



HANNOVER MESSE 2026

APRIL 20-24 2026



SHAPING THE FUTURE OF ADVANCED MANUFACTURING

The 2026 edition of Hannover Messe once again confirmed its position as the world's leading and most influential platform for advanced manufacturing, and industrial innovation. This year's event welcomed approximately 110,000 visitors from 146 nations, reinforcing its truly global reach and importance as a convening point for industry, government, and research leaders. With Brazil featured as the official partner country, the Messe highlighted the growing importance of international collaboration across both established and emerging industrial economies. Nearly 3,000 exhibiting companies showcased the accelerating convergence of artificial intelligence, automation, clean energy systems, and, for the first time, defence-related industrial technologies. The exhibition continues to evolve beyond a traditional industrial showcase into a high-impact global business platform where innovation, investment, and partnerships are actively formed.

NGen led Team Canada which wouldn't have been possible without the support of The Honourable Mélanie Joly, Minister of Industry and Minister responsible for Canada Economic Development for Quebec Regions, ISED and the Government of Canada. The Minister leveraged the global stage to reinforce Canada's strategic priorities, emphasizing the need to diversify trade relationships, strengthen international collaboration, and position Canadian companies as global leaders in advanced technologies. Hannover Messe was once again a powerful backdrop for Canada to demonstrate its industrial capabilities while reinforcing its role as a trusted partner in global supply chains.



CANADA ON THE GLOBAL STAGE: STRATEGY, INVESTMENT, AND DIPLOMACY

Canada's presence at Hannover Messe 2026 was highly visible and strategically aligned with national industrial and economic priorities. Minister Joly emphasized the importance of building at home, partnering internationally, and buying strategically when required to strengthen national resilience and competitiveness. She also highlighted that industrial capacity is now directly linked to both economic strength and national security, reflecting a broader shift in global industrial policy.

Minister Joly announced two major investments at Hannover Messe that reinforce Canada's advanced manufacturing strategy. The first is a \$60 million investment across fourteen NGen-led advanced manufacturing projects, supporting Canadian companies in scaling innovative technologies and accelerating commercialization. The second is a \$23 million federal contribution toward a \$70 million project led by Siemens, which forms part of a broader \$150 million initiative to expand its Global AI Manufacturing Technologies Research and Development Centre for Battery Production in Canada. This project will establish and expand a Canadian research and development centre focused on battery technologies and industrial artificial intelligence. Together, these investments underscore Canada's commitment to strengthening domestic innovation capacity while attracting leading global industrial partners to expand their R&D and manufacturing footprint in Canada.

Throughout this year's show, Minister Joly engaged in high-level discussions with international counterparts, including Spain's Minister of Industry and Tourism and Germany's Minister for Economic Affairs and Energy. She also met with global industry leaders such as Schneider Electric, Volkswagen Group, and Bayer to strengthen industrial collaboration, expand investment opportunities, and deepen Canada's integration into global supply chains. These engagements reinforced Canada's positioning as a stable, innovative, and trusted partner in an increasingly complex global industrial landscape.



TEAM CANADA: FROM INNOVATION TO INDUSTRIAL IMPACT



Canada's participation was distributed across three exhibition halls, reflecting the depth and diversity of the nation's advanced manufacturing ecosystem. In Hall 14, which focused on industrial software and digital systems, 28 Canadian exhibitors showcased

capabilities in industrial IoT, cloud systems, and digital manufacturing solutions. This hall served as the central hub for Team Canada activities and hosted the official opening of the Canadian pavilion. It also functioned as a key networking space where Canadian companies engaged with international partners, investors, and ecosystem stakeholders at the Canadian reception.

Hall 26 reflected a broader shift at Hannover Messe, where industrial capability is increasingly tied to national security and production readiness. Hall 26 hosted 39 Canadian exhibitors and demonstrated strengths in defence, robotics, and automation technologies. Located right next door to the newly established Defence Production Zone, this hall underscored the increasing integration of industrial manufacturing into the defence industry. Canadian companies showcased dual-use, drone, robotics and cyber technologies, highlighting the country's growing relevance in global defence manufacturing supply chains.

