

JOIN THE MARKETS OF MOTION, DRIVE & AUTOMATION



IN GERMANY



4 - 8 April 2011
Hannover

IN TURKEY



17 - 20 March 2011
Istanbul

IN RUSSIA



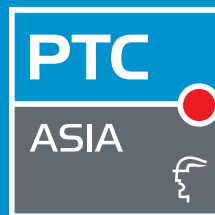
28 Sep - 1 Oct 2010
Moscow

IN INDIA



15 - 18 December 2010
Mumbai

IN CHINA



25 - 28 October 2010
Shanghai

HANNOVER MESSE PRESENTS: MOTION, DRIVE & AUTOMATION

At six major global trade fair venues



Open up new markets – Systematically, around the world

Hannover, Istanbul, Moscow, Mumbai and Shanghai: five cities where the world of motion, drive and automation will be meeting in 2011. You thus have at your disposal six successful platforms for opening up new markets and initiating new business relationships. With this global array of trade shows, the HANNOVER MESSE's successful concept is thus being implemented on an international level. This opens up new swathes of visitors to you, as it enables you to exhibit in the most interesting markets of the world. Whether you exhibit in one, two, three or all six countries, by participating in these trade fairs you will be taking advantage of the most effective way of presenting your products and services to the international industry world.

Taking the certain path – With a strong partner

Around the globe, Deutsche Messe stands for excellent trade show organisation. All motion, drive and automation fairs are organized by Deutsche Messe and its local subsidiaries. With more than 19 events in 2011, there will again be a broad spectrum of trade fairs taking place around the world, leading the way internationally as meeting places for knowledge transfer and the exchange of technological ideas. As an exhibitor you are thus assured of smooth-running organisation of the show and excellent service with extensive support at the fair location.

Building networks and fostering links – For your success

Six international subsidiaries and representative offices in over 65 countries ensure the success of Deutsche Messe's trade fairs on foreign soil. We foster international ties, know the people that make things happen in the relevant industries and maintain cooperative links with national and international trade associations. Thanks to our knowledge of global trends and local national circumstances, we are also able to ensure that the shows are well received.

Invited with drive – On all levels

All of the shows are promoted with a wide-scale advertising and media campaign and supported with targeted marketing activity. PR work before and during the fair guarantees a wide audience both internationally and also in the respective countries.

Exploiting synergies – With simultaneous fairs

Related technologies in one place at the same time: Deutsche Messe has been developing this concept internationally for many years. Up to four trade fairs take place simultaneously in the same location. Take advantage of this interplay of progress to gain new ideas and useful contacts across a range of industries.



MDA IN HANNOVER: THE GLOBAL TRADE FAIR WITH UNIQUELY DIVERSE EXHIBITORS – every two years

Leading Trade Fair for Power Transmission and Control



Impetus for global growth

As one of the biggest supplier industries within plant and machinery construction the motion, drive and automation sector continues to be on the up. Features of this dynamically growing market are increasing internationalisation and intensity of development. Around the globe there is a mounting demand for new solutions for mechanical and electrical drive technology, hydraulics and pneumatics. Establishing themselves at the same are new themes and technological innovations that are opening up doors to users from new industries.

HANNOVER MESSE – The international industry's no. 1 meeting place

As the world's most important event in the motion, drive and automation sector, the MDA in Hannover actively advances the decisive issues of the future. As well as being focussed on the markets of tomorrow, the fair also stands for a unique diversity of exhibitors, with 'life cycle management' playing an important role amongst the innovative products and systems on show.

2011: Nine fairs in one place – Inspiring success across industries

HANNOVER MESSE 2011 will combine eight leading fairs in one place: Industrial Automation, Energy, Power Plant Technology, MobiliTec, Digital Factory, Industrial Supply, MicorNanoTec, Research & Technology and CoilTechnica. In many places the boundaries between the different disciplines are fluid and thus offer a view of multiple industries at one time – an interplay that facilitates progress. Become a part of this platform for interdisciplinary exchange and profit from the stimulating ideas generated from our partner country, Italy.



Welcome to world's largest trade fair complex!

496,000 square metres of indoor exhibition space, 58,000 square metres outside and 27 halls and pavilions – that's the enormous scale of the Deutsche Messe's central hub. Alongside the striking exhibition hall architecture, the convention centre with 35 rooms and conference halls, the glazed passageways and various garden spots produce a relaxed, yet productive atmosphere.

Hannover's location in the centre of Germany and of Europe, plus the region's excellent infrastructure, make your journey to and from the city quick and easy.

