Leading International Trade Fair Network for Motion, Drive & Automation in:

- **GERMANY**
  - HANNOVER: 8 - 12 APR 2013 / 13 - 17 APR 2015

- **BRAZIL**
  - SÃO PAULO: 19 - 22 MAR 2013 / MAR 2015

- **TURKEY**
  - ISTANBUL: 21 - 24 MAR 2013 / 20 - 23 MAR 2014

- **RUSSIA**
  - MOSCOW: 24 - 27 SEP 2013

- **CHINA**
  - SHANGHAI: 28 - 31 OCT 2013

- **INDIA**
  - NEW DELHI: 17 - 20 DEC 2013

- **ITALY**
  - MILAN: 6 - 9 MAY 2014

- **USA**
  - CHICAGO: 8 - 13 SEP 2014

TRADE EVENTS BY

www.hannovermesse.de/worldwide
Profit from the International Trade Fair Network of Deutsche Messe

Growth markets need effective business platforms. Despite today’s networked world, trade fairs still serve as a central meeting place for market participants. We create such platforms – worldwide – on the basis of our extensive and experienced network, unique skills and strong trade fair brands.

Next to the new MDA SOUTH AMERICA that premiers in 2013 we are also looking forward to the new MDA NORTH AMERICA in high-profile surroundings at IMTS, the machine tool industry’s leading trade fair in Chicago, USA in September 2014.

Our aim is to support you on location in your export markets with the same reliability and quality of service that we provide at our domestic events in Germany. We are committed to developing additional business areas via strategic partnerships and carefully targeted investments in overseas trade fairs.

We look forward to seeing you at one or more of our global trade fairs.

Best Regards,

Tessa Marheineke, Director Global Fairs
SAVE THE DATE

GERMANY, Hannover, 8-12 Apr 2013/13-17 Apr 2015
MDA Hannover Germany

Hydraulic & Pneumatic EURASIA

RUSSIA, Moscow, 24-27 Sep 2013
MDA RUSSIA

CHINA, Shanghai, 28-31 Oct 2013
PTC ASIA

INDIA, New Delhi, 17-20 Dec 2013
MDA INDIA

BRAZIL, São Paulo, 19-22 Mar 2013/Mar 2015
MDA SOUTH AMERICA

ITALY, Milan, 6-9 May 2014
TPA ITALIA

USA, Chicago, 8-13 Sep 2014
MDA NORTH AMERICA

Forums and special shows

Product categories

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USE THE STRENGTH OF THE MDA NETWORK

Benefit from the synergies provided by Deutsche Messe and experts on the ground. Grow globally through our expertise and the MDA brand’s promise of high quality.

Local expertise
- Show preparation, staging and post-event work by our own local offices
- Visitor promotions aimed at target groups in relevant media in the host country
- Close collaboration with key local associations and chambers of commerce
- Attractive matchmaking programs
- High coverage local promotion and publicity designed to specifically target decision makers from industry, civic administration and politics

Global specialists
- Close collaboration with international industry experts, associations and trade media
- High-quality forums, seminars, podium discussions focusing on latest trends of power transmission and control
- Effective visitor promotion via key influencers and key buyer delegation management

Know-how
- Trade fair expertise with over 20 years of experience in organizing leading international industrial fairs
- Consistent international standards and supporting programs and events
- Excellent show infrastructure (transport links, building, technical facilities and logistics)
- Numerous attractive ways to attend, ranging from custom stand construction to turnkey pavilions
- A comprehensive network of local service providers for your guaranteed trade fair success from a one-stop shop (stand builders, haulage contractors, etc.)

Brand strength
- Positive brand image and high level of awareness of the Industrial Automation show as the world’s leading trade fair for the power transmission and control industry
- Integration with Marketing Communications at MDA events and HANNOVER MESSE in Germany
- Integration and mobilization of a global sector community within the MDA Network
Expertise and service of the highest level. From a single source.

We are glad to handle all your aspects exhibiting at our international MDA fairs. Around the globe we assist and support you throughout the entire planning and execution of your trade fair project: from travel preparations (hotel, flight, visa) to the selection of local stand builders and service providers all the way to targeted exhibitor and visitor management (catering service, delegation and VIP support).

Profit from having a personal contact at your side at every trade fair venue around the globe. Contact us and reap the benefits that our global service network offers the drive technology sector.
“Our participation in HANNOVER MESSE 2011 was a success in every respect. We were able to meet more visitors than came to our stand in 2009, which had also produced a great response. We had some very good business talks and also met more visitors from foreign markets. This is significant as energy and the environment are global issues and a core business area. Our new energy-efficiency consultancy service received a big and enthusiastic response.”

