

HANNOVER MESSE 2023 (17-21 APRIL)

16TH GERMAN-JAPANESE ECONOMIC FORUM

Sustainable Industrial Production and Energy Supply in Times of Multiple Crises

Monday, 17 April 2023, 1:00 – 3:45 p.m.

Program draft & Participation options / Status as of 12 Dec. 2022



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



16TH GERMAN-JAPANESE ECONOMIC FORUM

Sustainable Industrial Production and Energy Supply in Times of Multiple Crises

Japan and Germany have both committed to reach carbon neutrality by 2050 and 2045 resp., and to implement the 17 Sustainable Development Goals (SDGs) including efforts for efficient use of resources and sustainable production methods.

Industry is responsible for around 30% of greenhouse gas emissions worldwide. Every company has a responsibility to reduce the carbon footprint. But switching to CO₂-neutral and sustainable production is a major challenge, especially for energy-intensive industries (steel, cement, chemicals). Large quantities of “green” electricity as well as carbon-free process heat will be needed, which has become even more difficult in the current energy crisis caused by Russia’s war in Ukraine. Furthermore, resources must be used in an efficient way by closing material, water or heat cycles.

Which strategies do companies in Japan and Germany have to transform make their production sustainable and carbon-neutral? Which technologies for providing “green” electricity and process heat to factories are available? And what political framework conditions are crucial in this context?

Experts from German and Japanese industry and politics will discuss these issues at the 16th German-Japanese Business Forum at HANNOVER MESSE.

The forum is organized by Deutsche Messe in cooperation with ECOS and the Japanese-German Business Association (DJW).



KEY DATA

Date	Monday, 17 April 2023
12:30 – 1:00 p.m. 1:00 – 3:45 p.m.	Welcome Coffee 16th German-Japanese Economic Forum
Venue	Hall 12 @ Energy 4.0 Conference Stage
Language	German-Japanese (simultaneous translation)
Attendees	Participants from Japan and Germany onsite & digital, representatives of industry and research, politics & associations, press

Patronage	t.b.a.
Organizer	 Deutsche Messe  
Cooperation partner	  <p>Further cooperation partners t.b.a.</p>



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



PROGRAM DRAFT

12:30 p.m.	Welcome Coffee
1:00 p.m.	Welcome by the moderators Johanna Schilling, Managing Director, ECOS / Anne Pomsel, Managing Director, Japanese-German Business Association (DJW)
1:05 p.m.	Greeting Address German side Federal Ministry for Economic Affairs & Climate Action (t.b.c.)
1:10 p.m.	Greeting Address Japanese side Ministry of Economy, Trade & Industry (METI) (t.b.c.)
1:15 p.m.	Keynote German side Administration or ThinkTank Germany or/and Japan
1:30 p.m.	Presentation Japanese Industry (15 min including Q&A)
1:45 p.m.	Presentation German Industry (15 min including Q&A)
2:00 p.m.	Start-up Pitches (3 startups Germany and Japan)



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



PROGRAM DRAFT

2:15 p.m.	Talk: Challenges for Industrial Production in Germany and Japan Times of Multiple Crises Participants: policy and/or Industry Association (Germany/Japan)
2:30 p.m.	Presentation Japanese Industry (15 min including Q&A)
2:45 p.m.	Presentation German Industry (15 min including Q&A)
3:00 p.m.	Start-up Pitches (3 startups Germany and Japan)
3:15 p.m.	Panel Discussion: Strategies of German and Japanese Industry to Secure Production in Times of Multiple Crises Participants: Industry (Japan, Germany)
3:40 p.m.	Conclusion by the moderators Johanna Schilling, Managing Director, ECOS / Anne Pomsel, Managing Director, Japanese-German Business Association (DJW)
3:45 p.m.	End; followed by Networking



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



YOUR PARTICIPATION OPTIONS

Packages are bookable until February 18, 2023. Prices subject to VAT.