4 - 8 April 2011

Event organizer:

Deutsche Messe
Messegelände
30521 Hannover
Germany
www.messe.de

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www.messe.de

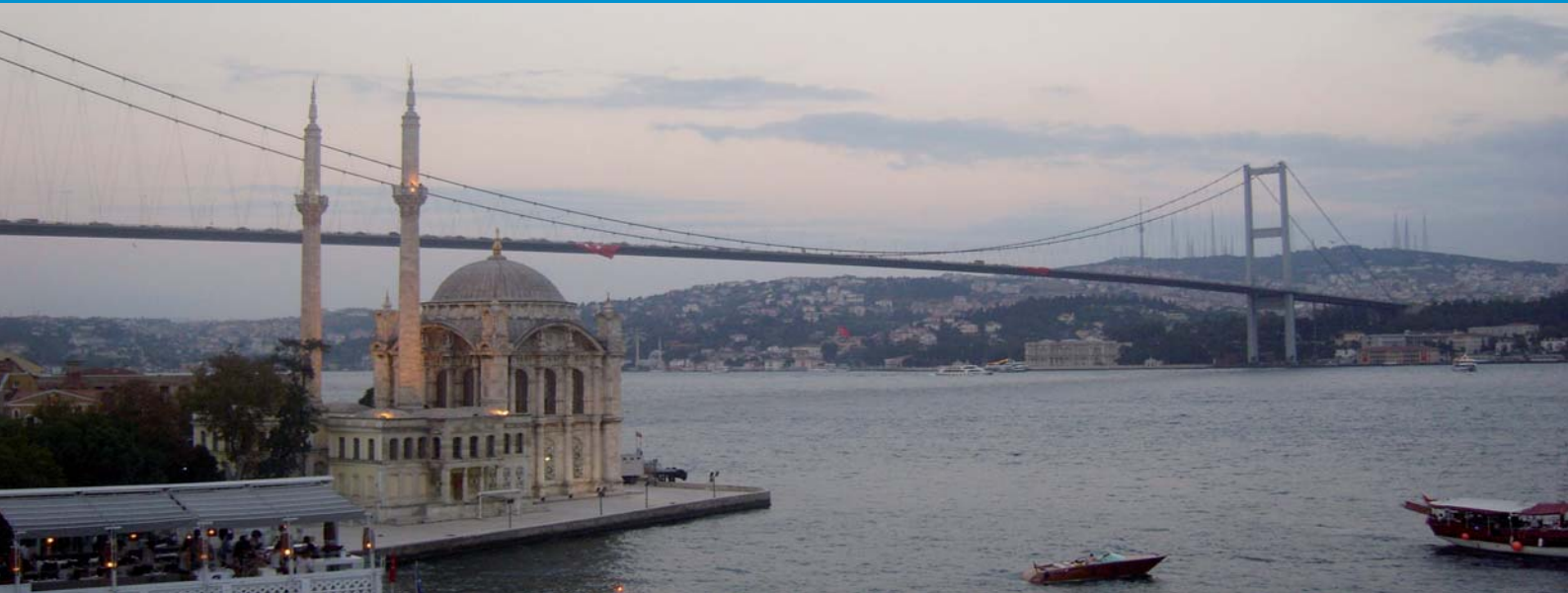
Stand prices for 2011:

upon request



WIN WORLD OF INDUSTRY IN ISTANBUL: YOUR BRIDGE TO SUCCESS IN EURASIA

3 International Trade Fairs for the Industry: Automation / Electrotechnology / Hydraulic & Pneumatic



Turkey – A very dynamic market

Currently driving forward economic reforms and pursuing globally advanced standards, Turkey is a country with an above average rate of growth. This growth is being fostered in particular by greatly increasing exports and intensive investment activity, both from the public and private sectors. The dominant marketplace and trading centre in Turkey is Istanbul. The city is one of the fastest developing in the world. With its two airports, two railway termini and two ports, Istanbul is an important intersection in international passenger and freight transportation and of extreme significance as a logistics hub for Turkey and also the surrounding states of Europe and Asia.

WIN: An important trading platform for leading companies

WIN has been developed based on the model of the global market leader in industrial trade fairs, the HANNOVER MESSE. It is supported by 68 trade associations and 89 trade publications from the industrial field, both from Turkey and from other countries as well. Backing from government circles, trade organisations and the media underlines the fair's importance as a major trading platform for the entire Eurasian region. WIN is generating strong interest both from Turkish investors and businesses, as well as from international purchasers from neighbouring states.

