

PRESS RELEASE

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Key areas of focus for industrial production:

Digitalization and sustainability

EMO preview in Frankfurt am Main ring in the hot phase of trade show preparations

Frankfurt am Main, 7 July 2023. – The EMO Hannover organizer VDW (German Machine Tool Builders' Association) invited visitors to attend the major preview for the event in Frankfurt am Main on July 5 and 6. EMO Hannover is scheduled to take place from September 18 to 23, but 31 exhibitors have been giving a sneak preview of their innovations a good ten weeks before the event itself. Almost 70 journalists from over 30 countries came, saw, marveled and asked the exhibitors for details.

"The EMO Hannover preview was held for the first time in Frankfurt am Main. The event has a long tradition and is both the climax and conclusion of our EMO Hannover World Tour. In around 60 events held in 40 countries, from Japan to Mexico and from Finland to South Africa, we have been presenting

Innovate Manufacturing.

www.emo-hannover.de

EMO Hannover 2023 to the EMO community since the beginning of the year," said Dr. Wilfried Schäfer, Executive Director of the VDW, welcoming the guests.

Dr. Markus Heering, his Executive Director colleague at the VDW, continues: "Under the banner of *Innovate Manufacturing*, we have decided to focus on three megatopics at EMO Hannover this year: *The Future of Business*, *The Future of Connectivity* and *The Future of Sustainability in Production*. The aim here is to show that production technology is not merely of interest to experts, but that the industry is doing its part to solve the most pressing problems of our time. And that's what exhibitors are showing – in impressive variety and depth – with their technical solutions here at the preview and at the fair itself in September."

EMO Hannover to feature a wealth of offerings as the countdown begins

More than 1,750 exhibitors from 42 countries are currently expected at EMO Hannover 2023. They will present the entire spectrum of production technology. Major points of interest include machining centers and lathes, cutting tools and clamping devices, measuring equipment and control systems. "The breadth of the technical offerings is unparalleled at the international trade fair for production technology," emphasized Markus Heering. The event highlights the challenges that exist in production: greater efficiency, more flexibility, better quality, increased accuracy, the integration of AI, comprehensive factory-wide networking, and much more besides.

EMO Hannover is offering various joint stands aimed at drawing attention to specific trend topics: Additive Manufacturing, Connectivity, Cobots and

Sustainability in Production. "In particular, latest developments such as those showcased in the *Sustainability in Production Area* are attracting a lot of interest, as exhibitors are keen to reposition themselves in this field," reported Wilfried Schäfer. Research institutes will also feature prominently on the stand, using it to present their sustainability projects.

Trend forum for the future of production technology

As the world's leading trade fair for production technology, EMO Hannover aims to cover all the important topics relating to the industrial value chain, to present the current state of the art and to highlight possible scenarios for future development. "In addition to the aforementioned topics, a further focus will be on the recruitment of skilled workers on the *Special Training Stand*. The range of services offered by the Nachwuchsstiftung Maschinenbau (Youth Education and Development Foundation for Mechanical Engineering) has been expanded beyond initial vocational training to include ongoing training and development," Markus Heering explained. The special *umati* stand will feature a major live demonstration aimed at showcasing the latest developments in the connectivity initiative for the mechanical and plant engineering industry as a basis for effective networking within and between factories. Finally, the Startup Area will be promoting pioneering collaboration with young companies, said Schäfer, describing two further examples.

The joint stands will be complemented by two forums in halls 9 and 16 of the Hannover exhibition center. They provide a platform for exhibitors' presentations on technology topics and for in-depth presentations on special *Future Insights* topics. The program includes a conference on business opportunities in the Indian market, and two half-days entitled "New digital work - opportunity or

disenfranchisement?" Both go into greater depth on individual aspects of the Future of Business. Further Future of Connectivity half-days will address the topics of *umati* and *Energy efficiency through digitalization*. Sustainability in production aspects will finally be covered in presentations and discussions on e-mobility, climate-neutral production, the potential of circular business models and best practices with regard to sustainability in production.

The presentations are closely linked to the EMO Hannover digital service, which was launched in the run-up to the trade fair. "Some of the presentations, conferences and key topics will be streamed live or recorded and will be available on demand via our website at www.emo-hannover.de – just like this Preview, incidentally. Our aim here is to extend the reach of our exhibitors and to ensure that visitors who may not be able to take advantage of all the offerings are kept in the loop in terms of in-depth information and discussions," explained Wilfried Schäfer of the VDW.

World's leading trade fair supporting the cultivation and expansion of international networks

All the above forums and events not only provide in-depth information, but also promote discussion and the sharing of ideas and experience among participants. As the world's leading trade fair for production technology, EMO Hannover is better suited than any other to grow the international network by attracting further manufacturing experts from the supplier and customer sides as well as from the scientific community. EMO Hannover digital is already making a contribution to this – even across geographical borders – with its EMO sessions, digital chats and video meetings in the run-up to the fair itself. In addition, all visitors receive a “matchmaking” offer when they register online

in the ticket store at www.emo-hannover.de. There they can enter their profile and interests and, based on any potential matches, can then arrange appointments with people who share the same interests.

"After a four-year break, EMO is returning to Hannover – with a new concept, with a new look and with renewed energy," concluded Wilfried Schäfer. "The mood is buzzing. That much emerged clearly from the Preview. Our exhibitors and we, the organizers, are very much looking forward to reconnecting with our customers and business partners."

Background

EMO Hannover 2023 – World's Leading Trade Fair for Production Technology

Around 1,750 manufacturers of production technology from 42 countries will be presenting smart technologies from the entire value chain at EMO Hannover 2023 from 18 to 23 September 2023. Under the banner of *Innovate Manufacturing*., the world's leading trade fair for production technology will showcase the entire range of modern production technology which is at the heart of every industrial production process. The latest equipment will be on display, as will efficient technical solutions, product-related services, sustainable production methods and much more besides. The main focus of EMO Hannover is on cutting and forming machine tools, manufacturing systems, precision tools, automated material handling, computer technology, industrial electronics and accessories. EMO visitors come from all major industrial sectors including machine and plant construction, the automotive industry and parts suppliers, aerospace technologies, precision engineering and optics, shipbuilding, medical engineering, tool and mold making, steel and lightweight construction. EMO Hannover is the number one international meeting place for the industry. EMO is a registered trademark of the European machine tool association Cecimo. EMO is organized by the VDW (German Machine Tool Builders' Association), Frankfurt am Main, Germany.

Captions

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With representatives of 31 EMO exhibitors and 70 journalists from 30 countries, the EMO Hannover 2023 preview was well filled on July 05, 2023 in Frankfurt's Klassikstadt.

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Trade visitors can look forward to more than 1,700 manufacturers from 42 countries and a diverse supporting program at EMO Hannover 2023. In the talk, the two managing directors of EMO organizer VDW, Dr. Wilfried Schäfer (r.) and Dr. Markus Heering, presented the highlights.

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