

19TH GERMAN- JAPANESE ECONOMIC FORUM

20 April 2026



Deutsche Messe

THINK TECH FORWARD



19th German-Japanese Economic Forum 20.04.2026

INNOVATION MEETS RESPONSIBILITY – SOLUTIONS FOR SUSTAINABLE AND RESOURCE-SAVING PRODUCTION

The efficient use of resources and the introduction of sustainable production methods are among the 17 Sustainable Development Goals (SDGs) to which both Japan and Germany have committed themselves.

How are German and Japanese industrial companies planning to transform their industries to "net zero"? How can valuable resources be saved? How can Germany and Japan learn from the respective processes?

The German-Japanese Economic Forum at HANNOVER MESSE has developed into a well-known discussion and networking platform with high-profile presentations from German and Japanese industry since its launch in 2006.

At the 19th edition of the forum, experts from industry and politics in 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.

At the end of the forum, all participants are invited to a networking reception in the Solution Lab's Lounge.

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INNOVATION MEETS RESPONSIBILITY – SOLUTIONS FOR SUSTAINABLE AND RESOURCE-SAVING PRODUCTION

KEY FACTS:

date: Monday, 20.04.26, 02:45 – approx. 06:00 pm
venue: hall 12 – Expert Stage in the „Energy & Industrial Infrastructure“ Solution Lab
language: English
attendees: representatives of Japanese and German industry, academia and administration (2025 approx. 100 participants)

organizer:



Deutsche Messe



DRAFT PROGRAM

02:45 pm	Welcome and Moderation Johanna Schilling, Managing Director ECOS and Anne Pomsel, Managing Director Deutsch-Japanischer Wirtschaftskreis e.V.
02:50 – 03:05 pm	Talk <ul style="list-style-type: none">• N.N. (Japan)• N.N., Federal Ministry of Economic Affairs & Energy (BMWE)
03:05 – 03:20 pm	Keynote Lecture (Japanese/German)
03:25 – 03:40 pm	Keynote Lecture (Japanese/German)
03:45 – 04:00 pm	Keynote Lecture (Japanese/German)
04:05 – 04:20 pm	Keynote Lecture (Japanese/German)
04:25 – 04:35 pm	Special Contribution (Impulse)
04:40 – 05:10 pm	Panel Discussion (Event title tba)
05:15 – 05:20 pm	Closing Remarks & Outlook Johanna Schilling, Managing Director ECOS and Anne Pomsel, Managing Director Deutsch-Japanischer Wirtschaftskreis e.V.
05:20 pm	Networking Reception