World of Industry Part II produces synergies from 3 international trade fairs:

Automation: 18th Industrial Automation Fair
Hydraulic & Pneumatic: 8th Fluid Power Technologies Fair
Electrotechnology: 12th Energy, Electric and Electronic Technologies Fair



WIN – The trade fair event to top the lot!

WIN World of Industry is the leading annual trade fair for Turkey and Eurasia, at which producers, exporters and importers from over 70 countries do business. In terms of the number of exhibitors – over 1,358 direct exhibitors showcase their products and services. This is where global players catch up with the quickly growing markets of Eurasia. Over 114,000 trade visitors in total attend WIN Parts 1 and 2, at which important contacts are made and distribution channels opened up. WIN's highly regarded position is underlined not least by national pavilions from Germany, Italy, Spain, South Korea, China, The Netherlands and France.

At WIN 2010 buyers, related associations and officials from governmental bodies used the 'Business Cooperation Days' as a platform for face-to-face meetings with WIN exhibitors, with the focus on those days being put on the markets of Egypt, Iran, Syria, and the Ukraine.

17 - 20 March 2011

Event organizer:

Hannover-Messe Bilesim A.Ş.
c/o Hannover-Messe International
Istanbul Ltd. Sti Büyü
Kat:2 Daire:3 Maslak - İstanbul
Turkey
www.hfturkey.com

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daniela.thumfart@hf-turkey.com

Venue:

Tüyap Fair Convention
and Congress Centre
www.tuyap.com.tr

Stand prices for 2011:

