

Overall Program

One of the main features of the Dutch contribution to the Hannover Messe are its Holland Lounges in different halls. To really make a difference for global and local challenges, we would like to invite you to share your ideas in our open Holland Lounges. The coming days, inspiring lectures, debates and presentations will be organized. Whether it's about knowledge exchange programs, master plans, policy approaches or innovative solutions, they all aim to bring together multi-layer stakeholders to bring better living circumstances for our future generations.

Monday April 24

- **Phase Change Materials (PCM); a natural source for temperature control and energy saving cooling and heating solutions in buildings**
Mark van der Heijden, Accountmanager OPTIVOLT BV
Time: 11.00 – 11.25. **Location:** hall 4, stand D44
- **Meet the Dutch Block Chain Coalition**
Time: 11.00 – 11.30. **Location:** hall 8, stand E34
- **Workflow improvement and live demonstration robotized bag cutting**
Ing. Jeroen Konings, Workflow++, trademark of JEKO Tech BV
Time: 12.00 - 12.20. **Location:** hall 4, stand D44
- **Meet the Industry Giants**
With support and presence of HRH Prince Constantijn as Special Envoy of StartupDelta
Time: 12.40 - 15.45. **Location:** hall 4, stand D44
- **Creating a Smart Connected Supplier Network**
Time: 14.00 – 14.45. **Location:** hall 8, stand E34
- **Opening of new Field Lab 'Industrial Robotics'**
Time: 15.45 – 16.00. **Location:** hall 8, stand E34
- **IT & Smart Industry House Networking Reception**
Feel free to join and meet the Dutch Smart Industry and IT sector in an informal setting during its networking reception!
Time: 16.00 – 17.00. **Location:** hall 8, stand E34
- **Announcement & Award ceremony FME International Business Award 2017**
The prize will be awarded by FMEs Chairman Ineke Dezentjé Hamming and last year's winner.
Time: 17.00 – 18.00. **Location:** hall 2, stand C12
- **Night of Innovations: Reception Holland High Tech House**
Time: 17.30 – 19.30. **Location:** hall 2, stand C12

Tuesday April 25

- **The Factory of the future becomes a reality**
Erik Vermeulen, Innovation & business development manager, Brainport Industries Campus
Time: 10.00 – 10.25. **Location:** hall 4, stand D44
- **Highly Integrated Product Configuration of Non-Catalogue Products**
Peter Wijers, ICT Project Leader & Business Data scientist, Euramax Coated Products BV
Time: 10.30 – 10.55. **Location:** hall 4, stand D44
- **Virtual and Augmented Reality: Hype or serious business?**
Robbert Jan Kooij, Business Developer, Oost N.V.
Time: 11.00 – 11.25. **Location:** hall 4, stand D44
- **Opportunities for the Dutch ICT sector for doing business in Germany**
Time: 11.25 – 11.30. **Location:** hall 8, stand E34
- **The High Tech Software Cluster: Cluster-to-cluster: the power of cooperation**
Wim Renders, Cluster Manager High Tech Software, Cluster Brainport Development N.V.
Time: 11.30 – 11.55. **Location:** hall 4, stand D44
- **Workflow improvement and live demonstration robotized bag cutting**
Ing. Jeroen Konings, Workflow++, trademark of JEKO Tech BV
Time: 12.00 – 12.20. **Location:** hall 4, stand D44
- **Meet the Industry Giants**
With support and presence of Dutch Minister of Economic Affairs Henk Kamp
Time: 12.00 – 18.00. **Location:** Hall 3, stand B02
- **The Industrial Dataspace: working together in international value networks**
Time: 14.00 – 14.45. **Location:** hall 8, stand E34
- **Industrie 4.0 as a means for securing European production capabilities**
Dr. Tim Bendig, Head of Corporate Communications, Lenze S.E.
Time: 14.00 – 14.25. **Location:** hall 4, stand D44
- **Dutch High Tech Eco System – Always in the fast lane**
Mr. Patrick Bruijn, Industry Sales Manager, High Tech and Automotive, Festo Netherlands B.V.
Time: 14.30 – 14.55. **Location:** hall 4, stand D44
- **Web-portal micro-laser machining and micro CNC bending.**
A.W.A.J. Janssen, Geschäftsführer, Laser Technology Janssen
Time: 15.00 – 15.25. **Location:** hall 4, stand D44
- **3D glass and sapphire products processed by selective laser-induced etching**
Ing. Carel van de Beek, Sales Manager, LouwersHanique
Time: 15.30 – 15.55. **Location:** hall 4, stand D44
- **International Cleantech Networking Reception**
Time: 16.00 – 18.00. **Location:** hall 27, stand G64

