

Statements on AUTOMATICA 2014 (alphabetically)

Dr. Alfred Vogel, Ph.D. in Engineering, Managing Director, SIGNUM Computer GmbH, Germany

We received a surprisingly large number of qualified requests for optical inspection systems at our booth. This has motivated us to come back in two years. Otherwise, we had the impression that the number and mood of visitors at AUTOMATICA was very good in general. However, we would be even more pleased if the segment of quality assurance were expanded more at AUTOMATICA.

Prof. Alin Albu-Schäffer, Ph.D. in Engineering, Director, Robotics and Mechatronics Center, RMC, Deutsches Zentrum für Luft- und Raumfahrt e.V. (DLR), Germany

We have been at AUTOMATICA since 2004. AUTOMATICA plays a very special role for us. There were a few special events this year, for example, announcement of the EU Robotic Initiative SPARC by the EU-Commissioner Neelie Kroes. We are very active in this sector. AUTOMATICA has become a platform for exchanging ideas between research and industry. We are going to come back in two years.

Anne Waltenberger, Head of Marketing & Communications, ABB Automation GmbH, Germany

AUTOMATICA 2014 has once again exceeded our expectations. We not only met almost 100% of our target group here, but the mood at the trade fair in general also contributed decisively to success. With our topics "Collaboration, Simplification, Integrated Solutions", which defined a new era of robotics for us, we have obviously had the just the right thing that AUTOMATICA visitors were looking for. This is reflected in an all-time visitor record and unbelievably positive feedback at our booth.

Arturo Baroncelli, Segment Managing Director, Comau and President of the International Federation of Robotics – IFR, Italy

Every professional in the robotics and mechatronics sector should participate at AUTOMATICA. An important opportunity to share points of view and experiences among the leaders in these industries at an international level. Perfect organization.

Bernhard Hartung, Member of Management, B&R Industrie Elektronik GmbH, Germany

We are very satisfied with the course of AUTOMATICA 2014. We believe that the trade fair is developing very positively in the industry. The topic "integration of robotics in machine control systems" can be seen clearly in discussions with our national and international visitors. AUTOMATICA is not only one of our main trade fairs, but it also covers an important part of our target market.

Dr. Birgit Vogel-Heuser (Special Exhibition Industry 4.0), Ph.D. in Engineering, Full Professor, Head of the Chair for Automation and Information Systems, School of Mechanical Engineering, Technical University of Munich, Germany

I found AUTOMATICA to be very ambitious. I had many very good discussions. The visitors were very open to new ideas. We all enjoyed it very much. We learned a lot of new things. The visitors were surprised at the things that we can implement technologically. We are looking forward to participating in AUTOMATICA again. It is an encouragement for us in our work and important for science.

Dr. Chia P. Day, Vice President, Hon Hai Precision Industry Co., Ltd. (Foxconn Technology Group), China

My first impression is that AUTOMATICA offers a lot of good information and interaction for the industry. This is my first visit of AUTOMATICA and I would join it next time as well.

Didier Faure, Sales Manager, TECHNAX, France

For us AUTOMATICA is a great opportunity to show to the industrial community its know-how in resistance welding applications. Located in the highly developed region of Bavaria, AUTOMATICA is always a good place to get new interesting projects.

Donato Montanari, General Manager Machine Vision, Datalogic Automation Srl, Italy

Datalogic exhibits for the first time at AUTOMATICA and it was a great experience. We were overwhelmed by the number of visitors and quality of the leads generated.

Dr. Eberhard Kroth, Management Spokesperson, REIS Group Holding, Germany

AUTOMATICA has been an important showcase for the products and process-oriented solutions of Reis since its start. It has a very special significance this year, because it was the first large trade fair exhibit under the auspices of KUKA AG. Both our existing customers and new contacts were very taken by this. It is remarkable that we had many discussions about interesting and promising projects in new technologies such as battery assembly and production of CFRP components. However, there were also many contacts and interesting new approaches in the traditional areas of foundry technology, laser machining and arc-welding. All in all, this year's AUTOMATICA was a complete success for us.

Eugen Dridze, Deputy Head of the Sector for Foreign Trade and International Communication of the Moscow Government, Russia

I have a very positive impression of AUTOMATICA. Our goal is to present the developments of Russian scientists, who do not often have the chance to show their innovations abroad. Automation is very significant for Russia. We saw many renowned companies from the whole world, which were represented with large booths here at the trade fair. I find the mood to be very positive. Of course, you see more German companies. However, the presence of companies such as Hyundai, Panasonic, Sumitomo and others speaks in favor of the international character of this trade fair.

