



Hannover Messe 2024: Accelerate Industrial Transformation with AI



Artificial intelligence is redefining how we work. Together with IoT, cloud, and automation solutions, AI is poised to accelerate transformation across the manufacturing sector, and reshape how we design products, build and operate facilities, optimize production, and empower employees.

We invite you to join us at the Microsoft booth at Hannover Messe to see how AI is shaping the future of manufacturing by accelerating product development cycles, enabling intelligent factories, creating sustainable supply chain & service operations, and enhancing employee productivity across business functions.

Ways to engage with us

Explore the Microsoft booth on a guided tour, and see how Microsoft Cloud for Manufacturing creates a more resilient and sustainable future, powered by AI

Join us at the Microsoft booth theater for thought leadership sessions at stand G06 in Hall 17 to hear from experts across Microsoft, partners, and customers on exciting topics such as:

- **Industrial Transformation with AI**, in partnership with Schneider Electric and Kraft-Heinz on Tuesday, April 23 at 11:00 AM CET
- **Celebrating Women in Manufacturing**, hear from influential women in the industrial sector on Tuesday, April 23 at 3:00 PM CET
- **Build a Digitally-Enabled Rolls Royce with AI**, on Tuesday, April 23, at 11:00 AM CET
- **The Microsoft Intelligent Manufacturing Award showcase**, a discussion with Airbus, on Thursday April 25 at 3:00 PM CET
- **Generative AI and Data Democratization for Industry 4.0** on Wednesday April 24 at 1:00 PM CET
- **Network with industry leaders at the Microsoft booth welcome reception**, on Monday April 22 at 4:00 PM CET

Check out the Microsoft Intelligent Manufacturing Award (MIMA) Winners featured in the booth, and in our theater for a special session on cutting-edge innovation in manufacturing

Meet Microsoft's co-innovation partners.

Our incredible ecosystem of industry partners expands the value of the Microsoft Cloud for Manufacturing with solutions to address top industry challenges.

Schedule a one-on-one meeting. Let your account representative know if you would like to schedule some time to meet with our product

experts and Microsoft leadership, who are available to strategize and answer all your questions.

Connect with us on [social](#) to stay up to date on all things Microsoft Cloud for Manufacturing, and learn how you can help manufacture an AI-powered, sustainable future.

We look forward to connecting with you at the event!



Featured partners and customers

Accenture/Avanade + Sony

Ansys

AVEVA

Blue Yonder

Capgemini

Cognite

Hexagon

o9

PTC

Rockwell Automation

SAP

Siemens

Sight Machine

Symphony AI

Threedly

ToolsGroup

TCS

Tulip

KUKA

CAT

Andritz

Schneider Electric