

#HM25 31 MARCH – 4 APRIL 2025

18TH GERMAN- JAPANESE ECONOMIC FORUM

HANNOVER MESSE 2025 – Be part of it!

18th German-Japanese Economic Forum 01.04.2025
SHAPING THE FUTURE OF MANUFACTURING TOGETHER

In recent years, the German-Japanese Economic Forum has developed into an established discussion and contact platform with top-class presentations from German and Japanese industry and is one of the most popular formats at HANNOVER MESSE.

At the 18th edition of the forum, experts from industry and politics from both countries will discuss the challenges, innovations and opportunities for cooperation on key topics that will shape the future of industrial production in Germany and Japan.

The digital transformation of industrial production has developed enormously in a very short space of time. Smart manufacturing automatically brings together services and data, resources and customer requirements so that products can be individualized in highly flexible large-scale production. Manufacturing-X enables the exchange of data and collaboration in complex value creation networks. The "X" stands for "Exchange" and is aimed at a completely digitally networked industry across the entire production and supply chain and various sectors. Robotics as a core element of the digital transformation is becoming increasingly precise, efficient and connected thanks to innovative sensor and control technology. The further development of cloud computing and digital platforms for data-driven, modular solutions is ensuring that the Industrial Internet of Things is increasingly becoming complex digital ecosystems.

In addition to large companies, German and Japanese start-ups will once again present their innovations in short pitches. At the end of the forum, all participants are invited to a networking reception.

18th German-Japanese Economic Forum 01.04.2025
SHAPING THE FUTURE OF MANUFACTURING TOGETHER

KEY FACTS:

date: Tuesday, 01.04.25, 02:30 – approx. 05:00 pm
venue: hall 27 – Trade & Invest Stage
language: German-Japanese
attendees: participants from Japan and Germany onsite,
representatives of industry and research, politics &
associations, press

organizer:



Deutsche Messe



ECOS



cooperation partner:

JETRO

Japan External Trade Organization



18th German-Japanese Economic Forum 01.04.2025
DRAFT PROGRAM HANNOVER MESSE 2024

Subject to changes.

02:00 pm	Welcome Coffee
02:30 pm	Welcome and moderation Johanna Schilling (Managing Director ECOS) and Anne Pomsel (Managing Director Deutsch-Japanischer Wirtschaftskreis e.V.)
02:35 pm	Greeting N.N.
02:40 pm	Greeting N.N.
02:45 pm	Company presentation (German)
03:00 pm	Company presentation (Japanese)
03:15 pm	Startup Pitches (German+Japanese)
03:30 pm	Talk: „Smart manufacturing, digital ecosystems and advanced robotics – What’s next for the factory of tomorrow?“
03:45 pm	Company presentation (German)
04:00 pm	Company presentation (Japanese)
04:15 pm	Startup Pitches (German+Japanese)
04:30 pm	Panel discussion: „Japan and German- Shaping the future of manufacturing together“
04:55 pm	Summary / Closing
05:00 pm	Networking

18th German-Japanese Economic Forum 01.04.2025

OVERVIEW / EXHIBITION CENTER HANNOVER MESSE

HALLS 4–9, 11
SMART MANUFACTURING
 Drive & Fluid Technology
 Automation & Sensor Technology
 Robotics & Logistics Automation

HALLS 14–17
DIGITAL ECOSYSTEMS
 Business Management Software
 Digital Platforms, Data & Cloud
 Engineering Software
 IT/OT Security
 Wireless Technology & 5G

HALLS 11–13
ENERGY FOR INDUSTRY
 Power Engineering
 Energy 4.0
 Hydrogen & Fuel Cells

HALL 27
COMPRESSED AIR & VACUUM

HALL 3
ENGINEERED PARTS & SOLUTIONS
 Plastics & Innovative Materials
 Lightweight Construction

HALL 27
INTERNATIONAL TRADE & INVESTMENT

HALL 2
FUTURE HUB
 Research & Technology Transfer
 Quantum Technologies
 Startup Area

HALLS 19, 18, IC, CC
CONFERENCES & EVENTS

18th German-Japanese Economic Forum



18th German-Japanese Economic Forum 01.04.2025

Participation options

Packages are bookable until 10.02.2025. Prices plus VAT.

* Prices for companies not exhibiting at HANNOVER MESSE 2025 (20% surcharge)

SILVER-PACKAGE

(4 packages available)

- table-top near the Trade & Invest Stage on Tuesday, April 1, 2025 and placement of your own display stand
- logo presence on partner display in the podium area, in the program flyer and on the HM website incl. link to the company website
- promotion of the German-Japanese Economic Forum to the newsletter subscribers HANNOVER MESSE, ECOS and Deutsch-Japanischer Wirtschaftskreis

€ 1,890

€ 2,260*

GOLD PACKAGE

(4 packages available)

- incl. silver package
- presentation (15 minutes) as part of the business forum, optional additional participation in talks or panel discussion
- additional logo presence on the presentation announcement slides
- recording of an image film (max. 30 sec.) before the start of the presentation
- VIP special: 2 invitations to the HANNOVER MESSE opening ceremony on Sunday, March 30, 2025

€ 4,490

€ 5,388*

STARTUP-PACKAGE

(6 packages available)