Mr. Stefan Hirth, Distribution Manager Bosch Rexroth AG

Driving markets – leading event for the entire industry

The leading trade fair Motion, Drive & Automation is acknowledged as the most important global meeting-place for the entire power transmission and control technology sector. This is confirmed by the number of companies that have already decided to exhibit there again in 2013. HANNOVER MESSE 2013 brings together 11 leading trade fairs representing all the key industrial technologies at one location. Exhibitors can be sure that their displays of innovations and product solutions will meet an international audience of professionals keen to find out about the latest trends and ready to invest and cooperate in ventures and partnerships.
A focus at MDA and on the marketplace – keynotes in 2013

Motion, Drive & Automation addresses the keynote themes and trends that determine industrial development worldwide:

- Energy efficiency in industrial processes
- Solutions for high-speed applications
- Automation technology
- Condition monitoring systems
- Total cost of ownership
- Life cycle cost
- Return on investment

Top decision-makers with firm investment plans

73,600 Visitors

- 97.1% Trade Visitors
- 32.6% from outside Germany
- 30.6% with firm investment plans

MDA Forum

Organized by the German Engineering Federation (VDMA), the MDA Forum is the perfect place for presentations dedicated to the latest developments, world-wide trends and burning issues of interest to the industry. It also serves as a platform for exchanging ideas and networking with visitors from across the globe.

Joint displays

MDA is supported by the major industry associations on the global marketplace. Joint displays are staged not only by Germany’s VDMA, but also by numerous other important associations, including PTDA (USA), EPTDA (EU), Assofluid (IT), British Fluid Power Association (GB), UBIFRANCE (FR), CHPSA, CCPIT, CMEC (CN) and the Taiwan Fluid Power Association. If you are interested in getting involved, we can provide advice and the relevant contact details.
NORD considers the WIN as the main exhibition for Turkey. We have participated in the WIN events for many years. Quality and quantity of both exhibitors as well as visitors is at a high level of satisfaction. The mix of domestic and international companies represented is well-chosen. With new two-stage bevel gearboxes and the variety of applications shown on the booth, NORD could attract plenty of visitors.

Mr. Süha Elbil, Managing Director Sales, NORD DRIVESYSTEMS GÜÇ AKTARMA SÝSTEMLERÝ SAN. VE TÝC. LTD. DTÝ

Success factors for exhibitors at WIN EURASIA

- WIN EURASIA is Eurasia’s leading industry event. Here you can:
  - Meet your competitors’ customers
  - Measure yourself against the competition
  - Speak with competitors about products, innovations and solutions
- WIN EURASIA offers a high guarantee of success and sales like no other industrial show in the Eurasian region.
- No other industrial show in Eurasia draws such a big crowd of potential customers.
- Based on the event’s audience of over 70,000 trade visitors, you are guaranteed a high number of contacts in a short period of time.
- At WIN EURASIA you can reach customers from neighboring regions like North Africa, the Middle East and the Balkans.
- 75% of exhibitors will again participate in 2013.
Your access to top and middle managers

Benefit from direct access to over 75,000 top and middle managers from Asia, North Africa, the Balkans and Middle East. Meet qualified professionals at the value added programs for industry and trade – from hosted buyer initiatives and business-to-business matchmaking days to the Industrial Activities Summit.

The communication strategy focuses on the entire Eurasian region:

Sector-specific magazine advertisements are published in 9 countries and local publications. Furthermore, advertisement is taken out in the best-known business TV channels, radio and daily newspapers of Turkey. Successful online marketing completes the targeted program of visitor promotion.

Press meetings for local media and cooperation with 80 sector-specific magazines and Non-Governmental Organizations provide high-coverage and cost-efficient PR work.

Benefit from four international flagship trade shows:

The second part of the biggest industrial event in Eurasia – World of Industry EURASIA – is focusing on automation, hydraulics and pneumatics, materials handling and electronic technologies. Attending Hydraulic & Pneumatic EURASIA you increase your marketing impact in multiple ways in this market of the future.

Event organizer:

Hannover Messe Bileşim Fuarcılık A.Ş.
Büyükdere Cad. Şarlı İş Merkezi No:103 B Blok Kat 5-6, 34394, Mecidiyeköy-Şişli
İstanbul, Turkey
www.bilesim.com.tr

Venue:

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

www.win-fair.com

and get more information:
- After Show Report 2012
- Press Releases 2012
- E-Newsletter
“Russia has always been an important market for Kastas, with its vast economy and also role of being a meeting point for Eastern Europe and Middle Asia. Since several years Kastas increases its market share in Russia by introducing new innovative materials that can resist to low temperature applications even up to -50C. On the other hand Russian industrial market have its own dynamics and business culture. In such a market we preferred to exhibit in MDA fairs with our confidence on Deutsche Messe. The venue the fair held was in global standards and I believe by the help of advertisements the exhibition is known by more and more people in Russia and its surrounding countries. Having several fairs together especially CEMAT was a critical with the high visitor amount this year.”

