HANNOVER MESSE 2019

Swiss innovation drives Industry 4.0 forward

Around 20 Swiss companies and institutions occupied the 140 m² SWISS Pavilion set up by ICTswitzerland and T-Link in the Digital Factory section of the trade fair for their international show at the 2019 Hannover Messe. Bringing industrial technologies to life was the motto; fostering international cooperation the goal.

The Swiss companies demonstrated their ability to be innovative and compete in a wide range of fields in Industry 4.0. This is exactly what the Swiss ICT industry needs to continue showing the rest of the world, and it also needs to do a better job of selling its strengths – is how ICTswitzerland CEO Andreas Kaelin summed it all up.

Under the motto, “Integrated industry – industrial intelligence”, around 80 Swiss exhibitors at the Hannover Messe from 1–5 April 2019 demonstrated how the physical and virtual world blend into one another in industrial value-creation processes. Switzerland was represented by three shared booths: the SWISS Pavilions “Research & Technology” and “Industrial Supply” organised by longtimer SCHOCH Marketing, and the SWISS Pavilion in the Digital Factory section of the fair set up by T-LINK, newcomer since 2018, in cooperation with the ICTswitzerland umbrella organisation. The latter used the slogan “SWITZERLAND – Excellence in Digital Transformation”.

The focal point was the presentation of the education, research and innovation landscape in Switzerland. Thanks to the support of the State Secretariat for Education, Research and Innovation (SERI), the internationally recognised universities École polytechnique fédérale de Lausanne (EPFL), the Berner Fachhochschule (BFH) and the Interstaatliche Hochschule für Technik Buchs (NTB) were also present at the fair.

Numerous start-ups from a variety of research institutions used the platform to make their début on the international market. Out of a total of 120 start-ups from the EPFL, 11 exhibited at the trade fair this year. “For us, the SWISS Pavilion is the perfect platform to demonstrate Swiss innovative ingenuity and to launch research projects with companies from around the globe. It also gives our start-ups the opportunity to show themselves off on an international stage,” says Antoine Jourdan, Director of Switzerland Innovation Park Network West EPFL.

Dominic Gorecky, Head of Swiss Smart Factory at Switzerland Innovation Park Biel, adds, “We Swiss are often very restrained compared to other nationalities, but when it comes to innovation, we need to put ourselves out there. We are particularly competitive in many areas of Industry 4.0, and we can prove it.”
Daniel Gillmann, founder of the Cafeteria I4.0 foundation, explains how well-known companies and research profit from one another and how to make technology accessible for classic processes, “Cafeteria I4.0 is a learning factory which makes it possible to experience applications in Industry 4.0. Cooperation is the key to success here. By implementing various technologies from our sponsoring companies, Solve Engineering, Trumpf and Omron, we can show off our Swiss innovations here in Hanover and explain them in a comprehensible manner.”

Even technology from Bossard, one of the largest exhibitors in the SWISS Pavilion, is part of Cafeteria I4.0. The globally-active Swiss company has its own booth in the Pavilion and targets trade experts: “We demonstrate the latest products and technologies live to the trade specialists here and show them how our innovative solutions help our clients gain a greater competitive edge,” explains Hans van der Velden, Managing Director at Bossard Deutschland GmbH.

For the second year, ICTswitzerland and T-LINK organised a one-day Swiss delegation trip with support from the travel and trade fair specialists at travelXperts. The delegation of 50 was welcomed to the trade fair grounds by the Swiss ambassador, Dr Paul Seger; Swissmem Director, Dr Stefan Brupbacher; and the CEO of ICTswitzerland, Andreas Kaelin. In their speeches, all three emphasised the great importance of exports for further developing Switzerland’s economic and innovative strength. Germany is Switzerland’s main trading partner, and the Hannover Messe is the gateway to the major international markets. Andreas Kaelin reiterated once more, “As a nation with knowledge-based resources, Switzerland must become better at exporting its ICT services! Just a few years ago, we were looking at a balance in ICT services traded, but now this has become a deficit of CHF 3 billion.”

The delegation trip, with its top-class on-site program, was organised thanks to the support of Accenture, Ericsson, IBM and Microsoft.

Follow the link below to find a list of the exhibitors, press photos and the complete media release as a download: ictswitzerland.ch/en/publikationen/mm-hm-2019

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About ICTswitzerland
ICTswitzerland is the umbrella organisation for the digital economy. Founded in 1980, the organisation brings together 30 large and medium enterprises, along with 21 associations. ICTswitzerland represents their interests towards the general public, the authorities and other associations, and aims to promote and develop digital technologies, and the education and further training of ICT specialists. ICTswitzerland is also committed to the identification and prevention of cyber-risks. In Switzerland, a total of about 200,000 ICT specialists are employed throughout all the business sectors and in public administration (2017). With a gross value of CHF 29.7 billion in 2015, the ICT core sector is Switzerland’s seventh-largest industry. www.ictswitzerland.ch/en/