- 5-minute pitch as part of a "pitch session" (with other start-up companies)
- logo presence in the program flyer and on the HM website incl. link to the company website
- promotion of the German-Japanese Economic Forum to newsletter subscribers HANNOVER MESSE, ECOS and Deutsch-Japanischer Wirtschaftskreis

€ 499

€ 598.80*

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Sponsoring WELCOME COFFEE

(1 package available)

- logo on the partner display (roll-up)
- image film as permanent advertising on the stage wall (without sound) for the duration of the Welcome Coffee
- non-alcoholic drinks (water, soft drinks, coffee, tea)
- pastries

€ 1,990 €

€ 2,388*

Sponsoring NETWORKING

(1 package available)

- logo on the partner display (roll-up)
- image film as permanent advertising on the stage wall (without sound) for the duration of the networking event
- welcome speech on the stage (5 minutes)
- non-alcoholic drinks (water, soft drinks, coffee, tea)
- snacks (e.g. pretzels, wraps, ...)

€ 2,490

€ 2,988€*

18th German-Japanese Economic Forum 01.04.2025
Program example HANNOVER MESSE 2024

Program example 2024

from 2:00 pm	Welcome Coffee
02:30 pm	Welcome and moderation Johanna Schilling (Managing Director ECOS) and Anne Pomsel (Managing Director Deutsch-Japanischer Wirtschaftskreis e.V.)
02:35 pm	Greeting (video message) Dr. Robert Habeck, Federal Ministry for Economic Affairs and Climate Action (BMWK)
	Greeting tba, Ministry of Economy, Trade and Industry (METI)
02:45 pm	Talk: How can the industry achieve 'net zero' by 2045/2025? Dr. Hubertus Bardt, Geschäftsführer, Institut der deutschen Wirtschaft Köln e.V.
03:00 pm	Increasing the value of energy efficiency and sustainable heating Stefan Knauf, Division Manager, FA Industrial Automation Systems, Mitsubishi Electric Europe B.V. Nils Meinke, Head of Government & External Relations, Mitsubishi Electric Europe B.V., Berlin Representative Office
03:15 pm	Sustainable printed circuit boards thanks to metal inkjet printing Masaaki Sugimoto, Co-Founder, Elephantech Inc.
03:25 pm	Toshiba's initiation towards carbon neutrality and a regenerative society Yutaka Sata, Corporate Officer / Senior Vice President, Toshiba Corporation

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Program example **HANNOVER MESSE 2024**

03:40 pm	Influence of Japanese-German manufacturing data rooms on sustainability and climate protection Kazuo Makashima, General Manager, Industrielles IoT, RRI (Robot Revolution & Industrial IoT Initiative) Yutaka Sata, Corporate Officer and Senior Vice President, Toshiba Corporation Ingo Sawilla, Koordinator Datenverwaltung / Datensicherheit, Trumpf Werkzeugmaschinen SE
04:15 pm	Summary and conclusion
ab 16.30 Uhr	Networking

Program example 2024

18th German-Japanese Economic Forum 01.04.2025

Impressions HANNOVER MESSE 2024



17. DEUTSCH-JAPANISCHES WIRTSCHAFTSFORUM

第17回 日独経済フォーラム

Wärme- und Ressourcenwende in der japanischen und deutschen Industrie • 日独両国産業における熱と資源の転換

支援

Unter der Schirmherrschaft des



Veranstalter / 共催



Gold Partner



Kooperationspartner / 後援



ENERGY 4.0
CONFERENCE STAGE



18th German-Japanese Economic Forum 01.04.2025
REVIEW – partnership and tradition

2006	Germany and Japan as Economic Partners - Opportunities and Challenges for the Future	2016	Industrie 4.0 – the smart factory of tomorrow
2007	Innovation partner: Germany and Japan	2017	Putting Industry 4.0 into Practice – Challenges concerning standardization, data security and the digital workplace
2008	Partner Country Japan – Mobile Robots & Autonomous Systems	2018	Industry 4.0: Creating value in Germany and Japan
2009	Germany and Japan: Joining forces to cope with the international economic crisis – innovation in SME as a key	2019	Decarbonization of Mobility – Hydrogen, Digitalization and E-Mobility as Solutions?
2010	Climate-friendly mobility - Germany and Japan as pioneers	2021	AI in industrial production – the self-learning factory of the future
2011	Partnership with tradition and potentials for the future of wind, energy & e-mobility	2022	Industry 4.0 and AI: Challenges for SME in Japan
2012	Metropolitan Solutions – Smart Solutions and Technologies for Urban Challenges in Germany and Japan	2023	Mission Net Zero: How will the German and Japanese industries succeed in the transformation?
2013	Energy transition in Japan and Germany: opportunities and challenges for the industry (focus on wind)	2024	Heat and resource transition in Japanese and German industry
2014	Die Rolle der Energiespeicher für die Energiewende: Gigawatt-Speicher, Home Batteries, Power-to-Gas	2025	Shaping the future of manufacturing together
2015	Industrie 4.0 – die intelligente Fabrik von morgen		

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REVIEW – partnership and tradition

PARTICIPATING COMPANIES OF THE LAST GERMAN-JAPANESE ECONOMIC FORUMS, e.g.



18th GERMAN JAPANESE ECONOMIC FORUM

**YOU WANT TO
LEARN MORE?**

hannovermesse.com ▪ #HM25

Feel free to contact us:

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