local sales partners worldwide are listed at
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