INDUSTRY.forward HAKAHAKA

THE ANNUAL REFERENCE BOOK OF THE INDUSTRY FOR FORWARD THINKERS & FUTURE SHAPERS

INSPIRATIONAL TOPICS

- The european business model
- Industrial AI
- Resilient production
- Next Generation of Electronics
- Defence
- Secure supply chains
- Smart Energy
- Future Food & Beverage
- Edge AI & Embedded Intelligence
- Batteries & Storage

HAKAHAKA
{polynesian: free space}



PUBLICATION DATE: 20th October 2027

The content spectrum

INDUSTRY.FORWARD	DEFENCE	INDUSTRIAL AI	FACTORY AUTOMATION	PROCESS	ELECTRONICS	ENERGY
Strategy	Dual-Use Technologies	Artificial Intelligence	Smart Production & AI	Process Automation & AI	Embedded Systems & Microprocessors	Industrial Energy Transition
Transformation	Electronic Warfare	Machine Learning	Control Engineering	Control Engineering	Power & Power Electronics	Digital Energy & Energy Efficiency
Sustainability	Civil-Military Cooperation	Data Analytics	Robotics	Industrial Software & Industrial Cloud	Development Tools & Prototyping	Energy Procurement & Generation
AI & Digitalization	Drones & Unmanned Systems	Predictive Maintenance & Anomaly Detection	Machine Vision	Hygienic Design	Components	Security of Supply & Self-Sufficiency Concepts
Open Innovation & Ecosystem	Sensors & Reconnaissance	Process Excellence	Control Cabinet Technology	Explosion Protection	Connection Technology	Renewables
Business Model Innovation	Military Communications	Machine Vision & Image Recognition	Industrial Software	Process Engineering	Enclosures & Cooling Technology	Energy Monitoring
Circular Economy	Logistics	Edge AI & Embedded Intelligence	Edge Computing	Pumps & Compressors	Distribution & Services	Energy Management
Future Leadership	Resilience & Crisis Preparedness	Autonomous Systems & Physical AI	Sensors & Measurement Technology	Sensors & Measurement Technology	Displays & HMI Components	CO_2 Management
Technology Integration	Procurement & Tendering Procedures	Digital Twins & AI Simulation	Drive Technology	Plant Construction & Operations	Measurement Technology	Power-to-X
Resilience	Defence Startups & Scale-ups	Data Governance & Training Data	Industrial Cloud	Powders & Bulk Materials	Communications	Storage & Batteries
Supply Chain	Capital & Financing	Regulation & EU AI Act	Industrial Communication	Food & Beverage	Sensors	Hydrogen
People & Culture	Supply Chains & Production Networks	Skills & Competence Development	Human Machine Interface	Packaging Technology	Software & Security	E-Mobility
Knowledge Management & Transfer	Production Automation	AI-Driven Automation	Logistics & Intralogistics	Human-Machine Interface	Smart Engineering	Smart Building
All Electric Society	Contract Manufacturing	Transformation Mindset	Smart Maintenance	Smart Maintenance	Materials & Resources	Research & Development
Future Mobility	Security	Sustainability by AI	Safety & Security	Safety & Security		Photonics
Market Management	Law & Regulation	Explainable AI (XAI) & Trustworthy AI	Autonomous Systems			Future Materials
			Additive Manufacturing			

INDUSTRY.FORWARD | Zukunft.DEFENCE | FREDDIE DER INDUSTRIAL AI AWARD | A&D | P&A | E&E | energy

Editorial concept – Unique & relevant

Change defines our time and transforms our society, our companies, and all of us. Within change lies the freedom to shape the future.

But who shapes the future of the industry and its sectors? And who?

PEOPLE = SHAPERS & MAKERS

50 forward thinkers & future makers – 50 viewpoints and perspectives on and from change. Highly personal, with plenty of room for inspiring and critical thoughts.
And a wealth of great ideas.

TECHNOLOGIES = DRIVERS & ENABLERS

Best-of technical articles from our media channels A&D, E&E, ENERGY, P&A und INDUSTR.com provide relevant knowledge for navigating change. Carefully curated editorially, technically sound, and substantively valuable.

YOUR ADDED VALUE AS ADVERTISING PARTNER

REACH: Highly relevant reach and visibility across the key industrial sectors – crossmedia.

AWARENESS: The compilation of ideas, developments, outlooks, and selected technical articles on industry transformation generates strong emotional engagement and relevance, ensuring readers' attention.

LEADERSHIP: As a high-quality reference book for the industry, INDUSTRY.forward provides HAKAHAKA companies with a platform to position themselves as forward thinkers in times of change. Your presence reinforces the perception of your innovation, technology, and solution capabilites sustainably.

HAKAHAKA

as an industry reference book, presents the most important companies, technologies, and people of the year.

Mission: Free space for ideas & thoughts on the transformation of the industry



A reference book, worthy of the name: unconventional, highly relevant, emotional, inspiring. Unique!

Change defines our time

Social change, technological change, climate change, change in values, organizational change, etc.

Those who think of change in narrow terms waste ist potential. Transformation needs space for new ideas and perspectives – as well as personalities willing to embrace and use them.

HAKAHAKA is a call-to-action

To think along, to think further, and to reflect.

Fifty people from industry share their perspectives on and from change.
Why? Because they inspired us – in personal meetings and conversations, through provocative opinions and honest stories.
Because they are shaping the future.

HAKAHAKA is a reference

Nominated and awarded: Best-of articles highlight key technological trends and solutions for transformation.

Panel talks with industry experts put current, highly relevant topics in the spotlight.