Frank Kretzschmar, Group Leader of Marketing, EUCHNER GmbH + Co. KG, Germany

We are more than satisfied with the course of this year's trade fair. AUTOMATICA provides the ideal platform for us to be in contact with exhibitors and visitors, to share ideas and to present our products specifically for the areas of automation, robotics and assembly technology.

Guillaume Eberhardt, Sales engineer, EFFILUX, France

As a French company that has just opened an office in Germany, we were looking for a fair to introduce our innovations for machine vision to the German market of industrial automation. We have been very satisfied with the quality and quantity of leads we got. We met system integrators and automation companies from all over the world. We believe EFFILUX has been able to promote its products and innovations to the world of automation thanks to AUTOMATICA.

Hans-Dieter Baumtrog, Managing Director, sortimat Assembly & Feeder Technology Subsidiary of ATS Automation Tooling Systems GmbH, Germany

AUTOMATICA has demonstrated once again this year: It pays to take part! You sense the upbeat mood and optimism in the halls, which reflect the innovative force as well as the industry's visions of the future and ensure a continued upward trend. The trade fair has long since become a MUST in the trade fair planning of exhibitors and visitors. This is also demonstrated by visitor feedback at ATS and the sortimat trade fair booth – an impressive number of persons both with respect to quality and quantity who obtained information about our latest technologies and services.

Henrik A. Schunk, Managing Partner, SCHUNK GmbH & Co. KG, Germany

AUTOMATICA 2014 has demonstrated impressively that there is enormous potential in modern industrial and service robotics. Not least thanks to the large range of real and visionary applications, which could be seen at the world's leading platform for automated process, it has been illustrated clearly that robots in industrial production and everyday life will soon become such a matter of course as the PC and smartphones are today. Things were really lively at the SCHUNK booth. Visitors from throughout the whole world, broadcasts on television and press conferences with top-rate participants demonstrate that our concept "Gripping meets Robotics" was a complete success. Innumerable applications and examples demonstrated how efficiently SCHUNK gripping technology can be used: on each robot, in every application and in every industry. The exclusive SCHUNK Special Talk about

the World Cup was also a great success. In the live event, our brand ambassador Jens Lehmann together with the soccer legends Günter Netzer and Rudi Völler provided razor-sharp analyses and daring predictions concern the world's soccer festival to a jam-packed audience.

Dr. Horst Heinol-Heikkinen, Managing Director, ASENTICS GmbH & Co. KG, Germany

AUTOMATICA stands out as an international platform. This is seen in the quantity and quality of international visitors, which increased once again. AUTOMATICA is the most important trade fair for us as supplier of industrial machine vision systems.

Graduated Engineer Manfred Hübschmann, Managing Director, Stäubli Tec-Systems GmbH Robotics, Germany

Stäubli is very pleased with the course of AUTOMATICA. The reactions of numerous visitors at our booth to our new robot generation TX2 was completely positive. Celebrating the world premiere in Munich was the right decision: good weather, good ambiance, enthusiastic visitors, many inquiries and the environment of a modern, perfectly organized trade in addition – AUTOMATICA, we'll be back!

Manfred Stern, COO & President, Yaskawa Europe GmbH, Germany

AUTOMATICA 2014 went very well for us. We recorded an increase compared to the previous AUTOMATICA. AUTOMATICA is the most important trade fair for our Robotics Division in Europe, both from the aspect of new customer acquisition as well as from an image aspect. AUTOMATICA is also a very good platform for presenting innovations. A very positive mood reigns. We hope that the positive mood continues and also remains intact in real business for a long time. The quality of the trade fair is also increasing. We are getting an increasing number of detailed technical questions. Customers are concerned with simple integration of robots into their systems. We are very pleased about this, of course, since our portfolio makes it possible to offer solutions for very different requirements in different applications and industries.

Martin Hägele, Fraunhofer Institute for Manufacturing Engineering and Automation IPA (head of the Robot and Assistance Systems Department), Germany

Fraunhofer IPA is extremely satisfied with the many new business contacts, the inquires and the interest of customers in orders at the IPA trade fair booth. Thanks to the intensive press work in advance of AUTOMATICA, we have been able to conduct discussions in more detail about our new robot systems with many interested persons, inquire about their needs and conclude corresponding contracts for orders.

