

**CONSULATE GENERAL OF INDIA  
HAMBURG**

**Press Release**

**Hannover Messe 2017**

Hannover Messe 2017, the world's largest industrial engineering and technology Fair was held in Hannover from April 24-28, 2017. Leading theme of this year's Hannover Messe was "Integrated Industry - Creating Value". In addition to 225,000 visitors, more than 6,500 exhibitors (including 2,668 companies from Germany, 1,394 from China, 185 from Turkey, 170 from India, 167 from U.S.A and 162 from Poland) from 70 different countries participated in the Fair. This year (2017), Poland was the partner country in the Hannover Messe. The Fair was jointly inaugurated by the German Federal Chancellor Mrs. Angela Merkel and Polish Prime Minister Ms. Beata Szydlo on April 23, 2017 at the Congress Centrum, Hannover. German Chancellor and Polish Prime Minister were at Hannover Messe Fairgrounds for their traditional tour of the show on April 24, 2017, gaining a first-hand impression of the solutions and opportunities opened up by new Industrial Revolution 4.0.

**India's Participation**

India's presence in the Fair was primarily in the areas of Industrial Supply, Research and Technology, Energy, Digital Technology, Electronics, Industrial Automation, Engineering Services, Motion, Drive & Automation, Hydraulic & Locomotive Components and General Engineering Industries, etc. Altogether 170 Indian companies participated, including 57 under the aegis of the Engineering Export Promotion Council (EEPC India). Apart from large number of big Indian companies, many medium and small scale Indian companies exhibited their key products and technologies under the umbrella of EEPC with active support from Department of Heavy Industries of the Ministry of Commerce, Govt. of India.

Shri Girish Shankar, Secretary - Department of Heavy Industries (DHI), the undersigned and Director (DHI) Mrs. Ritu Pande and other members of delegation visited different halls and interacted with the Indian and foreign exhibitors at the Fairgrounds on 24<sup>th</sup> & 25<sup>th</sup> April 2017. Consul General also met the Indian exhibitors on 26<sup>th</sup> April to have their feedback about the Fair. Many Indian exhibitors present at Hannover Messe 2017 conveyed very positive feedback in terms of getting good business at the Fair. Many exhibitors shared their views about the Fair and its business prospects.

Secretary (DHI), the undersigned, Mr. Marc Siemering (Senior Vice President, Deutsche Messe AG) and EEPC Chairman Shri T. S. Bhasin inaugurated the "Make in India" Pavilion on April 24, 2016 in Hall No.3 at the Hannover Fairgrounds during Hannover Messe 2017. Thereafter, Secretary (DHI) and Consul General also

inaugurated the IEEMA (Indian Electrical & Electronics Manufacturers' Association) and "Andhra Pradesh" Pavilions.

EEPC India (formerly Engineering Export Promotion Council) together with Department of Heavy Industry; Department of Commerce; Embassy of India-Berlin and Consulate General of India-Hamburg organized a Roundtable on 'Integration of Industry for Industrial Efficiency' on the first day (24.04.2017) at the VIP Room, Hall 3 of the Hannover Fair 2017. EEPC India, together with Department of Heavy Industry-Department of Commerce; Embassy of India-Berlin and Consulate General of India-Hamburg organized a Panel Discussion on 'Digitisation - Tomorrow Together' on 25<sup>th</sup> April 2017 at Room No.18, Convention Centre of the Hannover Fair 2017.

Integrated Energy, highly efficient energy systems, smart materials & coatings, predictive maintenance, clever cobots (co-ro-bots), digital twin, industrial internet of things (IIOT), new solutions for Industry 4.0: this year's Hannover Messe certainly wasn't short of highlights. 'Industry 4.0' was the common thread running through the majority of this year's displays, and was also addressed in many debates and forums featured at the event. More than 500 'Industry 4.0' applications were presented at the Fair.

Hannover Messe 2018 will be held from April 23-27, 2018 at the Hannover Fairgrounds, Hannover (Germany).

**Hamburg**  
**May 02, 2017**