The Yearbook following the successfu INDUSTRY.forward EXPO

THE YEARBOOK OF THE INDUSTRY. FOR FORWARD THINKERS & FUTURE MAKERS.

HAKAHAKA 2023

{polynesian: Thinking out of the box}

Publication date: October 25th, 2023

HAKAHAKA – THE YEARBOOK OF THE INDUSTRY

Change defines our time and transforms our society, our companies, all of us. In change lies freedom to shape. But who will shape the future of industry and its sectors? And how?

75 forward thinkers & future makers – 75 views and perspectives on and of change. Very personal, with plenty of room for inspiring and critical thoughts. And lots of good ideas.

HAKAHAKA is an invitation: to think along, to think ahead, but also to reflect.

In addition, the yearbook offers space for forward-looking innovations and services in the centrally positioned Expo section. Here readers will find companies, products and people that everyone should know!

HAKAHAKA
{polynesian: Thinking out of the box}

YOUR ADDED VALUE AS AN ADVERTISING PARTNER

REACH: High relevant reach and visibility in key industry sectors.

AWARENESS: The broad compilation of ideas, developments, opinions as well as outlooks on the change in the industry creates a high degree of emotionality, which ensures the attention of INDUSTRY.forward HAKAHAKA's readers.

LEADERSHIP: As a high-quality industry annual, INDUSTRY.forward HAKAHAKA sets the stage for companies to position themselves as forward thinkers for change.

PERFORMANCE: The INDUSTRY.forward HAKAHAKA Expo part offers space for trendsetting companies, products and services – Your EXPO profile sustainably strengthens the perception of your innovation, technology and solution capabilities.

INTERACTION: Your EXPO profile with QR code enables contact and exchange with users and interested parties.

Mission: Space for ideas & thoughts on change in the industry

Content with a high level of emotionality that ensures the attention of INDUSTRY.forward *HAKAHAKA's readers.*

Change defines our time:

Social change, technological change, climate change, value change, leadership change or organizational change are just a few examples.

Those who think of change in narrow terms are giving away potential. Change requires freedom for new ideas and perspectives as well as personalities who want to use them.

HAKAHAKA is an invitation:

To think along, think ahead and reflect. We give 75 people from the industry the space to tell their perspectives on and of change.

Why? Because they inspire us, in face-to-face meetings and conversations, through contentious opinions and honest stories. Because they are changing the future.

HAKAHAKA – SPACE FOR IDEAS

A reference book worthy of its name: unconventional, highly relevant, emotional, motivating. Deliberately realized as a high-quality print publication!

HAKAHAKA – The spectrum of contents in 7 topic stages

INDUSTRY FORWARD

- SUSTAINABILITY
- NEW BUSINESS MODELS
- FUTURE LEADERSHIP
- SUPPLY CHAIN INNOVATION
- INDUSTRIAL ECOSYSTEM
- DIGITALISATION
- METAVERSE
- CIRCULAR ECONOMY
- RESHORING
- TRANSFORMATION

NEXT TECHNOLOGY

- QUANTUM COMPUTING
- FUTURE MOBILITY
- SMART MAINTENANCE
- SMART BUILDING
- ADDITIVE MANUFACTURING
- SMART PRODUCTION
- SMART DEVELOPMENT
- ALL ELECTIRC SOCIETY
- MATERIALS & RESOURCES

INDUSTRIAL SOLUTIONS

- EFFICIENCY
- CONNECTIVITY
- SECRUITY
- INDUSTRIAL COMMUNICATION
- FLEXIBILITY
- AVAILABILITY
- SAFETY
- INDUSTRIAL 5G
- ARTIFCIAL INTELLIGENCE
- DATA MANAGEMENT
- HUMAN MACHINE INTERFACE
- SUPPPLY CHAIN & LOGISTICS

FACTORY

- FACTORY AUTOMATION
- CONTROL TECHNOLOGY
- ROBOTICS
- MACHINE VISION
- CONTROL CABINET TECHNOLOGY
- INDUSTRIAL SOFTWARE
- EDGE COMPUTING
- INDUSTRIAL CLOUD
- DRIVE TECHNOLOGY
- SENSORS & MEASUREMENT

PROCESS

- PROCESS AUTOMATION
- CONTROL TECHNOLOGY
- MACHINE VISION
- CONTROL CABINET TECHNOLOGY
- INDUSTRIAL SOFTWARE
- EDGE COMPUTING
- INDUSTRIAL CLOUD
- EXPLOSION PROTECTION
- PROCESS ENGINEERING
- PUMP & COMPRESSOR
- SENSORS & MEASUREMENT
- PLANT ENGINEERING & OPERATION
- POWDER & BULK SOLIDS

ELECTRONICS

- EMBEDDED & MICROPROCESSORS
- POWER & POWER ELECTRONICS
- DEVELOPMENT TOOLS & PROTOTYPING
- CONSTRUCTION ELEMENTS
- CONNECTION TECHNOLOGY
- ENCLOSURE & COOLING
- DISTRIBUTION & SERVICE
- DISPLAYS & HMI COMPONENTS
- MEASUREMENT
- LASER & PHOTONICS

ENERGY

- DIGITAL ENERGY
- RENEWABLES
- STORAGE & BATTERIES
- POWER MANAGEMENT
- ENERGY DISTRIBUTION
- GREEN INDUSTRY
- HYDROGREN SOLUTIONS
- DECENTRALIZED POWER GENERATION

HAKAHAKA Topic Partner - We make a topic exclusively yours!