Wednesday April 26

- **Supply Networks – Is it for you?**
Dr. Hendrik G. Seliger, HGSeliger Management Consulting
Time: 10.00 – 10.25. **Location:** hall 4, stand D44
- **New Chains, new Challenges, new Chances**
Paul G.J. Schuurmans MSc, Partner, Praetimus
Time: 10.30 – 10.55. **Location:** hall 4, stand D44
- **Field lab 'The Smart Connected Supplier Network': one language for all data**
John Blankendaal, Managing Director, Brainport Industries
Time: 11.00 – 11.25. **Location:** hall 4, stand D44
- **Showcase demonstration FESTA Cordis Organizer**
Time: 11.00 – 11.30. **Location:** hall 8, stand E34
- **Efficient development using a flexible mode of cooperation with engineering contractors.**
Dr. Dipl.-Phys. Marvin Klein, Sr. Applied Research Engineer, DEMCON advanced mechatronics B.V.
Time: 11.30 – 11.55. **Location:** hall 4, D44
- **Workflow improvement and live demonstration robotized bag cutting**
Ing. Jeroen Konings, Workflow++, trademark of JEKO Tech BV
Time: 12.00 – 12.20. **Location:** hall 4, stand D44
- **Early supplier involvement**
Steven van Hout, senior test DfT consultant, tpb electronics
Time: 14.00 – 14.25. **Location:** hall 4, stand D44
- **Polish/Dutch cooperation realize a medical device from idea to market launch within just 12 months**
Joop Onnekink (Senior consultant) and Jeroen de Graaf (Project Leader), PezyGroup Groningen
Time: 14.30 – 14.55. **Location:** hall 4, stand D44
- **The Software will determine the hardware.**
From idea to prototype in a split of a second in the virtual world in the near future
Drs. Jeroen H. De Bruijn, Managing Partner, Softwareport BV
Time: 15.30 – 15.55. **Location:** hall 4, stand D44

Thursday April 27

- **World's first structural bio-based car**
Mr. Noud van de Gevel, PR & Media Manager, Eindhoven University of Technology
Time: 10.00 – 10.13. **Location:** hall 4, stand D44
- **World's first bus on Hydrozine**
Team FAST, Technical University Eindhoven.
Time: 10.14 – 10.25. **Location:** hall 4, stand D44
- **3d metal printing: "Ingredients for a successful business case: The results shared by a AddLab Partner"**
Arno Gramsma, Director KMWE 3DP, KMWE
Time: 10.30 – 10.55. **Location:** hall 4, stand D44
- **Shaping high-tech ceramics and metals by additive manufacturing**
Mr. Pablo González, Ph.D., Materials Science Specialist, ADMATEC Europe BV
Time: 11.00 – 11.25. **Location:** hall 4, stand D44.
- **Technology made simple by visualizing complex products**
Ton Kuper, CEO, C4Real BV
Time: 11.30 – 11.55. **Location:** hall 4, stand D44.
- **Workflow improvement and live demonstration robotized bag cutting**
Ing. Jeroen Konings, Workflow++, trademark of JEKO Tech BV
Time: 12.00 – 12.20. **Location:** hall 4, stand D44
- **Flexible Manufacturing: the ability to switch between large and small series quickly**
John Blankendaal, Managing Director, Brainport Industries
Time: 14.00 – 14.25. **Location:** hall 4, stand D44
- **Delft Hyperloop**
Maurits Houck, Team member Hyperloop
Time: 14.30 – 14.55. **Location:** hall 4, stand D44
- **Panel discussion on Industrie 4.0 between Baden-Württemberg and the Netherlands**
With different German and Dutch startups discussing Industrie 4.0, Smart Industry and their experiences with doing business in both countries.
Time: 15.30 – 16.30. **Location:** hall 4, stand D44
- **Netherlands King's Day Network Reception**
Feel free to join the Dutch celebrating their 'King's Day'!
Time: 17.00 – 19.00. **Location:** hall 4, stand D44

Friday April 28

- **Workflow improvement and live demonstration robotized bag cutting**
Ing. Jeroen Konings, Workflow++, trademark of JEKO Tech BV
Time: 11.30 – 11.55. **Location:** hall 4, stand D44

Holland High Tech
Global Challenges, Smart Solutions



Program Hannover Messe 2017



Introduction

We are proud to meet you! With over 140 exhibitors, the Netherlands continues to have a prominent presence at Hannover Messe, the largest industrial trade fair in the world. Companies and other exhibitors will be jointly presenting their products and services in the Holland High Tech House in Hall 2, the Holland Industrial Supply Pavilion in Hall 4, the Holland IT & Smart Industry House in Hall 8 and the Holland Energy and E-mobility House in Hall 27.