Hall 27, focused on artificial intelligence in manufacturing, and was home to 18 Canadian exhibitors and, while smaller in scale, delivered a strong and focused message. Canada's presence in this hall emphasized its emerging leadership in industrial artificial intelligence, particularly in applications that require real-time data integration and shop-floor intelligence. A notable highlight was the launch of ZeroKey's OmniVisor AI platform, which demonstrated the importance of high-fidelity industrial data in enabling meaningful AI-driven decision-making in manufacturing environments.

INSIDE HALL 26: TECHNOLOGY TIMBITS & INDUSTRY INSIGHTS

Hall 26 was home to a dedicated podcast studio sponsored by York Region and hosted by Mark Kirby. Over the five days of the exhibition, the studio facilitated 21 podcast conversations with industry leaders, innovators, and delegates, creating a dynamic platform for real-time insights, and storytelling. A series of standout “technology timbits” emerged throughout the discussions, capturing both the human and technical dimensions of industrial innovation. Dave Anderson of Sarcomere reflected on foundational engineering principles, quoting Aristotle that “the hand is the tool of all tools,” while Guillaume Duchesneau of Ingeno highlighted the practical potential of AI in manufacturing, describing how it can optimize continuous flow processes to deliver outcomes as precise as “the perfect croissant every time.” NGen’s own, Stewart Cramer drew attention to the burden of manual processes in manufacturing by referencing aviation pioneer Donald Douglas, noting that “when the weight

of the paper equals the weight of the plane, she’s ready to fly,” emphasising the importance of dedicating resources to being a high-quality process. The series also featured. Across all 21 conversations, the podcast served as a vibrant platform reinforcing Canada’s focus on practical innovation, applied technology, and the real-world stories driving industrial transformation.

Across the show, Canadian delegates could be found actively engaging with both Canadian and international partners, exploring exhibits and building connections throughout the exhibition. The Canadian delegation of 41 participants took part in networking sessions, B2B meetings, and tours, including the information session and tour of the Siemens booth. These activities helped strengthen relationships, identify new partnership opportunities for the participating delegates.

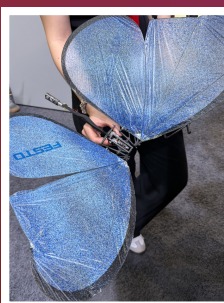


INSIGHTS FROM THE SHOW FLOOR: KEY TECHNOLOGY THEMES

Hannover Messe 2026 brought together a wide range of technologies shaping the future of industry, with artificial intelligence, robotics, defence, and energy increasingly converging into integrated industrial solutions. Across the exhibition, the focus was less on individual technologies and more on how they combine to enable more intelligent, automated, and resilient manufacturing systems.

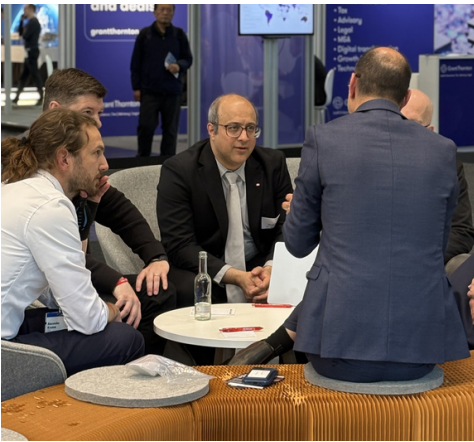
Artificial intelligence emerged as a dominant theme, with consistent emphasis on trust, data quality, and real-world implementation. Manufacturers highlighted that the key challenge is not access to AI tools, but access to high-quality, structured data that can support industrial applications. Industrial AI also differs from enterprise AI due to its deployment in physical environments such as shop floors, requiring close integration with operational technology systems and strong cybersecurity frameworks. Success in AI adoption was repeatedly linked to clearly defined business problems, alignment with operational priorities, and high-impact use cases such as quality, productivity, and predictive maintenance.

Robotics and automation were highly visible across the event, with humanoid systems demonstrating the growing integration of AI and mechanical systems, while dual use and defence technology emerged as a major new focus reflecting the growing link between industrial capacity and national security. Energy and sustainability also featured prominently, particularly in the context of supply chain volatility and energy security. Innovations in renewable energy integration, industrial efficiency, and monitoring systems were widely showcased, with Canadian companies standing out for solutions that connect energy performance directly to industrial productivity and competitiveness.