Mr. Bircan Atilgan, International Marketing | Manager, KASTAS

The MDA takes place in Russia’s business center

As one of the largest urban economic centers, the Moscow region alone accounts for 20 percent of the gross domestic product. Russia still offers excellent business opportunities. Moscow’s efforts to broaden and modernize the country’s economy provide incentives for European export partners. A strong ruble, ease of credit access and low interest rates attract investors/business partners from all over the world. The annual growth prognosis of the Russian economy at a rate of 4 percent in 2012 says it all.
Reaching over 50 regions within Russia and beyond

Meet key decision-makers from more than 50 regions in Russia

Get in touch with key industry representatives via our sector-specific databases and media partner network in Russia. Build and widen your business network with influential managers and representatives from manufacturing, science and government.

Present your products to a broad audience – make contacts through synergies with three additional trade shows

MDA RUSSIA is the only dedicated trade event for Power Transmission and Control in Russia. Additionally, three leading trade fairs focusing Industrial Automation, Materials Handling and Logistics and Surface Technology take place at the same time.

These four industry events cover the key industrial topics for modernizing Russian industry – together they form ITFM: Industrial Trade Fair Moscow.

Event organizer:

000 Deutsche Messe RUS
Uliza Lesnaya 43, office 229
127055 Moscow
Russia

ITE Moscow
15, Building 1, Zubarev per,
127164 Moscow
Russia

www.ite-expo.ru

Venue:

Crocus Expo International Exhibition Center
www.crocus-expo.ru

www.mda-russia.com

and get more information:
- After Show Report 2012
- Visitor Analysis 2012
- E-Newsletter
- Press
PTC ASIA reached the top

After two decades of development, PTC ASIA is now Asia’s top one and the world’s second largest exhibition in the industry. 2012 PTC ASIA covered an area of 80,550 square meters, including pavilions from Germany, Italy, Turkey, NFPA, AGMA and BHRA to annotate its active international participation. A pleasant increase in the number of visitors by 21%, reaching 68,510 from 80 countries and regions, is also worth to be mentioned. The growing competence and influence of the two major shows became even more evident in 2012.

“SKF consider PTC to be extremely well organised and targeted to the correct audience, which meet our strategic requirements, especially in the Asian marketplace. PTC is becoming more important within the SKF organisation and is the right trade show to present our complete product portfolio. The event in 2012 was the first time for us to highlight the integrated power and knowledge from 5 technology platforms, where we introduced advanced products and solutions mainly from Seals and Industrial Drives product lines. SKF launched a new range of hydraulic seals and showcased the SKF “18 karats” concept gear unit. Amongst the exhibits were our latest developments for the electric motor industry and fluid market. The Show was beyond expectations, with increased frequency of visitors compared to last year and also a good mix of both international and local Chinese participants.”

Mr. Richard Wintersteller, Marketing Manager – SKF Sealing solutions
A measure of our success

Meet influential decision-makers with specific investment plans. Profit from high-ranking visitor groups, who may recommend your company and thus make you significantly better known internationally.

Customized trade fair advertising for sustained success

The country-specific marketing strategy embraces advertisements in all key newspapers and trade magazines and on relevant websites, plus a program of conferences aimed at the target group. Through collaboration with the main trade associations we are able to reach important decision makers from the business and political sectors. Attracting visitors with the perfect profile for the event is an essential factor in guaranteeing the success of your attendance at the fair.

PTC & CeMAT: Do business where the decision-makers are

At the same time as PTC ASIA, another leading trade show by Deutsche Messe takes place at the exhibition center: CeMAT ASIA – International Trade Fair for Materials Handling, Automation Technology, Transport Systems and Logistics. Because the exhibitors are also potential clients, and visitors often schedule both trade shows on their agenda, there are positive synergies for all involved.
“We picked the MDA India 2012 as one of our international platforms to open an interesting booming market and to reach potential customers from India. The show was organised beyond expectations and targeted the appropriate audience. We found ourselves well supported within the show. Thank you!”