SILVER PACKAGE

(4 packages available)

- Table-top at the Energy 4.0 joint booth on Monday, April 17, 2023 and have your own display stand placed there
- Your logo displayed on partner display in stage area, on HM website with a link to your homepage as well as on the program monitor displays at the Conference Stage
- Promotion of the German-Japanese Business Forum to HANNOVER MESSE, ECOS and DJW newsletter subscribers

1,900 €

2,280 €*
* Participation prices for enterprises which are not exhibiting at HANNOVER MESSE 2023

GOLD PACKAGE

(4 packages available)

- Incl. Silver Package
- Presentation (15 minutes) at the Economic Forum or participation in the talk or panel discussion
- Additional logo presence on the lecture announcement slides
- 30 sec. Commercial. (without sound) before start of the presentation
- VIP-Special: Participation for two for the HANNOVER MESSE Opening Ceremony on Sunday, 16 April 2023

4,500 €

5,400 €*
* Participation prices for enterprises which are not exhibiting at HANNOVER MESSE 2023

STARTUP PACKAGE

(6 packages available)

- Table-top at the Energy 4.0 joint booth on Monday, April 17, 2023 and have your own display stand placed there
- Participation in the startup pitch 5 min. (with other startups)
- Your logo displayed on partner display in stage area as well as on the program monitor displays at the Conference Stage
- Promotion of the German-Japanese Business Forum to HANNOVER MESSE, ECOS and DJW newsletter subscribers

950 €

1,140 €*
* Participation prices for enterprises which are not exhibiting at HANNOVER MESSE 2023



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



Plan of exhibiton ground HANNOVER MESSE ONSITE

- Future Hub**
Hall 2
- Engineered Parts & Solutions**
Hall 3
- Automation, Motion & Drives**
Hall 5–9 / 11–12
- Energy Solutions**
Hall 11–13
- Digital Ecosystems**
Hall 14–17
- Compressed Air and Vacuum**
Hall 4
- Conference Stages**
TECH TRANSFER (Hall 2)
INDUSTRIAL TRANSFORMATION (Hall 3)
INDUSTRIE 4.0 (Hall 8)
ENERGY 4.0 (Hall 12)



16th German-Japanese Economic Forum

08/2022 | modifications reserved | 221019



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS





PARTNERSHIP AND TRADITION - THE TOPICS SINCE 2006

2006	Germany and Japan as Economic Partners - Opportunities and Challenges for the Future	2014	Die Rolle der Energiespeicher für die Energiewende: Gigawatt-Speicher, Home Batteries, Power-to-Gas
2007	Innovation partner: Germany and Japan	2015	Industrie 4.0 – the smart factory of tomorrow
2008	Partner Country Japan – Mobile Robots & Autonomous Systems	2016	Putting Industry 4.0 into Practice – Challenges concerning standardization, data security and the digital workplace
2009	Germany and Japan: Joining forces to cope with the international economic crisis – innovation in SME as a key	2017	Industry 4.0: Creating value in Germany and Japan
2010	Climate-friendly mobility - Germany and Japan as pioneers	2018	Decarbonization of Mobility – Hydrogen, Digitalization and E-Mobility as Solutions?
2011	Partnership with tradition and potentials for the future of wind, energy & e-mobility	2019	AI in industrial production – the self-learning factory of the future
2012	Metropolitan Solutions – Smart Solutions and Technologies for Urban Challenges in Germany and Japan	2021	Industry 4.0 and AI: Challenges for SME in Japan
2013	Energy transition in Japan and Germany: opportunities and challenges for the industry (focus on wind)	2022	Mission Net Zero: How will the German and Japanese industries succeed in the transformation?



GERMAN-JAPANESE ECONOMIC FORUM

PARTICIPATING COMPANIES OF THE LAST GERMAN-JAPANESE ECONOMIC FORUMS, e.g.



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



16TH GERMAN-JAPANESE ECONOMIC FORUM

**WANT TO
LEARN
MORE?**

Be part of it: hannovermesse.de #HM23



Deutsche Messe

Feel free to contact us::

Ulrike Hammer

Sr. Project Director

Deutsche Messe AG

+49 511 89-31314

ulrike.hammer@messe.de



Johanna Schilling

Managing Director

Ecos Consult GmbH

+49 541-911 909 90

jschilling@ecos.eu



Anne Pomsel

Managing Director

Japanese-German Business Association

+49 211 - 99 45 91 91

info@djw.de



HOME OF INDUSTRIAL PIONEERS

