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Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment
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www.bauma.de



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Press Release

Open Innovation

Messe München enters into partnership with InnoCentive

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At bauma 2016, Messe München announced a new partnership on April 11: In future, the global innovation pioneer InnoCentive will power Messe München's Open Innovation service. Companies will benefit from InnoCentive's Challenge Driven Innovation methodology and have access to even broader expert knowledge, especially when tackling highly complex innovation problems in the construction machinery sector.

On the Innovation Day during the bauma Forum, Stefan Rummel, Managing Director of Messe München GmbH, and Steven Drew, Vice President Business Development EMEA at InnoCentive Inc., officially announced the partnership between the two companies. As a result, companies wanting to use the Open Innovation service can now take advantage of not only the Messe München network, including its world-leading trade fairs, but also the InnoCentive global network with over 375,000 creative and diverse minds to solve innovation problems, as well as InnoCentive's Challenge Driven Innovation methodology.

Partners welcome collaboration

Stefan Rummel is pleased about the arrangement: "InnoCentive is a pioneer when it comes to open innovation and has a well-versed community of experts that have already solved highly complex problems for companies such as NASA. We are delighted to have them as a partner for our Open Innovation service. Exhibitors at capital goods trade fairs in particular will benefit from the technical knowledge of our experts." Craig Jones, Chairman of the Board and Chief Executive Officer at InnoCentive, added: "Technology and connected individuals and organizations are the great enablers of open innovation. Bringing together the extensive networks of InnoCentive and Messe München, and the wealth of expertise and industry familiarity these networks hold, creates a hugely exciting opportunity for driving innovation in the areas of industrial

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goods and beyond. Partnering with Messe München on this initiative carries a special significance for us and we're looking forward to the new innovation Challenges and solutions that will come out of it.”

Using expert knowledge with protected anonymity

Through this partnership, Messe München is catering for the needs of its customers in the construction machinery sector with specific requirements when it comes to innovation management. In many cases, the innovation work of these companies involves highly complex challenges, the solutions to which are not permitted to be made public. This is where Messe München's Open Innovation service comes in, powered by InnoCentive. The InnoCentive network comprises over 375,000 people who specialize in a wide range of areas and many are experts in their respective fields and have experience in solving complex innovation problems.

Messe München's Open Innovation service includes leveraging InnoCentive's Challenge Driven Innovation methodology to translate a company's innovation problems into “Challenges” which can then be addressed and solved by the network of problem solvers. The problem solvers' work when coming up with a solution is totally anonymous and results are returned straight to the provider of a Challenge, in other words, the original company or exhibitor. The company can then select the best solution and award prize money. Network members are spread across the world, often are highly trained and specialize in an extremely wide range of areas—they even include research institutions and universities. As a result, they are the ideal complement to the existing Messe München network which already combines heterogeneous sector knowledge.

Further information is available from <http://bauma.innocentive.com/>

Construction machinery trade shows of Messe München

Organizing trade shows for the international construction machinery sector is a core competence of Messe München. Its portfolio includes not only the world's leading trade show, bauma in Munich, and the brand event bauma China in Shanghai—it also cooperates with the Association of Equipment Manufacturers (AEM) in the organization of BAUMA CONEXPO INDIA in Gurgaon/Delhi and BAUMA CONEXPO AFRICA in Johannesburg. In December 2015, Messe München successfully expanded its portfolio again by purchasing the leading Russian construction-machinery exhibition CTT.

Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.