Registration fee: 200,- EUR

Raw space:
198,- EUR/sqm

Shell scheme:
223,- EUR/sqm

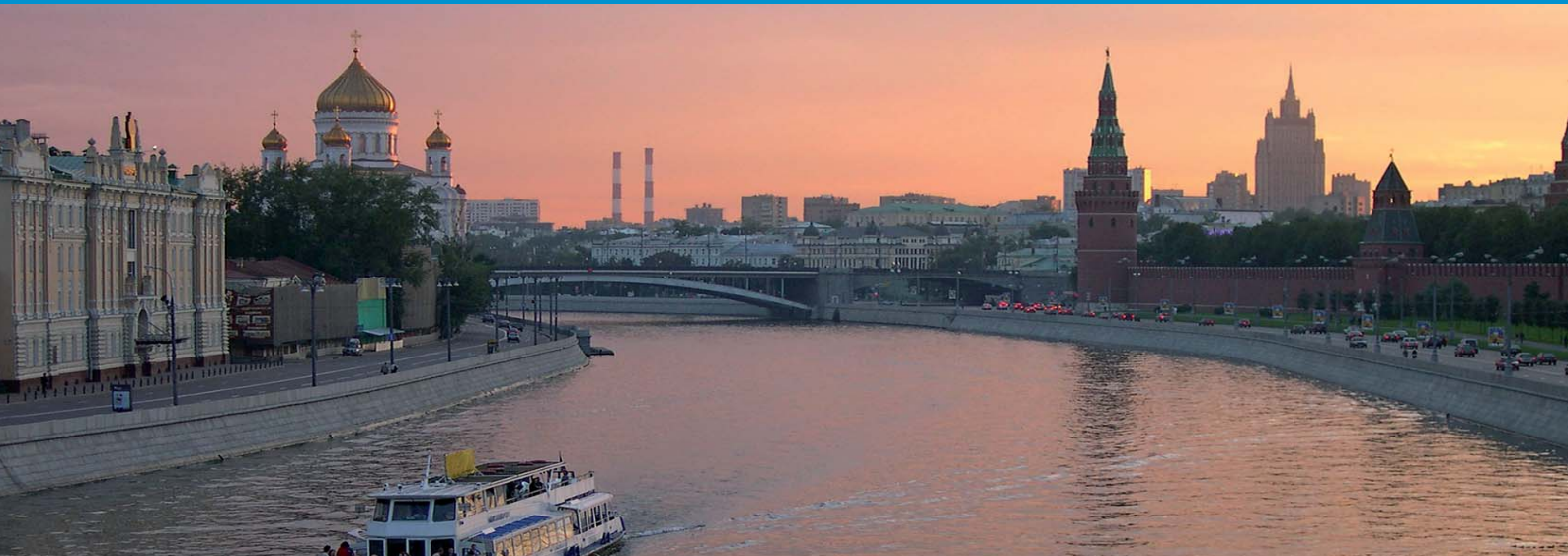
International Pavilion:
248,- EUR/sqm

→ Stand Options on page 15



MDA IN MOSCOW: GATEWAY TO RUSSIA'S GROWTH MARKET

MDA RUSSIA, International Trade Fair for Motion, Drive & Automation



A land of ongoing modernisation

Russia has a long engineering tradition. Modernisation and increasing demand for plant and machinery now make this one of the most important markets in Europe. In 2007, the country produced machinery and accessories with a value of EUR22 billion (+19%). From January to September 2008 imports rose to \$218.5 billion (+42%). Over 50% of all imports are plant and machinery, equipment and vehicles (\$106.9 billion). As soon as the global economy has recovered, Russia will be one of the most strongly expanding markets in Europe. Modern machinery will experience strong demand in order to modernise the country's production processes.

Premiere in 2010 for Industrial Trade Fair Moscow, ITFM

Deutsche Messe is continuing on its international expansion course and in autumn 2010, in cooperation with the English trade fair organizer ITE LLC of Moscow, will be staging four new industrial trade fairs for the first time in the Russian capital. Taking place under the 'Industrial Trade Fair Moscow' umbrella from 28th September to 1st October 2010, these will be MDA RUSSIA along with CeMAT RUSSIA, Industrial Automation RUSSIA and Surface RUSSIA. Together, these four sector-specific events cover the key themes for the modernisation of Russian industry.



MDA RUSSIA International Trade Fair for Motion, Drive & Automation

CeMAT RUSSIA International Trade Fair for Materials Handling and Logistics

Industrial Automation RUSSIA International Trade Fair for Process and Production Automation and Industrial Building Automation

Surface RUSSIA International Trade Fair for Surface Technology



Deutsche Messe is consciously investing in this premiere, as we are working on the assumption that the Russian market is soon going to recover and start expanding again.

Welcome to the All-Russian Exhibition Centre

The venue is Moscow, Russia's most important industrial centre. Being one of the largest economic conurbations, this region alone accounts for 20% of the country's gross domestic product. The city has three significant trade fair sites. Being staged in cooperation with English trade show organizers ITE Group Plc, the MDA is taking place at the All-Russian Exhibition Centre (VVC), which is easy to get to by bus or metro.

28 Sep - 1 Oct 2010

Event organizer:

Deutsche Messe*
Messe Gelände
30521 Hannover
Germany
www.messe.de

ITE LLC Moscow
42, bldg. 2a, Schepkina St.
Moscow 129110
Russia
www.ite-expo.ru

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julia.bress@messe.de

Moscow, Russia:
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Tel. +7 [495] 935 7350 ext. 4252
itfm@ite-expo.ru

Venue:

All-Russian Exhibition Centre (VVC)
www.vccentre.ru

Sep/Oct 2011

Stand prices for 2010:

Registration fee: 250,- EUR

Raw space:
220,- EUR/sqm

Shell scheme:
285,- EUR/sqm

International Pavilion:
310,- EUR/sqm

→ Stand Options on page 15

* on behalf of ITE LLC Moscow



MDA INDIA IN MUMBAI: YOUR DOOR-OPENER TO INDIA'S GROWTH MARKET

MDA INDIA, International Trade Fair for Motion, Drive & Automation



India – One of the world's most exciting economies

This sub-continent continues to feature above-average prospects for development and success. Further growth in the coming years is indicated not least by the enormous need to catch up in terms of modern production facilities and the associated demand for machinery, components and systems. MDA INDIA takes place in the centre of important client and user markets, reaching a broad user group including a high percentage of decision-makers. Exhibitors from over 18 countries value the high quality of the show's visitors. Forums, symposia and international summit meetings also provide ideal platforms for meeting new contacts and exchanging information.

Motion, drive and automation – An expanding sector

In its latest report the Centre for Monitoring the Indian Economy (CMIE) is optimistic about the future course of the financial year 2009/10 and is anticipating an increase in the industrial production index, spurred on by domestic demand, of 5.2% (2008/09: 2.6%). The engine rooms of growth are likely to be in the areas of plant and machinery (CIME forecast for 2009/10: =11%), plastics, rubber and petro-chemical products (+10.7%), transportation equipment (+7.8%), non-metallic minerals (+7.5%) and mining and quarrying (+7.2%). The IWF is estimating GDP growth for the whole of 2010 at in real terms (+5.6%), following an estimated +4.5% in 2009.

