

## PRESS RELEASE

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## The direct route to innovation: Guided Tours at the EMO 2025

### Direct access to Hidden Champions

**Frankfurt am Main, September 11, 2025** – EMO Hannover 2025, the world's leading trade fair for production technology, is offering its visitors an exclusive format this year to allow them to experience technological excellence in an information-packed and practical way.

The *Hidden Champions* guided tours give trade visitors the opportunity to come into direct contact with innovative companies, get to know their technologies and gain new insights on future topics in the industry.

These tours, organized by Schlütersche Verlagsgesellschaft mbH & Co. KG, a Hannover-based media group, will provide insights into companies that fly somewhat under the radar in their niche despite their technological leadership.

**Innovate Manufacturing.**

[www.emo-hannover.de](http://www.emo-hannover.de)

These are mostly medium-sized companies that are among the top 3 in their markets worldwide and impress with their high level of innovation.

**Production in focus: Exclusive insights into world firsts**

The bilingual guided tours are suitable for both German-speaking and English-speaking participants. The tours will look at selected hidden champions who set international standards with their products and solutions. Tour participants will gain exclusive insights into technological developments, new applications and highly specialized machines or systems that are often only known to insiders. The opportunity for face-to-face contact with technical and product managers makes this tour particularly valuable for trade visitors who want to specifically find out about the latest innovations.

The following exhibitors are some of the companies that will be taking part in the tour:

- Blum-Novotest, Burton on Trent, United Kingdom
- DMG Mori, Bielefeld, Germany
- Schunk, Lauffen am Neckar, Germany

**Tour dates**

- September 23: 10 a.m., 12 p.m., 2 p.m.
- September 24: 10 a.m., 12 p.m., 2 p.m.
- September 25: 10 a.m., 12 p.m., 2 p.m.

Whether you are a technology-savvy decision-maker or a curious young up-and-comer in your field: The Guided Tours at EMO Hannover 2025 will provide guidance, the opportunity to exchange points of view and real added value – in a personal, compact and practically oriented format.

Further information on the Guided Tours and registration can be found at <https://emo-hannover.com/hidden-champions> and at <https://akademie-schluetersche.odoo.com/event/guided-tours-discover-the-hidden-champions-of-production-technology-50/register>.

*Author: Erik Reimer, VDW*

*Image material:*

*Hidden Champions*

*Caption: The Guided Tours are being organized and run by Schlütersche Verlagsgesellschaft mbH & Co. KG. Source: Hidden Champions / Schlütersche Verlagsgesellschaft mbH & Co. KG*

*EMO 2023*

*Caption: The Guided Tours provide quick orientation amongst the very wide variety of exhibitors at the EMO – targeted, compact and to the point. Source: VDW*

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