

ExtreMat IP

Joint Stand

HANNOVER MESSE 2008

21.-25. April 2008



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Hannover, 21. - 25. April 2008

ExtreMat stand at HANNOVERMESSE 2008

The HANNOVER MESSE is the world's leading trade fair for industrial technology, which annually takes place at the Hanover Exhibition Center. HANNOVER MESSE 2008 (21 – 25 April) consisted of 10 international flagship trade fairs and attracted more than 5,100 exhibitors from over 60 different nations offering an impressive demonstration of the industrial state-of-the-art to a new record number of 200,000 visitors.

In 2008, the spotlight was on the fields of industrial automation, energy technology and subcontracting as well as on cutting-edge technologies. HANNOVER MESSE was an excellent platform to present the results of the Integrated EU-project **ExtreMat** to a highly concentrated industrial audience. The joint fair stand of ExtreMat, sponsored by the Deutsche Messe AG as a private public partnership with the EU-funded project, offered especially smaller ExtreMat partners, who could not afford an own stand at the show, the opportunity to get in touch with interested parties from industry worldwide.

The joint stand of ExtreMat, located in hall "Research and Technology", covered an area of 200 square meters floor space comprising **20 individual exhibition modules** for **39 ExtreMat researchers**, who presented a cross-section of the ExtreMat program and sub-projects that had been impressively visualized by posters, video sequences and exhibits.

Bayern Innovativ GmbH and its EU-Cooperation Unit have been assigned with the stand planning and realisation and were represented by two staff members during the entire fair as a first contact and info point for visitors of the ExtreMat stand.





The project team, under the direction of **Max Planck Institute for Plasma Physics (IPP)**, thematically focused on electronics, space, fusion, fission, carbon and spin-off. In detail, the following ExtreMat partners presented the ExtreMat activities on individual stand modules:

- *Max-Planck Institute of Plasma Physics (IPP),*
- *Archer Technicoat Ltd., AREVA NP GmbH,*
- *Austrian Research Centers GmbH,*
- *CEIT Centro de Estudios de Investigaciones Técnicas de Gipuzkoa,*
- *DLR German Aerospace Centre,*
- *Swiss Federal Laboratories for Materials Testing and Research EMPA,*
- *FN S.p.A. Nuove Tecnologie e Servizi Avanzati,*
- *Forschungszentrum Jülich GmbH,*
- *Fraunhofer-Institute IFAM Dresden,*
- *Institute of Materials & Machine Mechanics Slovak Academy of Sciences,*
- *Merl Ltd.,*
- *MT Aerospace,*
- *Plansee SE,*
- *SGL Carbon GmbH,*
- *Vienna University of Technology,*
- *Universidad de Alicante,*
- *EU-Cooperation Unit of Bayern Innovativ GmbH*

The most impressive exhibit at the ExtreMat stand was the Sector of ASDEX Upgrade mock-up and the ASDEX Upgrade divertor module shown by IPP, which was one topic at the **“Night of Innovation”** on 21 April as well as one official documentation picture of the Deutsche Messe AG at HANNOVER MESSE 2008.



Other sub-exhibiting partners presented for example diamond metal composites, heat sink materials, CCC Brake disc, SiC Brake disc, Cu-W reinforced divertor mock up, aero engine compressor blades, fully Ceramic C/SiC Sliding Bearing, 3D C/C fabric and 3D C/C samples etc.



Besides of the stand, ExtreMat was involved in further activities during HANNOVERMESSE:

ExtreMat participated in the **“Night of Innovation”**, which took place in the evening of the first fair day in the hall “research and technology”. The event aimed at giving interested exhibitors and visitors the possibility to meet people from science, economy and politics in a relaxed, informal atmosphere and learn more about innovations and technology.

ExtreMat also played a special role in the program of the **“Gateway2Innovation”** forum with contributions from the sub-exhibitors IPP, FN, IFAM, SGL and PLANSEE and generated numerous articles in newspapers and magazines about ExtreMat and its presentation in Hanover.

A special highlight was the visit of the Bavarian Ministry of Economic Affairs, Infrastructure and Technology, Mr. Markus Sackmann, whose guided tour through the HANNOVER MESSE also included a stop at the ExtreMat stand, where selected sub-exhibitors gave him further explanations and a deeper insight of their research work within the ExtreMat project.



Other VIP's on the ExtreMat stand were the chairman of the HANNOVER MESSE exhibitor advisory committee, Mr. Dietmar Harting, and Prof. Dr. Jürgen Mlynked from the Helmholtz Association as well as the Austrian Handelsattache B. Schmidt.

On the last fair day, the ExtreMat stand attracted a lot of "junior scientists", when a primary school explored the world of innovation.



During HANNOVER MESSE 2008 more than 1500 contacts were generated by the ExtreMat sub-exhibitors, starting from professionals, who were involved in technical discussions and representatives from media and politics to young engineers, who were looking for career options in materials science.

Concerning public relation work, many articles were published in different media especially related to the ExtreMat presentation at HANNOVER MESSE 2008.

In total, the HANNOVER MESSE was a great success for ExtreMat and a perfect way to present the project to a broad audience.

