

April 22, 2016

Washington, D.C., April 2016

### ***Hannover Messe 2016 Highlights Importance of American Manufacturing with U.S. as Partner Country at World's Largest Industrial Technology Trade Show***

- ***Siemens Hannover Messe Press Conference Live Web Stream available for U.S. on Monday***
- ***Siemens U.S. Executives to Meet with Government & Economic Leaders – Discuss Importance of U.S. Manufacturing and Industry***
- **Siemens to feature content and news from Hannover Messe**  
<http://siemensusa.synapticdigital.com/HannoverMesse2016> and @SiemensUSA

With the United States serving as the partner country for Hannover Messe (HM) 2016, President Barack Obama will join German Chancellor Angela Merkel to open the world's largest industrial technology trade show, marking the first time a sitting U.S. president has participated in the fair.

HM 2016 will be a demonstration of Industry 4.0. – the fourth industrial revolution – and an opportunity to shine a spotlight on the U.S. and Germany's cooperation in shaping the new age of industry, combining Germany's engineering prowess with America's leadership in software.

With 75 manufacturing sites in the U.S., Siemens is a leading provider of industrial hardware and software that enables companies to capture more data and gain insights to further increase efficiency and speed to market. Siemens is proud to be part of several manufacturing and workforce development initiatives led by President Obama. From advanced manufacturing innovation hubs to a "best practice playbook" for apprentice programs, Siemens has also bolstered these initiatives in the U.S. by providing hundreds of millions of dollars of in-kind grants of industrial software to colleges and universities, and investing in the company's flagship U.S. manufacturing apprenticeship program in Charlotte (based on the German apprenticeship model).

More than 150 Siemens customers from the U.S. and Canada will be traveling to Hannover Messe to participate in a program highlighting topics such as the future of manufacturing, energy for industry, digitalization and Industry 4.0. The delegation will hear from government officials including U.S. Commerce Secretary Penny Pritzker, Siemens executives, and industry associations such as the National Association of Manufacturers (NAM) and the Manufacturers Alliance for Productivity and Innovation (MAPI).

Siemens U.S. leaders participating in HM 2016 include:

- **Lisa Davis**, Member of the Managing Board, Siemens AG
- **Eric Spiegel**, President and CEO, Siemens USA
- **Raj Batra**, President, Siemens Digital Factory Division (US)
- **Anne Cooney**, President, Siemens Process Industries & Drives Division (US)
- **Kevin Yates**, President, Siemens Energy Management Division (US and Canada)
- **Aymeric Sarrazin**, Head of Strategy, Siemens Power Generation Services

As HM's oldest and largest exhibitor, Siemens will feature a 40,000 square foot interactive exhibit space in Hall 9 – nearly the size of a football field. The central exhibits at this year's booth will focus on the topics of **Energy for Industry**, **Additive Manufacturing**, **Automotive** and **Fiber Industry**, which will provide visitors with a graphic illustration of selected topics for a direct hands-on experience. In the **Sports Zone**, Siemens will showcase its long-standing leadership in the USA, the partner country to the fair. Using the example of products by American manufacturers from the sport and leisure industry, this area of the booth will demonstrate the influence of automation and digitalization on the production of sports gear and equipment.

**Media opportunities** during Hannover Messe 2016 include demonstrations, executive interviews, and expert discussions highlighting U.S. manufacturing, the digital enterprise and Industry 4.0:

- **Sunday, April 24 9:00 a.m. (EDT)** – At the BDI Wirtschaftsforum, prior to HM's Opening Ceremony, **Siemens AG CEO Joe Kaeser** will be joined on an Executive Impulse panel with Microsoft CEO Satya Nadella to discuss the future of manufacturing.
- **Monday, April 25, 12:30 p.m. (EDT)** – At Siemens annual Hannover Messe press conference, **Klaus Helmrich, Member of the Managing Board, Siemens AG**, will present the latest developments of digitalization in the manufacturing and processing industries. **Siemens USA CEO Eric Spiegel** will also deliver comments. **To join the press conference via live web stream, visit: [www.siemens.com/press/hm16](http://www.siemens.com/press/hm16)**

- **Monday, April 25, 6:00 a.m. (EDT) – Siemens AG CEO Joe Kaeser** will join U.S. Secretary of Commerce Penny Pritzker and other policy makers for a panel discussion at a Business Summit hosted by the BDI and U.S. Chamber of Commerce.
- **Tuesday, April 26, 6:30 a.m. (EDT) – Siemens USA CEO Eric Spiegel** will visit the U.S. Pavilion, and will be available to members of the press during his tour of the Hall from 6:30 a.m. – 7:00 a.m. (EDT) at Siemens Young Tech Enterprises booth (Stand B30).
- **Tuesday, April 26, 7:30 a.m. (EDT) – Siemens U.S. Energy Management President Kevin Yates** will participate in a media roundtable emphasizing “Energy for Industry.” Yates will discuss the challenges industrial customers face, including the need to minimize production costs, ensure reliable, safe and efficient processes, continue positive brand visibility, and deliver value to shareholders and how energy can be an important means to achieving these goals. (Convention Center at Hannover Messe, Conference Room 105).
- **Tuesday, April 26, 8:00 a.m. (EDT) – Siemens Power Generation Services Head of Strategy Aymeric Sarrazin** will discuss with media how digitalization is changing the energy industry’s approach to operations and maintenance. (Convention Center at Hannover Messe, Conference Room 105).
- **Tuesday, April 26 4:15 p.m. (EDT) – SelectUSA Roundtable** hosted by **U.S. Commerce Secretary Penny Pritzker. Siemens USA CEO Eric Spiegel** will participate in a roundtable discussion with economic development organizations and other companies that will focus on the future of foreign direct investment in the U.S. Discussion from key stakeholders, including economic development organizations and foreign and domestic companies, will look at how the U.S. can remain a country where FDI is a key driver to economic growth.

**For news and content from Siemens USA in Hannover, visit:**  
<http://siemensusa.synapticdigital.com/HannoverMesse2016>

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**Siemens Corporation** is a U.S. subsidiary of Siemens AG, a global powerhouse focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is a leading supplier of systems for power generation and transmission as well as medical diagnosis. With approximately 348,000 employees in more than 190 countries, Siemens reported worldwide revenue of \$86.2 billion in fiscal 2015. Siemens in the USA reported revenue of \$22.4 billion, including \$5.5 billion in exports, and employs approximately 50,000 people throughout all 50 states and Puerto Rico.