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## Press Release

### Final Report

## IT2Industry Sets Industry 4.0 Standards

- 5,200 visitors obtained information about the industrial Internet of Things
- Top grades for exhibition and Open Conference
- IT2Industry@electronica in November 2016

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At IT2Industry, which took place for the first time within the context of International trade fair AUTOMATICA on the grounds of Messe München, 5,200 visitors obtained information about the industrial IoT. Compared to IT2Industry@productronica last November, this represents an increase of more than 85 percent. In addition, the number of exhibitors increased by 65 percent. Forty-three companies presented products and solutions from the areas of smart factory, M2M communication, industrial software & systems, big data/cloud and industrial IT security.

In a representative visitor survey conducted by the market research institute forschungplus, 97 percent indicated that they would recommend IT2Industry to others. In addition, 91 percent of those surveyed intend to participate again at the next event.

The next IT2Industry will place in Munich from November 08 to 11 as part of electronica, the world's leading trade fair for electronic components, systems and applications.

### Minister of State Ilse Aigner praised exhibition concept

Within the context of her visit to the trade fair, Ilse Aigner, Bavarian Minister of Economic Affairs and Media, Energy and Technology, praised the event concept of IT2Industry: “We want to be a leading supplier and leading market for Industry 4.0. To this end, an international marketplace is critical to ascertain the current state of developments and establish international contacts at regular intervals. Consequently, I very much welcome the fact that Messe München provides the platform IT2Industry at AUTOMATICA and makes digitalization a focal topic with it.”

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Ninety-seven percent of the visitors rated the compilation of the trade fair and the practical relevance of the products and solutions shown as excellent, very good or good.

Falk Senger, Manager Director of Messe München, assessed the trade fair positively due to these figures: "The successful outcome of IT2Industry shows that we depict the latest developments in the areas of automation, manufacturing and production in the direction of Industry 4.0 optimally and capture the spirit of the exhibitors and visitors."

### **Industry 4.0 in actual practice**

Among other things, the highlights of the trade fair included the presence of SAP SE with a live demonstrator. It produced customized key chains to demonstrate the principle of the industrial Internet of Things to visitors, as Rüdiger Fritz, Director of Product Management Plant Connectivity at SAP, explained: "The audience at IT2Industry corresponds to the ideal Industry 4.0 target group. Technicians, plant managers and production managers from IT experience what potential is created when IT and business work hand in hand."

In addition, the software engineering company ITQ showed an automated drink mixer at its booth. Visitors had the opportunity there to make their personal fruit drink in a playful way while experiencing Industry 4.0 at the same time. For Dr. Rainer Stetter, Managing Director of ITQ, IT2Industry plays an important role with regard to digitalization of the industry: "Companies that do not deal in this day and age with the topic Industry 4.0 will have no future. Under this aspect, IT2Industry shows very clearly how much the weight has shifted away from conventional industry to software engineering and IT."

### **More than 40 Talks in the Open Conference**

In addition to the exhibited products and solutions, IT2Industry included more than 40 talks and panel discussions dealing with the industrial IoT in its accompanying Open Conference. Ninety-four percent of surveyed visitors rated the timeliness of the individual talks as positive.

Among other things, August-Wilhelm Scheer explained in his keynote address at how successful business models can be developed for Industry 4.0 and



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emphasized the function of the trade fair: "IT2Industry bring together the most important parties for Industry 4.0: users, suppliers and science. However, persons from the world of politics also obtained information there about creating suitable general conditions for new developments. As a result, the trade fair is an ideal meeting place to collaborate on structuring Industry 4.0 concepts."

### **OPC Europe Day**

The OPC Foundation organized its annual OPC Day Europe within the context of IT2Industry@AUTOMATICA for the first time in addition to its own trade fair presence. According to Vice-President Stefan Hoppe, the foundation chose IT2Industry specifically for the venue: "IT2Industry and the OPC Foundation are linked by the aim of bringing the various parties of IT and industry together. Consequently, this trade fair is an ideal opportunity for us to present the OPC standard as interface for automation systems."

### **IT2Industry**

IT2Industry is an international trade fair and open conference for intelligent, digitally networked work environments. It combines knowledge from research with the demands and needs of companies as well as solutions and applications already tried and tested in the market. IT2Industry provides a basis for decision-making and reliable guidelines for the transformation into the Industry 4.0 era. As an intermediary between the IT sector and industry, IT2Industry will take place in the future as a trade fair parallel to the leading technology events electronica, productronica, and AUTOMATICA. The next event will take place at Messe München from November 8 to 11, 2016.

### **Messe München**

Messe München is one of the world's leading trade-fair organizations with approximately 40 trade fairs for investment goods, consumer goods and new technologies just in Munich alone. Fourteen of these events are number 1 in their industry internationally. More than 30,000 exhibitors and approximately two million visitors take part annually in the events on the trade fair grounds, in ICM Internationales Congress Center München and in the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade fairs in China, India, Turkey and South Africa. With associate companies in Europe, Asia and Africa as well as more than 60 foreign representatives covering more than 100 countries, Messe München has global presence.

