

PRESS RELEASE

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Startups@EMO Hannover – 60 young companies from twelve countries will show their competences

Frankfurt am Main, 22 August 2023 – EMO Hannover 2023 from September 18 to 23 will once again feature a large Startup Area on Stand E34 in Hall 9, presented jointly by the EMO organizer VDW (German Machine Tool Builders' Association) and the VDMA Startup Machine. "Startups bring a breath of fresh air to well-established industrial sectors because they often function as pioneers and trendsetters in their field of business," says Stephanie Simon, who is responsible for the project at the VDW. That's why established exhibitors are often more than interested in talking to young companies, she points out. "The EMO Startup Area currently features nearly 60 companies that are looking to break into the production technology market and appeal to its users," adds Juliane Salten of the VDMA. Their primary aim is to raise their profile and set up networks with customers and investors.

Innovate Manufacturing.

www.emo-hannover.de

Anna Weirauch, Customer Success Manager at ai-omatic solutions in Hamburg, agrees: "We are excited about the possibility to showcase our AI-based digital maintenance assistant in the Startup Area at this year's EMO Hannover. We're also looking forward to networking and showing how we can help our customers maintain their machines more effectively."

Matchmaking, Speeddating and Startup Night

The organizers have come up with a number of ideas for helping exhibitors to share information and network. The goal is to provide a professional networking platform where experiences, possibilities and opportunities in production technology can be discussed, but also where new partnerships can be forged. David Hahn, CEO of Remberg GmbH from Munich, firmly supports the venture: "In 2019 we were able to attract the renowned mechanical engineering company Klingelberg as a customer at EMO. And everywhere you looked, there were managers from the very companies we were selling our digitalization solutions to. Things like this only happen at EMO."

To support this forging of contacts even more strongly, EMO Hannover 2023 will feature "Startup Matchmaking", which will organize face-to-face meetings at the event between established companies and appropriate startups and digital solution providers. The Speeddating event will give participants the opportunity to exchange ideas exclusively with exhibiting startups – and to explore further areas of shared interest during the subsequent networking session. The EMO Startup Night including Speeddating on 19 September 2023 will give exhibitors and visitors alike the chance to meet new company founders in person and make contact in a relaxed atmosphere. Finally, tours of the EMO Startup Area will be offered on each day of the fair. These will give participants

a rapid overview of the topics and main focuses of the young companies at the fair.

Startups from twelve countries on board

The joint stand of EIT Manufacturing Darmstadt is offering something special. It will feature 20 startups from twelve countries – Austria, Finland, France, Germany, Greece, Israel, Italy, Slovakia, Slovenia, Spain, Sweden and Turkey. These will be presenting their products and services under the joint umbrella of the Innovation Network at EMO Hannover. "Companies are an important part of the innovation network that EIT Manufacturing is developing. We are currently supporting around 80 startups, are in regular contact with more than 150 other companies and are constantly expanding our network," says Dr. Christian Bölling, Director of EIT Manufacturing Central. The organization fosters the development of prototypes through to marketable products, brings startups and industry together to solve challenges in innovative ways, and provides education and training for workers in industry to make the companies more competitive.

From September 4, a big social media challenge will also start on LinkedIn, Instagram/Facebook and Twitter under the title *EMOspark - Igniting Start-up Innovation at EMO Hannover 2023*. The aim is to make the companies known and support them in generating leads. Companies are encouraged to post short teaser videos or posts about their products/technologies before the show using #EMOspark2023. During the show, they will be complemented by daily live updates from the booths with photos and videos. And finally, after the show, each startup is again asked to publish a short post with highlights of their participation at the show and share what they learned. "By using the hashtag #EMOspark2023, all posts can be easily found and shared which is

increasing the visibility of the campaign. The combination of pre-show teaser content, live updates during the show and post-show summaries will capture the interest of the target audience and create a lasting impact," concludes Tanja Lee, campaign organizer at VDW.

Further information can be found at <https://emo-hannover.de/startups>

Pictures

Bild_startup2019_dmag_2023-08

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At EMO Hannover 2019, there were already more than 40 startups represented at a special booth. In 2023, round about 60 young companies will show their competences. Source: DMAG

Background

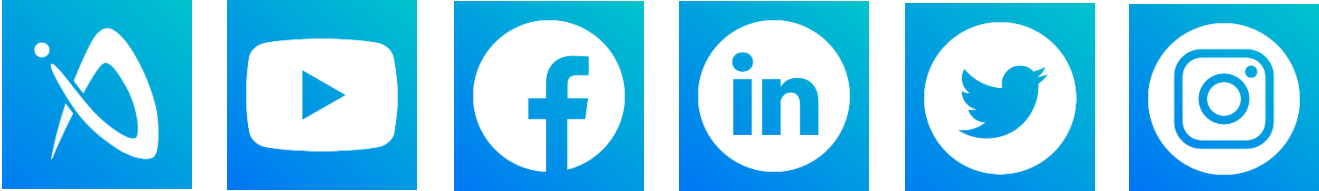
EMO Hannover 2023 – World's Leading Trade Fair for Production Technology

Around 1,800 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 metalworking 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.

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