Each HAKAHAKA topic stage ...

... asks forward thinkers of the industry the questions *"What drives you?" – "How have you experienced transformation this year?" – "How have you actively shaped change in your company and products?"*

Included in the topic partner package:

- Space for a personal contribution
- Topic stage branding: Logo on topic stage opener
- Ad 1/1 page next to topic stage opener

The 7 HAKAHAKA topic stages:

- *Industry Forward*
- *Next Technology*
- *Industrial Solutions*
- *Industrial Automation*
- *Electronics (booked)*
- *Energy*
- *Process*

HAKAHAKA provides very personal insights into ideas, developments, assessments and outlooks on the future of the industry.

Exclusive Topic Report: We put you in the spotlight!

Placement within the editorial environment of a topic stage

Put your company in the spotlight!

Topic leadership - take the lead for your topic with your exclusive report in the context of one of our 8 topic stages. The emotional picture opener sets the mood for the story and interview, both of which are created in cooperation with you.

Storytelling - Inspire readers with exciting insights into your world!

Placement within the editorial environment of a topic stage

Inspire with your story!

Storytelling – tell your company or product story. You provide us with content and images for a 2-page advertorial – we place it in the editorial environment of a topic stage.

Exciting technologies and company developments convey know-how and expertise to readers. The advertorials fit harmoniously and at the same time eye-catchingly into the editorial environment of our topic stages.
Inspire readers with exciting insights into your world!

Your INDUSTRY.forward HAKAHAKA portrait – Show everyone what you've got!

INDUSTRY.forward *HAKAHAKA Portraits: Here readers will find products, companies and contacts everyone should know.*

The stage is yours:

Your HAKAHAKA portrait presents your best products and services. What makes your company unique?
Show your performance, your competence and your ideas in your portrait. Make your readers curious to learn MORE about you.

Components of your INDUSTRY.forward HAKAHAKA portrait:

- Company logo
- Anchor image/ Key visual
- CEO picture & statement
- Company description
- Product highlight (text and image)
- Target industries

HAKAHAKA– FORMS OF PARTICIPATION

Booking deadline: August 29th, 2023

TOPIC PARTNER	AVAILABILITY	PRICE (plus VAT)
Topic partner (1/1 ad on the opposite side of the topic stage opener + logo on topic stage opener + statement)	8	EUR 8,250.-
Topic report (6-page, exclusive per topic stage/ optional: including photo shoot)	8	EUR 8,910.-/ 10,780.-
BRAND BOOSTER		
1/1 ad page	15	EUR 7,150.-
1/1 ad IBC	1	EUR 8,250.-
2/1 ad IFC or BC (fold-out format)	1	EUR 9,350.-
HAKAHAKA bookmark (exclusive)	1	EUR 7,980.-
STORYTELLING		
Feature (2-page advertorial, placement within a topic stage)	10	EUR 4,630.-
Audio podcast (professional sound recording of the statement incl. marketing package)		EUR 2,120.-
HAKAHAKA BUSINESS PORTRAITS		
HAKAHAKA Business Portrait (2-page, placement in the portrait section in the middle of the yearbook)		EUR 3,290.-
DIGITAL EXTENSION		
Digital Extension – Digital extension of the topic report or the feature on INDUSTR.com (incl. 3 newsletter posts, feature on homepage for 1 month, 12 months in content area, media library and company channel)		EUR 1,850.-

75 forward thinkers & future makers from these companies (among others)