AUTOMATICA has been the most important trade fair for us in the area of robotics since 2004. Fraunhofer IPA had the possibility at AUTOMATICA to demonstrate innovative technologies for assembly and handling with industrial robots enabled using our solutions in software, sensor technology and mechatronics. We provide information at AUTOMATICA as end user as well as outfitter and system integrators concerning the efficient deployment possibilities of robotics. Within the context of the EU research project SMErobotics, which is being coordinated centrally by Fraunhofer IPA, we show trade fair visitors at AUTOMATICA complex, beneficial technologies in a clearly comprehensible way and especially draw the attention of small- and medium-sized firms to the special advantages for them. The mood at the trade fair is very good. Especially on the second trade fair day, there were many people interested in projects from very different industries. Regardless of whether handling, logistics or man-machine cooperation, there are many professionals from very different application areas of automation, who are interested in the innovations of Fraunhofer IPA. In addition, the media presence of trade press is very good. We'll be back in 2016.

Michael Weis, COO and Managing Director, teamtechnik Group, Germany

AUTOMATICA 2014 was very successful for teamtechnik Group. AUTOMATICA is the most important trade fair for us in the automotive sector and the appropriate platform to find decision-makers and present our skills. The number and quality of customer contacts increased considerably compared to 2012. A very positive mood among visitors, customers and exhibitors characterized the trade fair.

Neelie Kroes, Vice-President of the European Commission

I was very impressed by AUTOMATICA and the products I saw, in particular from European exhibitors. AUTOMATICA is a perfect opportunity to showcase the latest European robotics technology. With its focus on service robotics, AUTOMATICA is leading the way and a great place to understand what is going on in the field.

Dr. Nicola Tomatis, CEO, BlueBotics SA, Switzerland

AUTOMATICA is the key trade fair for industrial robotics. The trade fair is a showcase of new ideas for service robotics to make potential customers aware of what is technologically possible. New applications come from customer ideas. AUTOMATICA is "the place to be" for service robotics to develop this market further.

Norbert Scholz, Sales and Technology Manager, Baumüller Nürnberg GmbH, Germany

This trade fair provides us with a good forum for acquiring new customers and cultivating contacts with existing ones.

AUTOMATICA has great significance regionally and internationally for the robotics sector. The trade fair is one of the top 5 for Baumüller as exhibitor in the automation area. The quality of discussion partners is extremely high.

Norbert Stein, Ph.D. in Engineering, Managing Director and Sole Shareholder, VITRONIC Dr.-Ing. Stein Bildverarbeitungssysteme GmbH, Germany

We got to know many people interested in our products and solutions and conducted specific and substantial discussions. AUTOMATICA with its very different industry solutions is the most important trade fair for our business area. The mood is very constructive and positive here. The discussions are on a high level of expertise, both with new customer contacts as well as with integrators. After two trade fair days, we assess the visitor quality to be excellent. The number of visitors is good, and we are confident that this will increase even more by the end of the trade fair. We currently estimate the share of international visitors to be approx. 50%.

Olaf Kramm, Managing Director, FANUC Robotics Deutschland GmbH, Germany

This year's AUTOMATICA was the best AUTOMATICA that we ever had! The quality of visitors and the discussions were very promising on all levels. The positive mood in all areas already makes us look forward to AUTOMATICA 2016.

Peter Stiefenhöfer, Head of Marketing and Public Relations, STEMMER IMAGING GmbH, Germany

AUTOMATICA 2014 has once again shown the significance of industrial machine vision for automation technology. Economic and high-quality production is hardly possible without this high-performance technology. Above all in interplay with other automation elements such as robots and handling systems, machine vision represents a core technology for flexible production using state-of-the-art technology. Industry 4.0 is not possible without machine vision.

Ralf Teichmann, Managing Director, Bionic Robotics GmbH, Germany

The trade fair is an ideal opportunity for us as a start-up in the robotics sector to come into contact with potential customers. In addition to visitors, we also mean co-exhibitors in this context. We can reach a very large audience with only short distances thanks to the trade fair.

Rudolf Güdel, Supervisory Board President, Güdel Group, Switzerland

The quality of the trade fair visitors reflects the objective to be the leading trade fair for robotics, machine vision and factory automation. A thank you to Messe München and the VDMA for the orientation of the trade fair and the enormous amount of work in advance promoting it worldwide.

