

LIGNA 2013 rolls out the red carpet

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Hannover/Berlin. Forestry and timber industry professionals around the world are counting down the days until LIGNA opens its gates on 6 May. "The world's leading suppliers of plant, machinery and equipment for the forest and timber industries regard LIGNA as the ultimate benchmark event – the fair where new products are launched and new trends are set. And that's precisely what makes LIGNA so attractive for trade visitors. Every two years, in Hannover, Germany, they can expect to find an innovations showcase that is without parallel anywhere in the world," said Dr. Jochen Köckler, member of Deutsche Messe AG's Managing Board. "The strong level of international participation at LIGNA also sets the fair apart from rival shows. It enables professionals from all parts of the forest and timber industries to get a complete overview of the latest technology in their specific sector. Around 1,700 exhibitors, more than half of whom come from outside Germany, will be presenting their innovations in Hannover from 6 to 10 May. In fact, some 50 countries will be represented at LIGNA this year."

The fair's visitor profile is also highly international, with more than a third of visitors traveling to Hannover from other countries. "Visitor survey figures from LIGNA 2011 revealed that around 90,000 visitors from 90 countries made the trip to Hannover. 95 percent were industry professionals with high-level decision-making authority," reflected Köckler. "We expect a similar turnout this year."

The Top 10 countries among the participating nations, which have booked a total of around 130,000 square meters (1.4 million sq. ft) of exhibition space, are Germany, Italy, Austria, Spain, Switzerland, Sweden, Denmark, Turkey, Taiwan, China and the Netherlands. LIGNA's broad range of display categories is another big plus for decision makers. This year's show, which has "Making more out of wood: Innovations, Solutions, Efficiency" as its keynote theme, will be covering the entire wood value chain. It will feature the state of the art in technology for the primary industries – the forestry and timber industries – right alongside the latest products, machines and automation technologies for the furniture sector, the solid woodworking industry and the woodworking trades.

LIGNA 2013 will put the spotlight on key global megatrends, such as sustainable, intelligent production; highly customizable manufacturing systems and flexibility-enhancing solutions for all levels of industrial operations. Key innovation drivers, such as surface technology, lightweight construction, wood-based bioenergy systems and window production technology, will be presented as standalone display categories and feature a range of exhibits that is unmatched in its depth and diversity. Other hotly anticipated displays include the latest

integrated control systems and multi-functional production technologies and the broad range of woodworking exhibits that comprise the "Handwerk, Holz & mehr" showcase.

"What makes the LIGNA fair truly special is the sheer number and variety of innovations shown there," explained Köckler. "This is not least because many market leaders have timed their innovation cycles to coincide with LIGNA in odd-numbered years and use the fair as a global launch pad for their latest technology." Which is why woodworking and processing firms in need of more efficient technology solutions cannot afford to miss LIGNA 2013. This is particularly true for companies based outside Germany. While the Federal Republic's strong economic performance has enabled its local forest and wood industries to maintain healthy investment levels, in many other countries critically important modernization measures have been postponed. This has compromised the competitiveness of the companies concerned, which have seen a rise in their export markets' quality demands during the same period. It is for these companies in particular that LIGNA represents an excellent opportunity to regain their competitive edge and boost their sales performance through carefully targeted investment. The fair's expanded offering of space-saving simplified and easy-to-operate industrial processing technology that offers significant productivity gains is another big drawcard. These and many other technology highlights will contribute to making LIGNA 2013 the world's biggest and comprehensive trade fair for the forest and wood-based industries. Köckler: "We are really rolling out the red carpet for our international trade visitors this year."

New online services for LIGNA visitors

Deutsche Messe has launched a range of new digital services that will help attendees make the most of their time in Hannover. Deutsche Messe's highly targeted worldwide visitor marketing and media relations campaigns set the standard for new lead generation and business network expansion. They are specifically designed to cultivate and boost the international dimension of the visitor make-up at LIGNA.

Deutsche Messe's "Match and Meet" service matches up LIGNA exhibitors and trade visitors in a targeted fashion via the Internet. Trade visitors first create a personal profile at www.ligna.de, specifying the kinds of products they are interested in. They then automatically receive lists of matches, complete with contact details, so that they can contact and arrange meetings with potential business partners.

Visitors to this year's LIGNA show can also take advantage of the new LIGNA2go mobile trade fair guide. The guide makes all the key LIGNA website functions available to smartphone users. With LIGNA2go, trade fair visitors can use their mobile phones to locate exhibitors, products, and events and to create their own personal schedules. LIGNA2go also offers an interactive map of the exhibition grounds complete with navigation directions. The guide can be downloaded free of charge at www.ligna2go.de or the Apple App

Store.

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