Opportunities to participate

BUSINESS PROFILE

Show what you're capable of!

Your double-page company profile presents your best products and services. What makes your company unique? Showcase your achievements, expertise, and ideas.

Package Features

- Company logo
- Anchor image/key visual
- CEO photo & quote
- Company description
- Product highlight (text and image)
- Target sectors



EUR 3,500



STATEMENT PACKAGE

Position your thought leader!

The personal statement of a forward thinker, offering insights on the future and development, highlights your company's expertise and leadership in opinion.

Package Features

- Publication of the statements + cover photo, 2 pages (print + E-Paper + INDUSTR.com)
- Business profile (double-page, see above)
- 10 copies of HAKAHAKA print edition
- E-Paper with link to the statement

EUR 3,700

SUCCESS STORY PACKAGE

Inspire with your success story!

Share your success with others and tell your customer, product or company success story in an advertorial.

Package Features

- Publication of the success story, 2 pages (Print + E-Paper + INDUSTR.com)
- Business profile (double-page, see above)
- 20 copies of HAKAHAKA print edition
- E-Paper with link to the success story

EUR 4,990



INDUSTRY.forward HAKAHAKA – Price list

Booking Deadline: 16th August 2027

Every participation option includes the presentation of your company logo on the INDUSTRY.forward HAKAHAKA partnerboard.

PACKAGES | ADVERTORIALS	PRICES (PLUS VAT)
Business profile – page 5	EUR 3,500
Statement package – page 5	EUR 3,700
Success story package – page 5	EUR 4,990
Digital Extension – Digital extension of the success story or b**est-of article** on INDUSTR.com incl.: 3 newsletter posts, 1 month feature on the homepage, 12 months content section, media library and corporate channel	EUR 2,245
ADS | AD SPECIALS	**PRICES (PLUS VAT)**
1/1 Ad	EUR 8,510
1/1 Ad IBC/BC	EUR 9,600/ EUR 9,650
2/1 Ad IFC or IBC (fold-over cover)	EUR 9,950
HAKAHAKA bookmark incl. Print (exclusive)	EUR 7,980

Secure the access to 29,000 decision makers in the industry

Strategic & technical decision-makers in the industry: owners, board members, CEOs, plant & operations managers, division, group, department, and project managers



… in the following areas of responsibility:

- Corporate management (technical & commercial)
- Corporate technology
- Energy & operations management
- Construction / development/ engineering
- Planning & project management
- Production / operation / manufacturing
- Product management / sales / distribution
- Maintenance / servicing / support
- Quality assurance / testing lab / test
- Intralogistics

… in the following sectors:

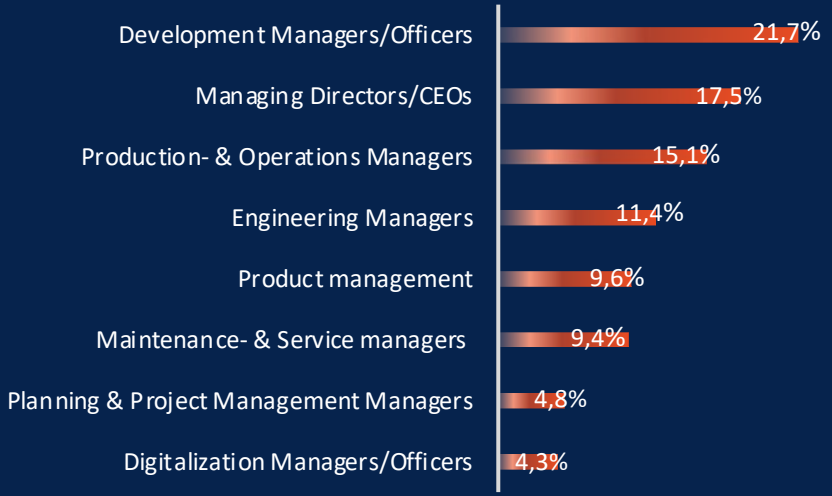
- Electrical engineering / electronics (industrial electronics, medical electronics, consumer electronics, communication electronics)
- Mechanical & plant engineering
- Chemistry / pharmaceuticals / plastics
- Technical planning & consulting
- Food & beverage
- Automotive
- Energy sector
- Software

50 forward thinkers & future makers including companies such as

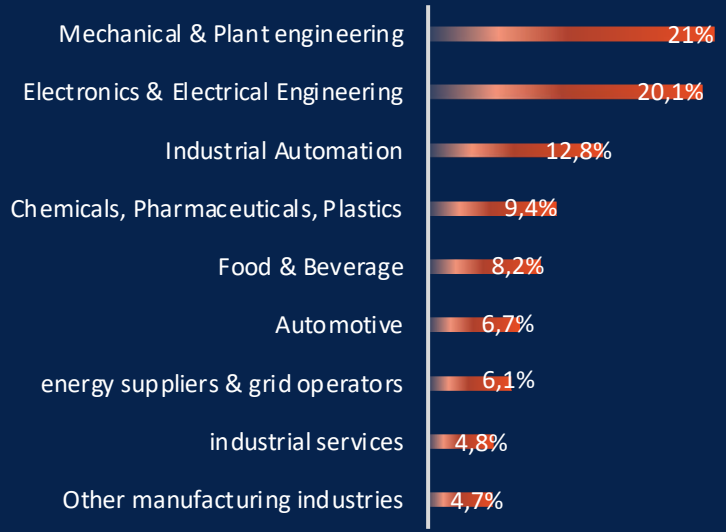


Recipients: Qualified readers from the industry

MAIN FIELDS OF ACTIVITY



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