

April 2018

## Siemens to lead its largest delegation to Hannover Messe

- Over 100 people from the region to witness benchmark global technologies
- First Australian showcase at Siemens stand

Global technology giant Siemens will lead its largest delegation from Australia and New Zealand to Hannover Messe, the world's largest industrial trade fair in Germany kicking off on 23<sup>rd</sup> April. The group of over 100 people will include members of the Prime Minister's Industry 4.0 Taskforce, customers and stakeholders from a range of industries including defence, manufacturing, infrastructure, oil and gas, energy and education.

This year's theme for Hannover Messe, '*Integrated Industry – Connect and Collaborate*' provides the delegation with the opportunity to observe and learn from the best in class of German technology that is synonymous globally with innovation and quality.

For the first time, the Siemens stand, themed '*Digital Enterprise – Implement Now*', will feature a project from Australia – Dulux Australia's new factory in Melbourne. The stand will highlight how Dulux Australia is a global benchmark when it comes to adoption of digital and automation technologies in building their factory for the future.

Speaking about the upcoming delegation trip, Siemens Australia and New Zealand CEO Jeff Connolly said, "Australia is at a critical crossroads right now and it's more important than ever that we understand the technology transformations that are taking place and understand what the benchmark looks like – especially at global platforms such as Hannover Messe.

“We have been taking people to Hannover for a few years now and each year, the singular aim has been to give local industries the opportunity to witness benchmark global technologies and potentially apply them in Australia for future growth. Digitalization has no borders so it is more important than ever to be connected to leading innovations that will help Australia compete more effectively in a global landscape.”

In addition to the fair, the delegation will also get the opportunity to visit the Smart Data Forum and hydrogen R&D centre/factory, attend the Plattform Industrie 4.0 Conference and join special events organised by Austrade and Siemens and also by the Australian Ambassador to Germany.

The delegation will also include the pilot group of Industry 4.0 apprentices – a program developed by Ai Group, Swinburne University of Technology and Siemens. This gives the diverse group of apprentices’ the unique opportunity to witness technologies of the future in action.

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**Siemens AG** (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for 170 years. The company is active around the globe, focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is a leading supplier of efficient power generation and power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. The company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2017, which ended on September 30, 2017, Siemens generated revenue of €83.0 billion and net income of €6.2 billion. At the end of September 2017, the company had around 372,000 employees worldwide. Further information is available on the Internet at [www.siemens.com](http://www.siemens.com).