

# Hannover Messe (Germany), April 21 - 26

The Hannover Messe international trade fair for industrial technologies was held in Hannover of Lower Saxony, Germany April 19 - 24. This event simultaneously presents eight trade fairs, including (1) INTERKAMA (a leading international trade fair for process automation), (2) Factory Automation (a leading international trade fair for production automation), (3) Energy (a leading international trade fair for energy technology, renewable energy, and energy management), (4) Surface Technology plus Powder Coating Europe (a leading international trade fair for surface technology), (5) Subcontracting (a world trade fair on industrial parts and materials for vehicles, machinery, and plant assembly), (6) Digital Factory (a special trade fair for integrated processes and IT solutions), (7) MicroTechnology (a leading international trade fair for applied microsystems technology and nanotechnology), and (8) Research & Technology (an innovations market for research and technology).

Among these trade fairs, our investigations were focused on two related to the Micromachine Center: (7) MicroTechnology and (8) Research & Technology. The following is an outline of our findings and impressions based on this investigation.

- 1) A total of 5,040 exhibitors took part in the trade fairs. The country having the most exhibitors other than Germany was Italy with 218 companies, followed by China (People's Republic of China) with 190, Switzerland with 160, and Japan (including local subsidiaries) with 70. It was clear that China had an aggressive policy aimed at the European market.
- 2) Total visitors numbered about 180,000, with about 50,000 from overseas. About 40% (20,000) of the participants from overseas were from non-European countries. It was obvious that the Hannover fair had established its reputation as an international trade fair.
- 3) In Europe the giant of research and development was the Fraunhofer Institutes, while the giant of industry was Siemens. The presence of these companies overshadowed the others.
- 4) Exhibition planning on the part of the Eastern European countries due to the expansion of the EU economic sphere on April 1 was notable (particularly in the Research & Technology trade fair).
- 5) A total of 210 companies provided exhibits at the MicroTechnology trade fair. Among these, the network group IVAM (Germany) enjoys the participation of 40 related companies. In the open forum, presentation of the EMINENT project, a virtual network involving eight European countries has served as a reference for network development in Japan's MEMS industry. Incidentally, connections have been had with IVAN and American's MEMS Industry Group for initiating alliances in future project expansions at the Micromachine Center.
- 6) The Research & Technology trade fair enjoyed 420 exhibits in Life Sciences, Optics, Biotechnology, and other fields. For activating technology transfer, presentations by universities and research institutes were prepared for the open forum in an effort to gain the interest of the visitors. Another feature of this trade fair

was the striking exhibits by Eastern European countries in the field of material processing. Some exhibits drew many families and women to this trade fair, even on weekdays, where the exhibitors used numerous gimmicks in their displays and descriptions to draw interest. Activities for popularizing and generating interest and expectations in science and technology seem to have become more commonplace.

- 7) Having met some of the exhibitors related to MEMS and nanotechnology, including those who have studied as exchange students in Japanese universities or participated in internships at Japanese companies, we sensed a remarkable advance in human exchange with Japan.
- 8) Our overall impression of the trade fairs was that both the exhibitors and the visitors believed strongly that everything begins with "communication and an exchange of information."



**The Research & Technology trade fair makes science and technology accessible. Here, an exhibitor at the nanotechnology booth explains his exhibit to a visiting family.**