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### **HANNOVER MESSE 2019: Industry 4.0 meets AI**

*HANNOVER MESSE is driving forward the digital transformation of the production and energy industries. Every year marks the next step into the future. For 2019, the guiding theme is "Integrated Industry – Industrial Intelligence", which spotlights digital networking between humans and machines in the age of artificial intelligence.*

**Hannover, Germany.** "Artificial intelligence has the potential to revolutionize the production and energy industries," says Dr. Jochen Köckler, Chairman of the Board of Deutsche Messe. "People teach machines to act logically and purposefully to meet customer needs. AI systems generate knowledge and today, based on data and algorithms, can continuously optimize operating states or reliably predict faults and failures – in production processes, in the power grid or in logistics. That's what Integrated Industry – Industrial Intelligence stands for."

The networking of people, machines and data is created through common platforms where they exchange and multiply their knowledge. The role of humans is that of an enabler. The production of tomorrow is not possible without their process knowledge and their diverse qualifications. Industrial Intelligence therefore stands for the expansion of knowledge management and the training of knowledge carriers.

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The theme of HANNOVER MESSE 2019 underlines the growing importance of artificial intelligence and machine learning in the production and energy industries, including such areas as energy efficiency and use and autonomous production processes as well as challenges in terms of interfaces, protocols and security. At HANNOVER MESSE, international thought leaders from the fields of AI and industry come together to jointly discuss and develop solutions for tomorrow. Köckler: "Managers who are responsible for strategic decisions in their companies should deal in detail with potential uses and impending upheavals. HANNOVER MESSE 2019 is the platform to stay informed."

### **HANNOVER MESSE – Get new technology first!**

HANNOVER MESSE is the world's leading tradeshow for industrial technology. With the lead theme "Integrated Industry – Industrial Intelligence", it serves as the global platform for the digital transformation of production and energy systems. In addition to six exhibit sectors – IAMD–Integrated Automation, Motion & Drives, Digital Factory, Energy, Industrial Supply, ComVac and Research & Technology – there are special areas for startups and career development. More than 90 conferences and forums round out the program. The next edition runs 1–5 April 2019 in Hannover, Germany. Sweden is Partner Country of HANNOVER MESSE 2019.

### **Deutsche Messe AG**

As one of the world's foremost organizers of capital goods trade fairs, Deutsche Messe (Hannover, Germany) stages a rich array of events at

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venues in Germany and around the globe. With 2017 revenue projected to total about 357 million euros, Deutsche Messe ranks among Germany's top five tradeshow producers. The company's portfolio features such world-class events as (in alphabetical order) **CEBIT** (digital business), **CeMAT** (intralogistics and supply chain management), **didacta** (education), **DOMOTEX** (carpets and other floor coverings), **HANNOVER MESSE** (industrial technology), **INTERSCHUTZ** (fire and rescue services, civil protection, safety and security), **LABVOLUTION** (lab technology) and **LIGNA** (woodworking, wood processing, forestry). The company also regularly hosts a number of internationally renowned events by third parties, among which are **AGRITECHNICA** (agricultural machinery) and **EuroTier** (animal production), both of which are staged by the German Agricultural Society (DLG), **EMO** (machine tools; staged by the German Machine Tool Builders' Association, VDW), **EuroBLECH** (sheet metal working; staged by MackBrooks) and **IAA Commercial Vehicles** (transport, logistics and mobility; staged by the German Association of the Automotive Industry, VDA). With more than 1,200 employees and a network of 58 sales partners, Deutsche Messe is present in approx.100 countries.

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