Dutch high-tech companies are among the top global players in their markets and distinguish themselves by their technological excellence. The Dutch High-Tech Systems and Materials sector consists of a number of interwoven industries such as the machine and systems industry, automotive, aerospace and aviation, semiconductor and the materials industry, which develop key technologies such as micro/nanoelectronics, nanotechnology, photonics, advanced materials, semiconductors, and electronic components and systems.

Our system suppliers are able to manage complex industrial value-added chains and are increasingly becoming the key to international competitiveness because they can adapt to the customer's requirements and take responsibility in the areas of product development, process development, mass production and lifecycle management.

From the design of a system to its output, our creativity is the source of future-proof products, applications and services, which are often developed in interdisciplinary, open and international partnerships. In the Netherlands, we know that you have to collaborate in order to perform at the top of your game, that it's impossible to be the best in every discipline, that companies and knowledge institutes must work together in open innovation partnerships. Sharing knowledge in the precompetitive stage is not only a challenge, but also an opportunity.



Hall 2 - Holland High Tech House

In today's world, a range of social developments require technological solutions. It is therefore that the Dutch belief in 'Global Challenges, Smart Solutions' regarding the important issues as climate change, healthy ageing, smart mobility, sustainable energy and security. In hall 2, the following Dutch exhibitors are located in the Holland High Tech House. Next to their individual showcase demonstrations, this central Holland place in hall 2 functions as an important networking venue.

Hall 4 - Holland Industrial Supply Pavilion + Innovation Square

The intention of the Dutch Industrial Supply is the exchange of knowledge with small and medium-sized enterprises for higher added value due to digitalization and "Industry 4.0". To remain competitive Dutch companies implemented digital innovation in cooperation, customer interaction, product development, production and logistics. The Dutch exhibitors are keen to discuss nation-wide topics like Industry 4.0, Smart Factory, Value Creation, Supply Chain Networks, Value Chain Integration, 3D-metal printing and successful cooperation between OEMs and start-ups during this year's Hannover Messe.

In addition to the Industrial Supply Pavilion, the Dutch again organize the Innovation Square in hall 4. We invite you to get inspired by our start-ups' latest innovations. We like to show our start-ups, supported by the industrial supply chain, are an integral part of the Dutch High Tech eco-system. Therefore the square will be a main part in the Dutch Industrial Supply Pavilion in Hall 4.

Hall 8 - Holland IT & Smart Industry House

We are proud to present the new Holland IT & Smart Industry House in hall 8 this year. Several Dutch organisations – from public and private to knowledge parties – are looking forward to demonstrate how the Dutch IT sector and newly initiated 'Field Labs' contribute to technical solutions worldwide.

Hall 27 - Holland Energy & E-mobility House

Next to the important topics raised in the other 'Dutch halls', the themes energy and (e-)mobility act as the building blocks of the Dutch presentation in hall 27. The importance of these two topics for the future sustainable economic development of our countries cannot be underestimated. It is therefore that special room has been made for future solutions from our technical universities, next to the showcases that are being presented in hall 2 in this regard.

HANNOVER MESSE ■ 24 – 28 April 2017

Industrial Automation
Leading Trade Fair for Factory and Process Automation, Systems Solutions and Industrial IT
Halls 8, 9, 11, 12, 14-17

Motion, Drive & Automation
Leading Trade Fair for Power Transmission and Control
Halls 14-17, 19-25

Digital Factory
Leading Trade Fair for Integrated Processes and IT Solutions
Halls 6-8, 17

Energy
Leading Trade Fair for integrated Energy Systems and Mobility
Halls 11-13, 27, FG

ComVac
Leading Trade Fair for Compressed Air and Vacuum Technology
Halls 26, 27

Industrial Supply
Leading Trade Fair for Innovative Subcontracting Solutions and Lightweight Construction
Halls 4-6

Research & Technology
Leading Trade Fair for Research, Development and Technology Transfer
Hall 2



Colophon
This brochure is published by the Netherlands Enterprise Agency (RVO.nl), on behalf of the Dutch Ministry of Economic Affairs, for the overall contribution of the involved public, private and knowledge parties from the Netherlands to the Hannover Messe 2017, dd. 24-28 April 2017 in Hannover, Germany.

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