

22.– 26. APRIL 2024

HANNOVER MESSE GUIDED TOURS

Hybrid Guided Tours
What are the key elements
for the production of the future?

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WORLD. LEADING. INDUSTRYSHOW.

HANNOVER
MESSE

CONTACTS FOR YOUR CUSTOMER BUSINESS

Present your products during the Guided Tours and generate new leads.

For HANNOVER MESSE 2024, we are offering 9 tours on various current topics. 6 exhibiting companies can take part per theme. During the fair, we will take a group of trade visitors with up to 20 people directly to your stand 8 times.

Through your participation in the Guided Tours

- Address your target group precisely.
- Generate new contacts by scanning the badges of the trade visitor group via AddLeads.
- Integrate your product or service presentation into the appropriate thematic trade visitor tour.
- Increase the number of visitors and the attention for your trade fair presentation.

Date	Monday – Friday, 22. – 26.04.2024
Tourstart	Monday: 2 pm Tuesday – Thursday: 10 am and 2 pm Friday: 10 am
Start	Information Centrum (IC), Messegelände
Tour language	Englisch
Tour participants	Domestic and foreign trade visitors to HANNOVER MESSE

THESE ARE THE TOUR THEMES OF THE GUIDED TOURS 2024*

- Tour 1: Manufacturing X - Key Technologies for Tomorrow
- Tour 2: Digital Twin
- Tour 3: Hydrogen + Fuel Cells
- Tour 4: Industry meets Renewable Energy Supply meets Sustainable Mobility
- Tour 5: Industrial 5G
- Tour 6: Business software for industrial SMEs
- Tour 7: Artificial Intelligence
- Tour 8: Quantum technology
- Tour 9: All-electric Society

Further information on the Guided Tours package and detailed descriptions of the topics can be found on the following pages.

Secure your place now and submit your application via the HANNOVER MESSE Shop!

* The project management reserves the right to make the final selection.

HANNOVER MESSE GUIDED TOURS TOUR TOPICS IN DETAIL

Tour 1: Manufacturing X - Key Technologies for Tomorrow

Data rooms, management shells, artificial intelligence and multi-agent systems enable dynamic supply chains that dissolve previous production architectures. Industry 4.0 is a reality in many places; the 4th Industrial Revolution is in full swing. The manufacturing networks of the future are highly flexible and can reconfigure themselves for each product. This offers completely new options for companies: resilience and technology openness. Thanks to intelligent matching platforms and secure data spaces, even competitors can collaborate.

This tour gives an impression of where manufacturing is heading, what professionals need to know and how sustainability can be considered through from the start.

A scientific expert who knows the shop floor will show participants the key technologies that can become tomorrow's game changers. Companies will be visited that are driving the 4th Industrial Revolution forward with their technological contributions and manufacture individual products in a sustainable, efficient and resource-saving way.



Tour 2: Digital Twin/AAS: How can information about the value chain be made easily usable?

Today, digital twins exist in the most diverse forms for the most diverse applications. A major challenge of today's solutions is scaling across system or company boundaries.

The Asset Administration Shell (AAS for short) offers the solution here; it is the foundation for the digital twin in Industry 4.0. The AAS is a manufacturer-independent and industry-neutral, internationally standardised standard for the provision of information. It allows data of an industrial asset to be made available quickly and easily over the entire life cycle for all participants along the value chain in an interoperable manner.

This tour shows, among other things, a functional value case in which an originally purely passive component is equipped with active additional functions. Access to the product, engineering and operational data is tailored to the needs of the various participants in the value creation networks. Another case shows how the carbon footprint of a control cabinet can be recorded in a standardised way across the supply chain using AAS. You can experience these and other interesting use cases on the Digital Twin Tour.

HANNOVER MESSE GUIDED TOURS TOUR TOPICS IN DETAIL

Tour 3: Hydrogen + Fuel Cells

The Guided Tours on the topic of hydrogen and fuel cells give the participating persons an insight into the possibility of implementing hydrogen use in the entire value chain of a company or entire infrastructure. This applies in particular to the topics of independent energy supply and the replacement of fossil fuels, both propulsion technology and energy technology, with hydrogen solutions.

In addition, participants will get an impression of how to make their company independent with the help of hydrogen. Here, explicit exhibiting companies will be visited that offer holistic solutions for the conversion of current fossil carriers and provide information with regard to reconversion.

The use of hydrogen as a motive power brings various possibilities of integration for many companies. The companies visited on the tour are leaders in offering hydrogen-powered vehicles (trucks, forklifts, etc.), but also offer solutions and ideas for sustainable fleet management.

The tour may be rounded off by the topic of replacing fossil energy technology, for example in the manufacturing industry. Particularly exciting here is a look at the replacement of coal or natural gas with hydrogen in steel production, glass production or ammonia production.



Tour 4: Industry meets Renewable Energy Supply meets Sustainable Mobility

Renewable energy and mobility are closely linked. Solar energy, wind energy, biomass and hydropower are used as alternative energy sources to reduce the need for fossil fuels. Renewable energies play a crucial role in electro mobility in particular. If the electricity comes from renewable energy sources, electro mobility helps to reduce greenhouse gas emissions and reduces dependence on fossil fuels.