Graduated Engineer Rüdiger Winter, Director Sales Europe, Adept Technology GmbH, Germany

AUTOMATICA 2014 ran very well for Adept. We conducted many high-quality discussions with our customers, who came to the trade fair with specific requests and projects. Our high expectations for this trade fair have been fulfilled. For us, AUTOMATICA is the most important industry-overlapping trade fair dealing with robotics in the world. We experienced a very positive mood in many discussions with our customers and interested persons and hope that the upswing in business continues. We are very satisfied with the quantity and quality of visitors.

Graduated Engineer (TU) Stefan Bartscher, BMW Group, Network Steering T Division Innovations, Germany

I noticed at this year's AUTOMATICA that the trade fair has grown tremendously and has gotten an unbelievable amount of energy. It has developed from a small trade fair into a special trade fair, which is really competitive. There is no way around it in matters of robotics.

Stefan Kapferer, Permanent State Secretary at the German Federal Ministry for Economic Affairs and Energy, Germany

AUTOMATICA has once again demonstrated the outstanding position of Germany in robotics and automation. This highly innovative and high-growth industry is an indispensable component for the German and European industry in ensuring its international competitiveness and economic success. The innovative companies, which I visited walking around the trade fair, have proved impressively that German industry is a guarantee of the economic capability of Germany. The topic of Industry 4.0 was pivotal at AUTOMATICA. The realization of Industry 4.0 will determine our future, because we can only succeed in establishing a networked, resource-efficient and highly flexible form of doing business in this way.

Thorsten Rudolph (Service Robotics Masters), CEO, Anwendungszentrum GmbH Oberpfaffenhofen, Germany

With the new focal point of service robotics, AUTOMATICA has proven to be the perfect platform for our Service Robotics Masters. We are very pleased that we, together with our sponsors such as KUKA and SCHUNK, were able to present the winners of this first innovation contest worldwide in the service robotics sector. At our booth directly adjacent to the demonstration area, the finalists presented an innovative, extremely flexible gripping system and an exoskeleton, among other things, and were very pleased about the high number of visitors and the good discussions during the first days. It was a completely successful trade fair exhibit for us with a great award ceremony. We are already looking forward to the fairs in the coming years.

Volker Spanier, Head of Factory Automation, Epson Deutschland GmbH, Germany

AUTOMATICA 2014 is a trade fair for us with strategic value. For example, we presented the prototype of a robot, which works independently for the most part, to the trade fair visitors for the first time in Europe. The feedback of the visitors concerning these kinematics will help us to market this product optimally for a large range of applications. AUTOMATICA is a must for us. We can establish contacts in a targeted manner here as well as cultivate and initiate business relations. No other trade fair provides us with the possibility to address such a wide-range of trade professionals. This year's event also fulfilled our expectations completely. We heard from our customers and interested parties that there is a great need for innovative automation solutions. The mood is good overall, and there seem to be various projects in the final planning phase. As we are accustomed to it at AUTOMATICA, the quality of the visitors is good to excellent. We were able to establish several very promising new contacts and cultivate them with existing customers.

Wilfried Eberhardt, Executive Vice President Marketing & Associations, KUKA, Germany

AUTOMATICA is a "home game" for KUKA every two years. It is certainly one of the pivotal, leading trade fairs in our scene of robotics and automation, and it was able to depict a high level once again in 2014 too. Compared to previous years, we detected even greater international interest from the media. Automation is booming! All in our industry filled the keywords Industry 4.0, Smart Factory, flexible and

adaptive production with life. You sense that especially clearly here. From a sales point of view, the success of a trade fair stands or falls with the number of customer contracts achieved. Our staff works very hard before and during the trade fair to achieve this. We had great results in this respect here. The share of foreign visitors also increased substantially. We liked the focal point "Service Robotics" very much, because we at KUKA are now betting completely on direct man-machine collaboration. Service and industrial robotics are growing together increasingly. Our technical products and solutions open up completely new ways of safe collaboration between man and machine, and AUTOMATICA also stands for this.

Zbigniew Kominek, Chief Executive Officer, WIKPOL Sp. z o.o., Poland

This is a well-organized trade fair with many additional events. We are here at AUTOMATICA for the first time as exhibitor. We are satisfied that we belong to the group of the best companies, which are active on the German market. The attractiveness of the trade fair increases thanks to the professional ambiance. Despite competition, engineers from all companies form a great team. This contributes to the rapid development of robotics and mechatronics.