

# Press release

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## THE LÄND shows mobility technologies of the future

At a joint stand at Hannover Messe, 30 exhibitors from Baden-Württemberg showcase their competence in smart energy utilization for tomorrow's sustainable mobility.

Stuttgart/Hanover, May 11, 2022

From May 30 to June 2, companies, research institutes, associations and cluster initiatives will present themselves at the Baden-Württemberg pavilion in the Energy Solutions theme area (hall 12, stand D15) of the 2022 Hannover Messe. At their joint stand, 30 exhibitors from Germany's South-West will demonstrate their innovativeness and engineering competence in the fields of hydrogen and fuel cell technology, energy supply, digital energy and energy efficiency as well as automated, connected and electric mobility services. Exhibitors include the [Cluster Electric Mobility South-West](#) and [Cluster Fuel Cell BW](#) initiatives coordinated by the State Agency for New Mobility Solutions and Automotive Baden-Württemberg, e-mobil BW.

"Driven by the concern for climate protection, mobility solutions are currently undergoing a significant change. In this context, ideas from Baden-Württemberg have always been a driving force", explains Franz Loogen, President of the State Agency e-mobil BW. "As an innovation agency, we bring together numerous and diverse players from industry, research and politics in our networks, realise cross-sector innovation projects and coordinate our state's central funding activities", adds Loogen.

## South-West Germany's think tank

After a two-year break due to the Covid pandemic, [Baden-Württemberg International \(BW i\)](#), the [Stuttgart Region Economic Development Corporation \(WRS\)](#) and the [State Agency e-mobil BW](#) will once again set the stage for small and large think tanks from the South-West at Hanover's Baden-Württemberg pavilion. Most of the exhibiting organisations play an active role as partners or members of the extensive network of the State Agency e-mobil BW.

The exhibitors from THE LÄND will be presenting smart technologies for zero-emission and connected mobility – from hydrogen as energy source to powertrain and electric motor engineering to software solutions and information and communications technologies (ICT). In addition to companies and research institutes, small and medium-sized enterprises as well as utility companies and grid operators will be exhibiting their innovative solutions.

The Rhine-Neckar metropolitan region and e-mobil BW will present their [H2Rhein-Neckar and H2Rivers projects](#) to demonstrate how zero emissions can be achieved in public transport with fuel-cell-powered busses. As a further attraction, the [M.Tech Accelerator](#) funding program of the Stuttgart Region Economic Development Corporation (WRS) will give one Baden-Württemberg-based start-up per trade-fair day the opportunity to present themselves to an international audience. Companies from Finland are also invited to present their innovative mobility solutions. With the special exhibition area “Baden-Württemberg meets Finland”, e-mobil BW and the business development organisation [Business Oulu](#) underline their long-term partnership, connecting players from Finland, Baden-Württemberg and other parts of Germany as well.

Here you can find an overview of exhibitors from Baden-Württemberg:  
[www.e-mobilbw.de](http://www.e-mobilbw.de)

### **Political delegation on site at the Baden-Württemberg pavilion**

- Monday, May 30, 2022: Dr. Nicole Hoffmeister-Kraut, Minister of Economic Affairs, Labour and Tourism of the State of Baden-Württemberg, will be visiting the joint exhibition stand.

### **Further dates**

- Wednesday, June 1: Tour of the exhibition guided by the Cluster Fuel Cell BW – for cluster partners only.
- Wednesday, June 1: Tour of the exhibition guided by the Cluster Electric Mobility South-West, focusing on circular economy – for cluster partners only.
- Tuesday, May 31 to Thursday, June 2: Energy Tours – organised by e-mobil BW for the Hannover Messe with students enrolled in Baden-Württemberg universities (Heilbronn, Stuttgart and Karlsruhe), including a visit to the Baden-Württemberg pavilion.
- Wednesday, June 1, 5:30 p.m.: Baden-Württemberg networking evening organised by BW\_i and e-mobil BW.

### **Further statements**

“Innovative, digital and sustainable – the transformation of the industry in Baden-Württemberg is in full swing. We at BW\_i take pride in presenting numerous examples of smart products and solutions as well as cutting-edge technology and top-level research ‘made in THE LÄND’ at the four joint stands”, explains Dr. Christian Herzog, President of Baden-Württemberg International (BW\_i).

“The transformation of the industry towards sustainability and climate neutrality is the talk of THE LÄND. This affects the automotive industry more than many other sectors. Accordingly, staying ahead in the transformation process is of particular importance to the Stuttgart region. I am therefore all the more pleased that, after the pandemic-

induced break, e-mobil BW has once again succeeded in realising a joint stand with strong partners”, explains Dr. Walter Rogg, Managing Director of the Stuttgart Region Economic Development Corporation (WRS).

### **Background: Baden-Württemberg showing strong presence**

At Hannover Messe 2022, the largest trade show for industrial transformation, THE LÄND will be presenting innovative technological solutions for the future. With more than 60 companies, universities, research institutes and clusters, Baden-Württemberg International will represent the state as a location for business, science and innovation.

The State Agency e-mobil BW and Leichtbau BW as well as Allianz Industrie 4.0 Baden-Württemberg and the Stuttgart Region Economic Development Corporation (WRS) will support this event as strong partners again. Baden-Württemberg will be showcasing its high level of competence and performance with four joint stands in the theme halls 'Engineered Parts & Solutions', 'Digital Ecosystems', 'Energy Solutions' and 'Future Hub'.

In total, more than 200 exhibitors will be representing the state of Baden-Württemberg at Hannover Messe 2022. [#BWgoesHM](#)

### **Background: e-mobil BW**

In a network with partners from business, academia and the public sector, the State Agency e-mobil BW is promoting the industrialisation and market introduction of future-oriented mobility solutions. In doing so, it strengthens Baden-Württemberg as a location for business and science in the long term and thus pursues a regional strategy for establishing climate-friendly and connected mobility throughout Baden-Württemberg.

You can find more information at: [www.e-mobilbw.de](http://www.e-mobilbw.de)

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