PRESS RELEASE

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EMO 2025 is pushing AI and automation for greater competitiveness in global industry

Hannover, Frankfurt am Main, September 26, 2025. – The whole world of metalworking – for five days, Hannover was the venue for EMO, the world's leading trade fair for production technology. Attracting a number of 80,000 trade visitors from all over the world, the exhibition grounds provided important innovative impulses for greater competitiveness in the industry. The main focus was above all on the topics of automation and artificial intelligence, which have once again found their way into industrial processes as drivers of production efficiency.

Technology, information, exchange, international networking, and cooperation – this is what EMO has embodied for 50 years. More than 1,600 exhibitors from 45 countries and a diverse supporting program presented a host of solutions for modernizing and upgrading production.

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"There is a profusion of smart and impressive technical solutions. This EMO has convincingly demonstrated that," says Carl Martin Welcker, General Commissioner of EMO 2025. "For them to be effective, the booster engine of investment now really needs to fire. Many projects are in the pipeline after three years of investment restraint, but the uncertainty in the political sphere continues to put the brakes on investment," Welcker continues.

Confidence is already picking up abroad, particularly outside Europe. In the visitor survey, two thirds of visitors from there state that they intend to invest. In Germany, the figure is less than half. This is reflected by the current trend in foreign orders placed with the German machine tool industry, which increased by 6 percent in the first seven months of 2025 compared to the same period of the previous year. Demand from Germany fell by 22 percent over the same period. Nevertheless, EMO exhibitors are reporting sales. Norbert Teeuwen, Managing Director of Okuma Europe says: "Open Possibilities – that is precisely what connects EMO and Okuma. Our appearance at the exhibition was a complete success – among plenty of sales, we even sold three exhibition machines directly off the booth to our customers. For us, EMO is always a highlight. Thank you!"

Automation is a hot topic in the industry

The big topic in the industry is automation. This is driven by costs and a shortage of skilled workers. 50 percent of the visitors surveyed are interested in how they can use automation to boost their productivity. "Automation is everywhere here and is going to make a big difference", says Aaron Morrill, CNC mechanic from the USA. The importance of the use of robots is growing, as around 140 robot manufacturers have impressively demonstrated at EMO. Klaus Winkelmann, CEO of Fanuc Europe, says: "We also see that robots will

become increasingly important in the machine tool industry. Industrial robots will coexist with human operators. In the future, they will provide the most efficient solutions.”

Interfaces to digitalization and sustainability

More than a third of the trade visitors want to learn about new aspects of digitalization and AI. "We see added volume in processes where all the possibilities for processing data from sensors are utilised. AI is useful for this and improves quality in the factory", says Jan Otoupakik, CEO 4dot Mechatronics, a startup from the Czech Republic. This was also reflected in the popularity of the P.O.P Talks, which were held daily at the central innovation stage, and highlighted numerous aspects of AI in production.

Automation, digitalization, and artificial intelligence ensure higher productivity, efficiency and quality. This also increases sustainability in production, for example by promoting efficiency in energy and materials. Sustainability is an important factor in research and among talented young people. "We are working on various solutions. One very important example is to reduce the energy consumption of production systems, for example by reducing the coolant flow so that only as much coolant as necessary is used, rather than as much as possible. That was the strategy in the past. This allows us to save up to 95 per cent of the pump energy, electrical energy and up to 60 per cent of the total energy consumption of the production system. So, this is a big step forward," says Professor Berend Denkena from the Leibniz University Hannover.

Top platform for international managers

Once again, EMO has proven to be a top platform for managers and buyers. In the visitor survey, more than half of the respondents stated that they were

top or middle managers. They also have the authority to make procurement decisions.

Overall, 94 percent of visitors felt their objectives for the visit had been achieved. 98 percent rated EMO between satisfactory and very good. This is also reflected in the verdict of the exhibitors. Irene Bader, Board Member at the German-Japanese company DMG Mori, puts it in a nutshell: "What we presented at EMO in 2025 is a glimpse into the future of production. Our customers' enthusiasm and their valuable feedback have once again shown us how important face-to-face exchange is for real innovation. For five days, EMO was a global meeting place for ideas, partnerships, and new perspectives." And German Wankmiller, Chairman of the Board of Management of Grob-Werke, adds: "Overall, we are satisfied with how this year's EMO went, and we've been positively surprised considering the currently challenging market situation. The number of visitors and the quality of the discussions have also been consistently positive and have given us important ideas to follow up over the coming months."

"Once again, it has proven possible to attract international market leaders in metalworking to EMO and address the new topics in industrial production," concludes Dr. Markus Heering, Executive Director of the EMO organizer, the VDW. "As a result, it has consolidated its position as the world's leading trade fair and barometer of trends," he summarizes.

EMO 2027 will take place from October 4 to 8 in Milan, Italy.

Captions

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Bild_besucher_emo2025.jpg
Trade visitors from all over the world enjoyed important innovation impulses and inspiration at EMO 2025.

bild_automation_emo2025,jpg
EMO 2025 is promoting automation for more competitiveness worldwide.

bild_dialog_emo2025.jpg
Technology, information, exchange, international networking and cooperation – this is what EMO has been all about for 50 years.

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General Commissioner of EMO 2025 Carl Martin Welcker at the opening press conference of EMO 2025

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Dr Markus Heering, Managing Director of EOM organiser VDW, was a sought-after interview partner for the media during the five days of the trade fair.

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The new United Machining Solutions Group used EMO 2025 to present eight world firsts.

bild_siemens_EMO 2025.jpg
A particular highlight of Siemens AG's participation in EMO was the launch of a data alliance between the company and leading machine tool manufacturers, which is intended to pave the way to revolutionary AI solutions in production.

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