Five simultaneous trade fairs

Four further trade fairs will be taking place along with MDA INDIA in the same place and at the same time – with unique synergistic benefits for exhibitors and visitors alike.



MDA INDIA International Trade Fair for Motion, Drive & Automation

CeMAT INDIA International Trade Fair for Materials Handling and Logistics

Industrial Automation INDIA International Trade Fair for Process and Production Automation and Industrial Building Automation

Energy INDIA International Trade Fair for Energy Efficiency and Decentralized Renewable and Conventional Energies

Surface INDIA International Trade Fair for Surface Technology



Welcome to Mumbai – A major centre of finance and business

With a large industrial region in the immediate surrounding area and being close to the city of Pune, Mumbai is the ideal venue for MDA INDIA. The Bombay Exhibition Centre (BEC) is easy to get to and provides ideal facilities with over 40,000 square metres of air-conditioned exhibition space. The BEC is located in Goregaon, a 15-minute drive from the domestic and international airport and 20 minutes by car from the pulsating centre of this fascinating world city.

Partners:



Supported by:

- Indo-German Chamber of Commerce
- European Fluid Power Committee (CETOP)
- European Committee of Association of Manufacturers of Gears and Transmission Parts (EUROTRANS)
- VDMA Power Transmission Engineering, Germany
- VDMA Fluid Power, Germany
- ASSOFLUID, Italy
- British Fluid Power Association, Great Britain
- Japan Fluid Power Association
- Taiwan Fluid Power Association

15 - 18 December 2010

6 - 9 December 2011 (Bangalore)

Event organizer:

Hannover Milano Fairs India Pvt. Ltd.
3303-Dynasty Business Park
Andheri Kurla Road, Chakala
Andheri East, Mumbai - 400093, India
www.hf-india.com

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Venue:

Bombay Exhibition Centre
www.nesco.in

Stand prices for 2010:

Raw space:
190,- EUR/sqm
Shell scheme:
210,- EUR/sqm
International Pavilion:
240,- EUR/sqm

→ Stand Options on page 15

* on behalf of Hannover Milano Fairs India Pvt. Ltd.



PTC ASIA IN SHANGHAI: THE WORLD'S SECOND LARGEST MOTION, DRIVE & AUTOMATION SHOW

PTC ASIA, International Trade Fair for Electrical and Mechanical Power Transmission, Fluid Power, Compressed Air Technology, Machine Parts, Bearings, Internal Combustion Engines and Gas Turbines



Enormous continued sales potential in China

By concentrating on its own internal market, China is going to experience greater economic growth than many other countries. China still has an ongoing need to acquire equipment to strengthen its domestic engineering industry. This thus provides corresponding sales potential for externally supplied components and systems in this sector.

A superlative show

Since first being staged in 1991, PTC ASIA has experienced enormous popularity. Today, it is the second largest trade show in this industry sector worldwide and the most important in Asia. Designed to showcase the widest possible range of relevant products and services, the show attracts numerous user groups from all over Asia. On the exhibitors' side an excellent international spread is a prominent feature of the PTC ASIA show.

Exhibitors and visitors profit from two trade fair events

In tandem with PTC ASIA another Deutsche Messe fair on foreign soil, CeMAT ASIA, is taking place on the same exhibition site. As the respective exhibitors are themselves potential customers and as the visitors generally have both fairs on their agenda, positive synergistic benefits accrue for all concerned.



PTC ASIA International Trade Fair for Electrical and Mechanical Power Transmission, Fluid Power, Compressed Air Technology, Machine Parts, Bearings, Internal Combustion Engines and Gas Turbines

CeMAT ASIA International Trade Fair for Materials Handling, Automation Technology, Transport Systems and Logistics

Welcome to the business metropolis of Shanghai!

Being China's most important economic region, Shanghai provides a very good infrastructure. With its excellent international connections and attractive hotel prices even at trade fair times, the city makes the perfect base for entering the Chinese market. The Shanghai New International Exhibition Centre (SNIEC) is centrally located and is easy to get to via good road and transport connections. The international standard of the facilities provides the right setting for the successful presentation of your products.



