



Press Release

January 2011

HANNOVER MESSE 2011 (4-8 April):

Deutsche Messe stages HERMES AWARD again

- One of the most coveted industry prizes in the world will be presented at HANNOVER MESSE on 3 April 2011

Hannover. In April Deutsche Messe will be presenting the HERMES AWARD, one of the world's most esteemed prizes in industry, for the eighth time. The award will celebrate an exceptional innovation exhibited at HANNOVER MESSE 2011. The award presentation takes place during the official opening ceremony of HANNOVER MESSE on 3 April 2011. In the presence of the Premier of Lower Saxony, David Mc Allister, Germany's Minister for Education and Research, Prof. Dr. Annette Schavan, will announce the winning entry and the companies nominated.

The products submitted for the award must have been tested in industrial application and embody innovative solutions which can be realized in both technical and economic terms. All the products nominated for the 2011 HERMES AWARD will be shown from 4-8 April 2011 in an exhibition located within Research & Technology in Hall 2 at HANNOVER MESSE.

The competition is open exclusively to companies and organizations showcasing product innovations at HANNOVER MESSE 2011. All applications must be submitted by 9 February 2011 at the latest. Further information and the conditions of participation can be found online at www.hermesaward.com.

An independent jury chaired by Prof. Dr. Wolfgang Wahlster, director and chairman of the board of management of the German Research Centre for Artificial Intelligence (DFKI), will select the winning entry.

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In 2010 the HERMES AWARD was presented to LPKF Laser & Electronics AG, Garbsen, for an innovative laser process which structures extremely complex plastic components.

About HANNOVER MESSE (the Hannover Fair)

The world's leading showcase for industrial technology is staged annually in Hannover, Germany. The next HANNOVER MESSE will be held from 4 to 8 April 2011, with France to be featured as its official Partner Country. 13 flagship fairs are taking place under the umbrella of HANNOVER MESSE 2011: Industrial Automation • Motion, Drive & Automation • Energy • Power Plant Technology • Wind • MobiliTec • Digital Factory • ComVac • Industrial Supply • CoilTechnica • SurfaceTechnology • MicroNanoTec • Research & Technology.

In 2011 the spotlight will be on industrial automation, energy technology, power transmission and control, industrial subcontracting and services as well as cutting-edge technologies.

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