CONNECTING THE CANADIAN WAY

Hannover Messe 2026 delivered significant ecosystem engagement opportunities for Canada, with a wide range of events designed to strengthen collaboration and knowledge about our capabilities. The Canada Welcome Dinner brought together more than 200 participants and provided an opportunity for Team Canada to connect before the show kicked off. The Canadian Reception on Tuesday night in Hall 14 further strengthened networking among industry leaders, government representatives, and international partners. Throughout the week, the networking zone in hall 14 hosted workshops and sessions that facilitated deeper engagement across the ecosystem.



A major highlight of the programming was the Maya HTT industrial AI workshop series, which focused on practical applications of artificial intelligence in manufacturing. The workshops emphasized real-world deployment strategies across energy optimization, productivity improvement, inventory management, quality control, and predictive maintenance. Rather than focusing on theoretical approaches, these sessions focused on real case studies in a specific industrial sector each day. This not only made it easy for participants to explore technology at the show but understand how AI could impact their business.



LEAVING OUR MARK ON THE GLOBAL STAGE

Canada achieved two significant milestones at Hannover Messe 2026, further demonstrating the strength and global competitiveness of its advanced manufacturing ecosystem.

Canadian innovation was recognized on the global stage through a major award at the Innovation World Cup 2026. Shoplogix won first place in the Industrial category at the 17th Innovation World Cup finale, held during Hannover Messe on April 22, 2026. The award recognized the company's practical, high-impact industrial innovation, particularly its battery-free monitoring solutions designed to improve visibility, reliability, and efficiency in real-world manufacturing environments. This achievement highlights the strength of Canadian advanced manufacturing capabilities and reinforces the global relevance of solutions being developed within Canada's industrial innovation ecosystem.

Another major highlight was the signing of a Memorandum of Understanding between Deep Tech Canada and TECH.LAND, formalizing a new framework for international collaboration between Canada, Germany, and the Netherlands. This agreement establishes a platform for deeper cooperation across AI, quantum, advanced materials, biotechnology, agtech, advanced manufacturing, and clean technology. This partnership builds on earlier engagement supported through the Canadian Trade Commissioner Service and strengthens Canada's access to key European innovation ecosystems. It also expands opportunities for commercialization, investment attraction, and joint technology development, reinforcing Canada's long-term commitment to global deep tech leadership.



WHAT PEOPLE WERE SAYING

We had a very successful experience at Hannover Messe, where we connected with key investors, suppliers, and partners in our space. We expect this event will become a regular part of our conference calendar, and we sincerely appreciate NGen's support in enabling our attendance this year!

SABRINA SCOTT

Chief Operating Officer
CURA

Huge thanks to NGEN, ISED, Canadian trade commissioners; your support is what made us successful this year!

REMI DUQUETTE

Vice President
MAYA HTT



CANADA'S INDUSTRIAL MOMENT

Since 2011, Canada's participation in Hannover Messe has evolved in parallel with the transformation of the exhibition itself, shifting from traditional industrial equipment displays to a fully integrated platform for intelligent, connected, and AI-driven manufacturing systems.

Over this period, both Canada's presence and the Messe have matured significantly, reflecting a broader global shift toward digitalization, automation, and industrial intelligence.

The 2026 edition made it clear that Canada is no longer simply participating in global industrial transformation but is actively contributing to and helping shape its direction. Canadian companies, institutions, and government partners demonstrated a level of capability and coordination that positions Canada as a credible and competitive player in advanced manufacturing on the world stage. At the same time, Hannover Messe itself has evolved into a commercial platform where business transactions, investments, and strategic partnerships are actively formed. It is no longer solely a showcase of technology but a global marketplace for industrial collaboration, where countries and companies come together to build, invest, and scale solutions that define the future of industry.

Finally, we extend our sincere appreciation to all partners who made Hannover Messe 2026 a success for Canada. We thank the Government of Canada and Innovation, Science and Economic Development Canada (ISED) for their continued support and leadership, and Minister Mélanie Joly for championing Canada's advanced manufacturing sector on the global stage. We are also grateful to Deutsche Messe for their partnership and ongoing support in helping NGen deliver another strong and impactful exhibition. Most importantly, we thank our leading sponsors, York Region and Maya HTT, the Canadian exhibitors and delegates for their energy, collaboration, and commitment throughout the week. Everyone's participation ensured that Hannover Messe 2026 was once again an outstanding success for Canada on the global stage.