OVERVIEW / EXHIBITION GROUND

AUTOMATION & DIGITALIZATION

Automation Systems & Components Halls 13, 22 – 25, 27

IIoT, Wireless & Cloud Halls 14 - 16, 26

Industrial Software Halls 14 - 16

IT/OT Security Hall 26

AI in Manufacturing Hall 27

Robotics & Assembly Automation Hall 26

Industrial Supply & Engineering Solutions Hall 17

Production Logistics Hall 26

ENERGY & INDUSTRIAL INFRASTRUCTURE

Energy Infrastructure & Storage Technologies Hall 12

Power Engineering & Energy Automation Halls 12 + 13

Hydrogen Technologies Halls 11 + 12

RESEARCH & TECHNOLOGY TRANSFER

Research & Innovation Transfer Hall 11

Startups Hall 11

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ENTRANCE WEST Z



ENTRANCE WEST 1

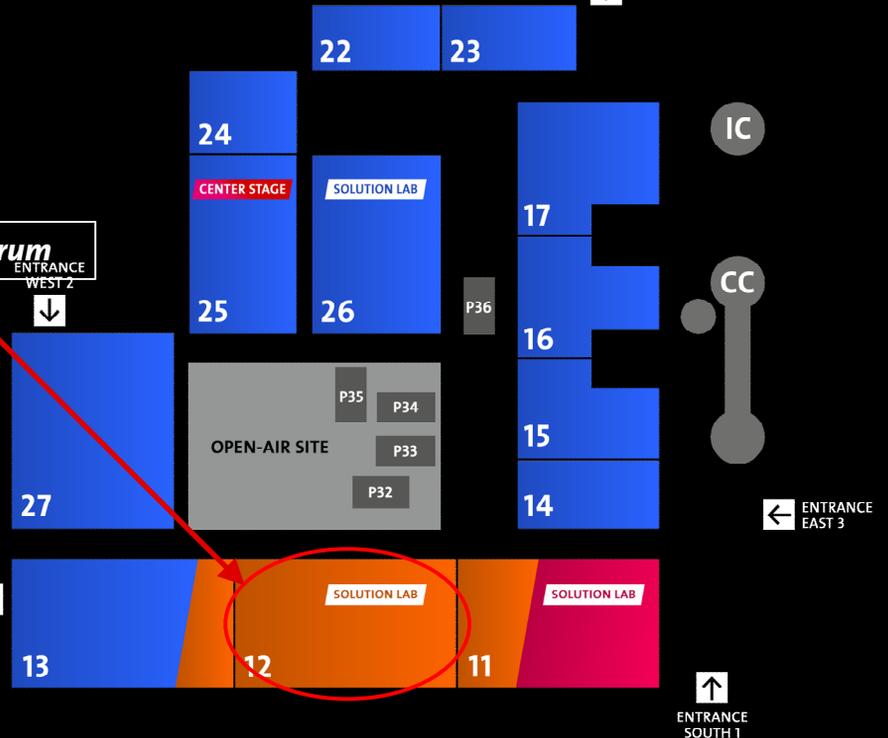


ENTRANCE NORTH 1



ENTRANCE EAST 3

ENTRANCE SOUTH 1



PARTICIPATION OPTIONS

Packages are bookable until 09.03.2026. Prices plus VAT.

* Prices for companies not exhibiting at HANNOVER MESSE 2026 (20% surcharge)

GOLD-PACKAGE

(4 packages available)

- presentation (15 minutes) as part of the business forum, optional additional participation in panel discussion
- 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
- promotion of the German-Japanese Economic Forum via our digital out-of-home network throughout the entire venue, with reference to the sponsor on the day of the event.
- playing 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, April 19, 2026

€ 4,990

€ 5,988*

Sponsoring NETWORKING

(1 package available)

- Impulse presentation (10 minutes) as part of the business forum, optional additional participation in panel discussion
- logo presence on partner display in the podium area, in the program flyer and on the HM website incl. link to the company website
- optional playing of one image film (max. 30 sec.) before the event
- promotion of the networking event via our digital out-of-home network throughout the entire venue, with reference to the sponsor on the day of the event.
- promotion of the networking event via HANNOVER MESSE social media channels with reference to the sponsor on the day of the event.
- non-alcoholic drinks (water, soft drinks, beer)
- snacks (e.g. pretzels, wraps, ...)

€ 3,490

€ 4,188*

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IMPRESSIONS HANNOVER MESSE 2025



18TH GERMAN-JAPANESE ECONOMIC FORUM

Shaping the Future of Manufacturing Together

WORLD LEADING INDUSTRYSHOW



Gold Partners

JMBC
SAP
E.ON Energy Research Center

Silver Partner

NRW.GLOBAL BUSINESS
Trade & Investment Agency

Organizers

Deutsche Messe
DJW

Cooperation Partners

BDI
The Voice of German Industry
JETRO
Japan External Trade Organization
AHK
Ambassy Industrielle und Handelskammer
HAMBURG



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	<i>Partner Country Japan – Mobile Robots & Autonomous Systems</i>	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	2026	Innovations meets responsibility – Solutions for sustainable and resource-saving production

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REVIEW PARTNERSHIP AND TRADITION

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

BECKHOFF

EY
Building a better
working world

HITACHI
Inspire the Next

Kawasaki
Kawasaki Gas Turbine Europe GmbH

**MTSUBISHI
ELECTRIC**
Changes for the Better

Mitsubishi International
GmbH

NOW
Nationale Organisation Wasserstoff
und Wasserstoffzellentechnologie

OMRON

pwc

**SEW
EURODRIVE**

SIEMENS

thyssenkrupp

TOSHIBA

TOYOTA

YASKAWA

**LEG
Thüringen**
Invest in Thüringen

SAP

YOU WANT MORE INFORMATION?

19th German-Japanese Economic Forum

Feel free to contact us:

Andrea Hackmann

Project Manager HANNOVER MESSE
Deutsche Messe AG
+49 511 89 - 31643
andrea.hackmann@messe.de

Johanna Schilling

Managing Director
Ecos Consult GmbH
+49 541 - 911 909 90
jschilling@ecos.eu

Anne Pomsel

Managing Director
Japanese-German Business Association (DJW)
+49 211 – 99 45 91 91
info@djw.de



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