INDUSTRY FORWARD

ABB
ACTEMIUM
a-eberle
ANALOG DEVICES
arvato BERTELSMANN
AUCOTEC
autosen
aws
AZO
B&R
bachmann.
BECKHOFF
BEUMERGROUP
BiLFINGER
binder
BIZERBA
BLOCK
Bluhm Weber Group
BLUHM systeme
BOGE DRUCKLUFTSYSTEME
bürkert FLUID CONTROL SYSTEMS
CAPTRON Sensortechnologie
COGNEX
CONTRINEX
dunkermotoren
ebmpapst
Endress+Hauser
EMH
encoway standard for variety
engie
e·on
ePLAN
ETAS
FELTEN
FESTO
finder SWITCH TO THE FUTURE
FRABA
FRAMOS
Franke
genua.
Glatt
GISA That's IT.
HAMILTON
HARTER drying solutions
hilscher
hms
Honeywell
IEP TECHNOLOGIES HOERBIGER Safety Solutions
igus
J. ENGELSMANN AG The Experts for bulk solids processes
Julabo THE TEMPERATURE CONTROL COMPANY
JUMO
kaspersky
KISTERS
KUKA
Labom
BÖHLE
Leuze
Kältetechnik
LUTZE
METTLER TOLEDO
micropsi industries
murrplastik
mpdv WE CREATE SMART FACTORIES
robot
OPC FOUNDATION
OPTIMA
PEPPERL+FUCHS
PHOENIX CONTACT
ptc
RITTAL
ROMACO beyond technology
Schneider Electric
SCHUBERT SYSTEM ELEKTRONIK
SIEMENS
SMC
Soptim Digital Transformer
SPIE
STAHL
SYNTEGON PROCESSING & PACKAGING
theben energy saving comfort
TKD Cables in motion
TURCK
uni per
UNIVERSAL ROBOTS
WAGO
Weidmüller engineering
Ystral 110% MIXING SOLUTIONS

Secure access to 34,000 decision-makers in the industry

30,000
REACH

PRINT

9,700

Executives & decision-makers in leading-edge technology companies, discrete manufacturing, process industries and industry-related service companies

Add-on for all INDUSTRY.forward EXPO 2023 participants

Face-to-face events
Display at SPS, E-world, embedded world, Achema, Hannover Messe, Powtech

New talents
Display at relevant top universities in Germany

Personal copies for all creators & contributors

DIGITAL

20,300

Sending the e-paper to a selection of highly qualified decision-makers from the following subscriptions:

E&E
Executives & decision-makers in development & electronics

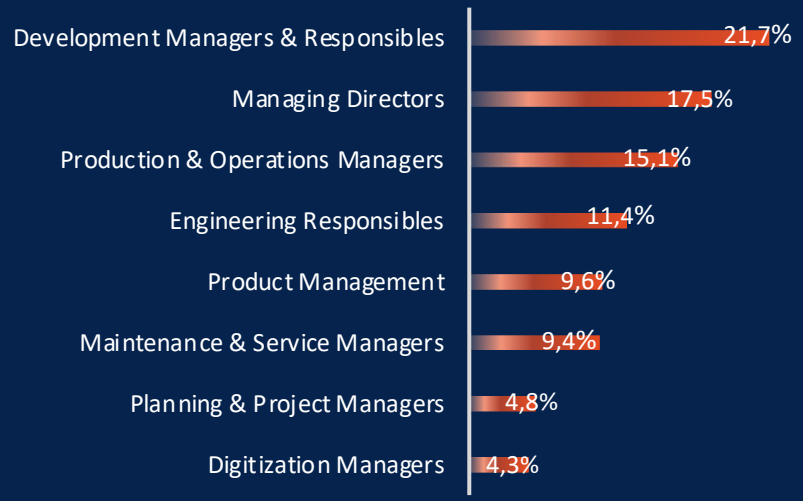
A&D
Executives & decision-makers in the manufacturing industry

P&A
Decision-makers in the process industry

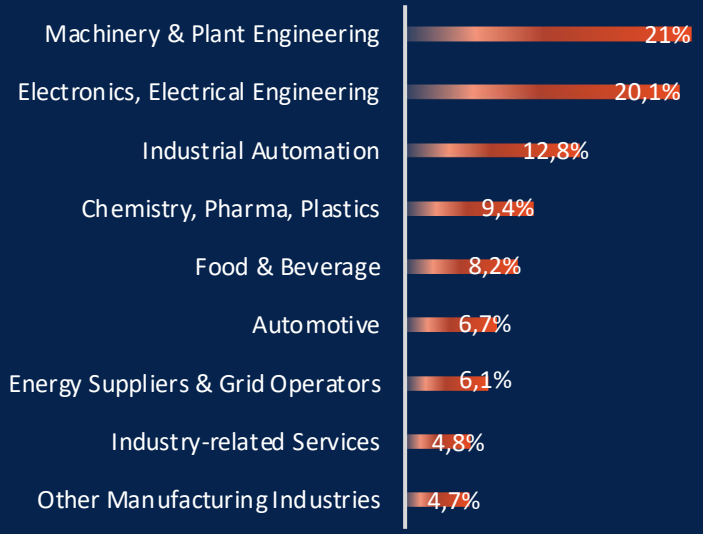
Energy 4.0
Decision-makers in energy supply, grid operation and energy & energy technology in the industry

Recipients: Qualified readers from the industry

TOP FIELDS OF ACTIVITY



TOP INDUSTRIES



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