Mr. Tido Hölling, DMH AUSTRIA International Sales Manager

MDA INDIA is part of WIN INDIA, staged in India’s capital New Delhi

Many of the world’s leading corporations, such as Samsung, Nestlé, Coca Cola and Pepsi, have chosen to establish their Indian headquarters in New Delhi. It is a major center for a number of industries, including the automotive sector. India’s largest automobile manufacturer, Maruti Suzuki, produces more than 1.2 million cars each year at its facilities in the South of New Delhi. The region has also attracted well-known automotive parts suppliers, such as Knorr Bremse and Goodyear Tyres. Other industries that are well represented in the area include the electronics and pharmaceutical industries, the leather goods industry and the mechanical engineering sector.

MDA INDIA will now be staged at Pragati Maidan, India’s biggest fairgrounds, located centrally in New Delhi with a great infrastructure.
Meet top decision makers

New Delhi is known as the microcosm of India on a reduced scale. The Fluid Power industry is one of the fastest growing segments of Indian industry. Attending MDA INDIA enables you to reach a very high proportion of decision-makers at this international trade fair. Making MDA INDIA a truly valuable business-to-business exhibition.

Interaction at international level

The country-specific visitor promotion strategy embraces advertisements via all relevant channels and far-reaching PR work. Through collaboration with local trade associations, such as the Fluid Power Society of India (FPSI), and the international chambers of commerce we are able to target important decision makers from the worlds of business and politics. Alongside the MDA Forum, powered by VDMA, the FPSI CEO Meeting forms the perfect platform for meeting and sharing knowledge.

WIN INDIA: Six trade shows – an unbeatable advantage

Together, the trade shows form a sought-after business-to-business platform with unique synergy effects for exhibitors and visitors alike. A large number of exhibitors come from overseas and benefit from visitors representing a wide variety of key industries for manufacturing and logistics.
Premiere of MDA SOUTH AMERICA in Brazil

Brazil is on the way to becoming an economic powerhouse: the country is the fifth largest player worldwide with a stable growth forecast of around 4-5%. The automotive sector is breaking record after record. Further drivers of growth include the state-backed upgrading of infrastructure in advance of the great sporting events in 2014 and 2016. The positive trend in the application-user sectors is influencing the dynamism and growth of the power transmission and control industry; engineering, automotive industry and transport infrastructure. In order to thrive in this market, companies require not only innovative ideas and a local presence, but also a good network of key contacts from business and politics.

Make contacts through synergies

MDA SOUTH AMERICA is being held in parallel with the next CeMAT SOUTH AMERICA. This enables fruitful interaction with exhibitors and visitors to both the intralogistics and the power transmission and control shows.

Advisory Committee

- Conveys the needs of the exhibitors
- Expectations regarding the event's organization
- Market identity
- Evaluation – advertising materials
- Identification of the target audience
- Clients
- Visitors
- Sector representatives from Abimaq/Sindimaq

Event organizer: Hannover Fairs Sulamérica
Av. Sete de Setembro, 5890
80240-001 Curitiba/PR
Brazil
www.hanover.com.br

Venue: Centro de Exposicões Imigrantes, São Paulo
www.centroimigrantes.com.br

www.mda-southamerica.com.br
Debut of MDA network event in Italy

On the brink of the global economic recovery expected in 2014, TPA ITALIA will be held in Milan from 6 to 9 May 2014 presenting itself to the market as a new technological showcase for the fields of Hydraulics and Pneumatics Power Transmissions and Mechanical Drive Systems.

On the 30,000 square meters of Fiera Milano Rho, new technologies will be presented with the involvement of the major end-users, underlining the important role of the made in Italy in the Fluid Power and Drive Technologies Industry.

The most topical issues relating to the Hydraulics, Pneumatics, Transmission Systems and Automation will find ideal space in the TPA ITALIA, whose success will be granted also thanks to the support of local and international trade associations.

Strategic location

Milan, chief town of Lombardy and economic and financial center of the country with its strong industrial base is the ideal venue for TPA ITALIA. Thanks to one of the most advanced infrastructure systems, enhanced with substantial government investment in anticipation of the appointment with the Expo 2015, TPA ITALIA finds its perfect stage in the second biggest exhibition center in the world for its breadth and the latest facilities.
MDA NORTH AMERICA – staged for the first time

Staged for the first time at IMTS 2014 in combination with Industrial Automation NORTH AMERICA, the MDA NORTH AMERICA will present a large number of solutions and innovations in the field of power transmission and control. Organized by Hannover Fairs International USA in collaboration with the German Engineering Federation VDMA, the MDA NORTH AMERICA will serve as an excellent platform for communicating with buyers and industry professionals.

