

## Hannover Messe 2021: Virtual Business-Dates

### Auf einen Blick

- Hannover Messe 2021 takes place digitally
- April 12-16, 2021
- Niedersachsen ADDITIV presents offers for companies on 3D printing
- Mittelstand 4.0 Competence Center Hannover offers explanatory and project videos as well as expert talks
- Business dating at the digital trade fair stand of the IPH

16. 2021

**IFW | IPH | LZH | This year, the Hannover Messe is taking place as a digital event. The Mittelstand 4.0-Kompetenzzentrum Hannover and the IPH are each present with a digital booth. Niedersachsen ADDITIV is represented at the joint stand of the state of Lower Saxony.**

Digitization is more important than ever before. Hannover Messe offers companies a virtual event to present their innovations to potential customers. From April 12 to 16, 2021, conferences, product presentations and business dating will be on the agenda.

### Business dating with the IPH

At the digital booth of the Institute for Integrated Production Hannover (IPH) gGmbH, everything revolves around production technology. How does factory planning work? Is the introduction of an ERP system worthwhile in our company? The IPH logistics department will answer these questions at the business dating event. Anyone interested in drones or artificial intelligence in small and medium-sized enterprises (SMEs) can look forward to a discussion with the Production Automation department. And IPH engineers from the Process Technology department will be available to answer questions about process design with artificial intelligence (AI) using forming technology as an example, as well as for ergonomics advice.

Appointments for talks can be made with all departments during and before the trade fair. These will take place as video calls. In addition to business dates, IPH's digital trade fair presence will also offer the opportunity to get to know the institute and its service offerings better through videos that are being filmed especially for the Hannover Messe. After successful registration, you

can find IPH's digital trade fair stand here.

### **Mittelstand 4.0 Competence Center**

Digitalization and artificial intelligence are currently the dominant issues in all areas of the economy!. In addition to all their dynamics and their innovative potential, especially small and medium-sized enterprises are looking for answers to questions such as:

- What kind of digitalization is matching my company's needs?
- Do I have to rethink my business models and my products?
- What risks can arise and how can I counter them?

The experts from the Mittelstand 4.0 Competence Center Hannover will be there for companies on all days of the trade fair and will provide answers to these questions. The Competence Center makes small and medium-sized enterprises fit for the digital future. The center's offerings are completely free of charge thanks to funding from the German Federal Ministry of Economics and Technology. The center offers: Information events, company talks, training and support for digitization projects in companies.

### **Niedersachsen ADDITIV**

3D printing has long since arrived at large companies. But when small and medium-sized companies want to integrate additive processes into manufacturing and production, they face many challenges: Which process is the right one, which material is suitable, and what about the cost structure? Niedersachsen ADDITIV provides companies in Lower Saxony with advice and support on these and other questions relating to 3D printing.

At the Hannover Messe, the team of Niedersachsen ADDITIV will provide an overview of their offers for companies in Lower Saxony. In particular, it will present the "Praxis-Check 3D-Druck", where companies can submit an idea for the introduction or further development of 3D printing in their business. With a feasibility analysis, Niedersachsen ADDITIV then supports companies in integrating the new technology - free of charge and manufacturer-neutral. The Niedersachsen ADDITIV team will be available to interested companies for discussions and questions.

Niedersachsen ADDITIV is funded as a project by the Lower Saxony Ministry of Economics, Labor, Transport and Digitalization (MW). Project partners are the LZH and the IPH.

### **Angela Merkel opens the Hannover Messe**

Tickets for Hannover Messe: Digital Edition are available on the website. For free trade visitor tickets, please contact IPH ([www.iph-hannover.de](http://www.iph-hannover.de)), Niedersachsen ADDITIV ([www.niedersachsen-additiv.de](http://www.niedersachsen-additiv.de)) or Mittelstand

4.0-Kompetenzzentrum Hannover ([www.mitunsdigital.de](http://www.mitunsdigital.de)).

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