Partners:



China Hydraulics Pneumatics
& Seals Association



Supported by:

- China Gear Manufacturers Association
- China Chain Transmission Manufacturers Association
- China Fastener Manufacturers Association
- China Spring Manufacturers Association
- China Powder Metallurgy Manufacturers Association
- China Coupling Manufacturers Association
- Compressor Research Institute, Xi'an Jiaotong University
- Luoyang Bearing Research Institute
- European Fluid Power Committee (CETOP)
- European Committee of Association of Manufacturers of Gears and Transmission Parts (EUROTRANS)
- VDMA Power Transmission Engineering, Germany
- VDMA Fluid Power, Germany
- ASSOFLUID, Italy
- British Fluid Power Association, Great Britain
- National Fluid Power Association, USA
- American Gear Manufacturers Association
- Japan Fluid Power Association
- Japan Powder Metallurgy Association
- The Fasteners Institute of Japan
- Korea Metal Industry Cooperative
- Korea Federation of Fasteners Industry Cooperatives
- Taiwan Fluid Power Association
- Taiwan Industrial Fasteners Institute
- Taiwan Fastener Trading Association
- Hong Kong Screw & Fastener Council

25 - 28 October 2010

Event organizer:

Hannover Milano Fairs Shanghai Ltd.
Rm. 301, B&Q Pudong, Office Tower 393
Yinxiao Rd. Pudong
Shanghai 201204, P. R. China
www.hmf-china.com

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www.messe.de

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Venue:

Shanghai New International
Expo Centre
www.sniec.net

Stand prices for 2010:

Raw space:
200,- EUR/sqm
Shell scheme:
250,- EUR/sqm
International Pavilion:
265,- EUR/sqm

→ Stand Options on page 15

24 - 27 October 2011

* on behalf of Hannover Milano Fairs Shanghai Ltd.



Product categories

LINEAR DRIVES, GEARS, MOTORS AND MECHANICAL TRANSMISSION SYSTEMS

- Linear motion systems
- Gears
- Electric motors & frequency inverters, motor drives
- Chain transmissions
- Belt transmissions
- Couplings and brakes
- Fasteners
- Springs

BEARINGS

- Floating bearings (only MDA INDIA)
- Rolling bearings

HYDRAULICS & PNEUMATICS

- Oil hydraulics
- Water hydraulics
- Pneumatics

CONDITION MONITORING AND VIBRATION REDUCTION

SEALING TECHNOLOGY AND LUBRICATION

- Seals
- Lubrication systems
- Lubricants

PRODUCTION EQUIPMENT

- Equipment for production and machining of bearings
- Manufacturing equipment for mechanical transmission systems, motors and seals

SERVICES AND SOFTWARE FOR DRIVES, GEARS, HYDRAULICS, PNEUMATICS

- Engineering services
- Software
- Support and maintenance services

COMPRESSED AIR & VACUUM TECHNOLOGY

- Air compressors
- Compressor accessories and components
- Compresses air processing equipment, dryers, coolers, etc
- Compressed air storage and distribution equipment
- Compressed air equipment, others
- Vacuum technology

Deutsche Messe – Excellent service from the outset

Give us a call and let us know what you want to achieve at our fairs. We'll give you advice on the venue and suggestions in relation to product category and stand location. From the very outset, we'll assist you with your international trade fair presentations with comprehensive support.

You will find further information at www.hannovermesse.de/worldwide

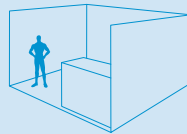
Stand options*

Raw space



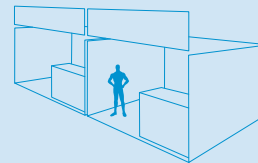
- Stand area

Shell scheme



- Stand area
- Back walls and side walls (white)
- Carpeting
- 1 Reception desk
- 2 Chairs
- 1 Electric power point
- 1 Company sign
- 2 Spot Lights

International Pavilion



- Stand area
- Wall panels
- Carpeting
- 1 Table
- 4 Chairs
- 1 Info counter
- 3 Spot Lights (100 W)
- 1 Electric socket (220 V)
- 1 Company sign
- 1 lockable cabin with shelves and a coat hanger
- 1 waste paper basket
- Booth cleaning

Additional Services*

A service centre will provide the following services to all exhibitors within the group stand:

- Information counter
- Contact person on site during the whole exhibition (English speaking)
- Snacks & drinks
- Kitchen area
- Lounge area (tables + chairs)

General services are free of charge for all exhibitors*

- Standard catalogue entry
- Individual support services provided by the organizers on site
- Internet-based matchmaking
- Internet lounge on site during the show
- Visitor admission tickets

→ Country-specific joint stands on request

*Facilities and services may vary dependent on the country concerned



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Worldwide

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Simply contact the Deutsche Messe agency in your country. You will find the addresses at
www.messe.de