In addition, renewable energies can also be used in combination with hydrogen technologies to produce green hydrogen for fuel cell vehicles. More and more logistics companies and corporations are converting to hydrogen mobility for trucks and ship transport. The railways want to run only on green electricity from 2038. Synthetic fuels from renewable energies can be used in conventional combustion engines and thus contribute to the decarbonisation of the transport sector. However, the switch to low-emission energy supply and mobility concepts and their operation also pose challenges for industry, commerce and utilities. Not least in the areas of storage and infrastructure.

Your company has the necessary expertise and offers solutions? Then become part of the Guided Tour "Industry meets Renewable Energy Supply meets Sustainable Mobility"!

HANNOVER MESSE GUIDED TOURS TOUR TOPICS IN DETAIL

Tour 5: Industrial 5G

Industrial 5G is critical for smart factories, enabling ultra-fast, low-latency communications between machines and systems. This is revolutionising manufacturing, improving automation, real-time data analytics and remote monitoring, and increasing efficiency, productivity and flexibility.

Exhibitors on this tour will present the status quo and growth opportunities of private 5G network ecosystems and display exciting 5G use cases to demonstrate the wide range of possible applications within industry. The tour also looks at 6G campus networks and shows what they can do in the future, what use cases are possible and how the migration from 5G to 6G campus networks is happening.



Tour 6: Enterprise software for industrial SMEs

How are the necessary digital transformation processes in companies implemented with the help of software? This guided tour is intended to show SMEs new perspectives and potentials for ERP, CRM and DMS systems. This tour is a point of orientation for the selection process and the introduction of these systems.

Tour 7: Artificial Intelligence

AI is making its way into many different areas of industry and is shaping the future as a revolutionary technology. Provide answers to AI applications that can improve daily working life and help overcome complex challenges.

Other application areas such as image recognition and machine vision, where AI algorithms can analyse images and recognise patterns to revolutionise quality control and inspection, are other possible application examples and attract interest from our visitors.

In addition, the link between AI and sustainability, where innovative technologies are leading the way to a greener and more resource-efficient future, can also be an interesting component of the tour.

Do you have solutions on how AI is used in industry and production to optimise processes, automate production flows and increase quality? Then you and your company can be part of the tour!



HANNOVER MESSE GUIDED TOURS TOUR TOPICS IN DETAIL

Tour 8: Quantum technology

Quantum technologies will become more relevant in the short to medium term in industrial application fields such as AI, logistics, cybersecurity or robotics, to name just a few examples. Therefore, this tour will be dedicated to this trendy topic. Whether quantum computers, communication, simulators or sensors, these diverse technologies focus on the development of breakthrough innovations that initiate changes in entire industries. "Faster, more precise and simpler", quantum applications can, for example, contribute to the much better coordination and optimisation of manufacturing processes, the development of more precise measuring devices and significantly more powerful computers, or enable greatly increased security in data communication.

Our Guided Tour on the topic of "Industrial Applications in Quantum Technology" will focus on practical application examples in industry. Quantum technology will be brought to life at selected exhibition stands. Here, interested visitors will learn how scientific research findings can be successfully transferred into industrial applications.



Tour 9: All-electric Society

The All Electric Society Guided Tour focuses on technologies that positively contribute to the achievement of climate goals. Key drivers of a society in which energy supply is largely based on renewably generated electrical energy are electrification and digitalisation. High efficiency potentials can also be realised through the coupling of different sectors such as buildings, mobility and industry. This makes the All Electric Society (AES) an important energy efficiency scenario for a climate-neutral society. On the Guided Tour to the All Electric Society, companies will present themselves that positively contribute to the All Electric Society with their technologies and solutions. The tour also leads to the exhibition stand of the ZVEI - Association of the Electrical and Digital Industry, where the vision of a climate-neutral society will be discussed from many perspectives in a specially constructed new AES Arena.

We have caught your interest and you and your company would like to become part of our Guided Tours? You can find information about our package contents on the next page!

HANNOVER MESSE GUIDED TOURS PACKAGE CONTENTS

As part of our Guided Tours, we are pleased to provide the following services:

Services	Preis 4.790 €* ✓
Integration of your stand into a tour theme from the existing portfolio (10 minutes presentation time)	✓
Visible highlighting of your stand as part of the Guided Tours	✓
Lead management software for scanning visitor badges(1-user package)	✓
Logo presence on the partner bar on the tour plans	✓
Logo presence on the website of HANNOVER MESSE Guided Tours 2024 with link to the exhibitor profile	✓
Logo presence integrated in the sponsor bar on advertising spaces of the Guided Tours	✓
Logo presence on the Guided Tours shuttles	✓
Opportunity to give away giveaways and information material at the Guided Tours-Check-in Counter	✓

*All prices are exclusive of statutory value added tax.

BOOK A GUIDED TOURS PACKAGE NOW AT THE HANNOVER MESSE SHOP.
Do you have any questions? Then contact us directly!
We will be happy to provide you with advice.



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