Profit from pooled expertise

- 91% found new products & ideas to use
- 91% who came seeking a solution to a specific manufacturing problem, found a solution
- 65% plan to make a purchase decision within a year of the show
- 60% claimed new business contacts from their show visit

Source: IMTS and Industrial Automation NORTH AMERICA 2012
EXCHANGE KNOWLEDGE AND EXPERTISE FORUMS FOR INDUSTRY INSIDERS

Benefit from an attractive supporting program at MDA Forums worldwide, supported by local and international trade associations and selected media partners. Take part in forums and special exhibitions or play an active part in arranging them.

Be inspired by top decision makers on contemporary issues and forward-looking strategies or create interest yourself in your products and ideas among prime target groups and opinion formers.

Get in touch with us and become part of the MDA forums or seminars as a sponsor or speaker!

MDA Forums and joint displays address keynote themes and trends that determine industrial development worldwide. They are the perfect places for your presentations dedicated to the latest developments, world-wide trends and burning issues of interest to the industry.

It also serves as a platform for exchanging ideas and networking with visitors from across the globe.

Enhanced presence

Grab attention before, during and after the show with our additional Marketing and PR Services. We can supply personalized correspondence stickers for your invitation mailings, offer you various options for placing your logo in the printed exhibitor catalogue, show website or hall plan.
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
MOTION, DRIVE & AUTOMATION
- 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
- Compressed air processing equipment, dryers, coolers, etc.
- Compressed air storage and distribution equipment
- Compressed air equipment and others
- Vacuum technology

STAND OPTIONS
Take advantage of our wide array of different stand options for your customized trade fair presence. This ranges from raw space to shell schemes and extends all the way to themed shared stands. The International Pavilion represents, especially for SMEs, an effective and efficient option for attending the show.

General services are free of charge for all exhibitors
- Standard catalogue entry
- Individual support services provided by the organizers on site
- Internet lounge on-site during the show
- Visitor admission tickets

Talk to us for your favorite!
Attending a trade fair with little effort and lots of success – our Pavilions make it possible. The ready-to-use booth concept not only allows you to save time and money, but also to profit from high recognition through the unique design and privileged position of the pavilion.

Moreover, an integrated lounge area offers you and your clients the optimal place to talk business. Ultimately, a contact person will be at the pavilion at all times to make your participation trouble-free.

Themed Pavilions

Themed Pavilions are a great way to further increase your topic’s visibility within MDA trade fairs. It gives the trade visitor a possibility to find and meet you within a clear defined area. Themed Pavilions are visible to press, media, too, and can multiply your exposure.

Association Pavilion

For associations this concept is a great way to unite their members under one banner. Pavilions can also cater for group presentations that allow smaller companies to enter the market at reasonable costs. There is a great number of possibilities to choose from with additional services to be added to a convenient package.

National Pavilion – e.g. German Pavilion

This subsidised opportunity for German based companies is a great opportunity to benefit from the countries offering to unite the businesses under the umbrella of the country. In a similar way we are organizing Italian, Chinese, Japanese, Korean or other pavilions. All offer a common branding within a turn-key booth concept with superior design in a privileged location. Front desk, meeting room, lounge facility and hosting brings a well-rounded package that ensures a hassle free participation.

- Optimized positioning within hall layout
- Common branding, for example „Made in Germany“
- Community as centre of attraction
- Booth with superior design
- Exclusive furnishings, lounge & additional services
Our portfolio of services for your international trade fair success:

**Central contact**
For all matters relating to your worldwide trade fair participation, planning and complete handling of your trade fair project, from travel preparations all the way to visitor management.

**Selected Partners**
Appropriate stand builders, haulage contractors and service providers to ensure everything runs smoothly in the respective market.

**Outstanding infrastructure**
Transport links, building, technology and logistics with uniform worldwide standards of quality.

**A broad range of stand options**
For custom stand construction, plus pavilion solutions for SMEs, chambers of commerce, associations.

**Targeted advertising**
Via all relevant channels (daily newspapers, trade journals and websites) and high-coverage PR work in the host country and beyond.

**Trade association collaboration**
Collaboration with local and international trade associations to generate the right visitor demographics.

**Meet & Match**
Matchmaking events and mobilization of industry communities with important decision makers from business and politics.

**Attractive supporting program**
Forums, seminars, podium discussions and special exhibitions on all aspects of electric and mechanical power transmission technology as well as hydraulics and pneumatics.
Profit from our MDA network’s excellent contacts with prestigious supporters and partner associations all over the world – providing an effective business platform for you to tap into areas of new market potential.
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Contact details for your local sales partner are listed at
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EVENTS WORLDWIDE

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