

PRESS RELEASE

## Strong presence for Hamburg at ILA 2016

Northern German states exhibiting jointly at Germany's biggest air show for the first time. Leading politicians to visit ILA Berlin.

Hamburg, 31 May, 2016: From 1 to 4 June, 2016, one of the world's most important aerospace trade fairs is opening its doors once again: the ILA Berlin Air Show. As Germany's biggest civil aviation location, Hamburg has a leading role. Alongside major companies like Airbus and numerous suppliers, the city itself will also be in attendance. Both Hamburg's First Mayor, Olaf Scholz, as well as State Councillor Dr. Rolf Böisinger, will attend and tour the event on 2 June. This year's air show will also be characterised by north German solidarity: at ILA 2016, for the first time, the northern states of Germany will be exhibiting together at a joint stand. And on the second day of the air show, Ministers and Councillors for the Economy in Germany's five northern states will also be signing a cooperation agreement for cross-border promotion of research, development, and innovation.

### The north closes ranks

The northern German states of Hamburg, Schleswig-Holstein, Mecklenburg-Western Pomerania, Bremen and Lower Saxony have a stronger presence than ever before at this year's ILA, in the ExpoCenter at Berlin-Schoenefeld. Companies, research institutions and networks such as the Hamburg Aviation cluster have a platform that crosses state borders at the **joint northern German stand (Hall 3/608)**. The aim is to present northern Germany as an interlocking competency region. And in another first, the states also have a joint presence with long-term partner Bavaria in a **chalet** in the open aircraft exhibition area at the trade fair site (**West/11-13**). The two stations will be important points along the way for Hamburg's First Mayor, Olaf Scholz, and the city's State Councillor for the Economy, Dr. Rolf Böisinger, as they tour the air show on 2 June. Together with ministers and state councillors from the four other states, Böisinger will sign a joint declaration, strengthening cooperation across state borders in research, development and innovation.

**The First Mayor of Hamburg, Olaf Scholz**, underlines the leading role played by the city in this field: *"The recently opened ZAL Center of Applied Aeronautical Research clearly demonstrates Hamburg's great competence in the dynamic aviation industry. As the world's third-biggest location in the global aviation industry, Hamburg sets the pace for innovation in Germany – with innovations that will be seen in tomorrow's aircraft. It is therefore completely natural and consistent for the city's presence to be especially strong this year."* As part of his tour on 2 June, Scholz will meet with high-ranking representatives of Airbus and the German Aerospace Center (DLR).



## ILA highlights from Hamburg

Hamburg companies and products will be strongly represented at ILA 2016, too. **Airbus** will be presenting its efficient long-haul A350 XWB airliner, with essential components coming from the metropolitan region, to trade visitors and the general public (1-4 June). Europe's largest aircraft manufacturer will also be present again with the flagship A380, sporting the Emirates livery (1-2 June, for trade visitors only). The ILA will even feature a freshly printed Airbus: The manufacturer is presenting something of the future of aviation with THOR ("Testing High-Tech Objectives in Reality"), a miniature aircraft almost completely produced with a 3D printer, and "Bionic Partition", a bionic-based, 3D-printed cabin partition wall. **Lufthansa** is presenting an Airbus A320neo to visitors (4 June). The company's Hamburg-based subsidiary, **Lufthansa Technik**, will have a stand at the airshow, too. And at the **International Suppliers Center ISC (Hall 6)**, suppliers will once again have the opportunity to network at a marketplace that encompasses the complete range of product lines. Numerous small to medium-sized Hamburg enterprises will be represented, such as **Treo**, a company specialising in environmental simulations.

## ILA focussing on innovations

Started as long ago as 1909, the world's oldest air show will be reorienting itself this year, with the focus to include innovation areas such as Industry 4.0, Additive Manufacturing, and Sustainable Aviation. A pioneer in the field of 3D printing, Hamburg's **LZN Laserzentrum Nord** will also be amongst the exhibitors. On 2 June, for the first time, there will be a **Startup Day**, offering young companies in the industry the opportunity to network with established players and present their ideas. The Airbus BizLab will also be represented here by way of the Hamburg startups **Ideas for Aviation** and **Synergeticon**.

## Events and perspectives

This year, once again, the **ILA CareerCenter** will be the port of call for pupils, students, graduates, specialists and career changers. Here, in Hall 1, on 3 and 4 June there will be information on job opportunities and training possibilities. The career and personnel development portal skyfuture.de, in conjunction with **HCAT+ (Hamburg Centre of Aviation Training)**, an association specialising in aviation training in Hamburg, is inviting 50 young aerospace enthusiasts to "Flying High!", a comprehensive guided tour of the CareerCenter on 3 and 4 June (further information is available at [www.skyfuture.de/hochhinaus](http://www.skyfuture.de/hochhinaus)).

Links: [www.hamburg-aviation.com](http://www.hamburg-aviation.com) | [www.ila-berlin.de](http://www.ila-berlin.de)

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## About Hamburg Aviation

With more than 40,000 highly qualified personnel, Hamburg Aviation is one of the biggest locations in the world's civil aviation industry. The two giants of the industry, Airbus and Lufthansa Technik, are joined by Hamburg Airport and more than 300 suppliers, as well as a variety of scientific and technological institutions. Every one of them contributes know-how and expertise. Companies, universities, associations, the economic authority and other partners have come together to form Hamburg Aviation, a cluster dedicated to advancing the city as an aviation location. Together they pursue a common goal: to network research and development, thereby bringing to market high-quality products and services for the



aviation of the future – products that are good for passengers and set the standards in terms of resource protection. Hamburg Aviation concentrates on five product areas: the development and construction of aircraft and aircraft systems, the development and construction of cabins and cabin systems, the optimisation of aviation services, improving the efficiency of the air transportation system, and aviation-related information and communications technology. In 2008, Hamburg's aviation cluster was honoured by the Federal Ministry of Education and Research as a Leading-Edge Cluster. In 2014, Hamburg Aviation was honoured with the GOLD Label by the European Commission's ECEI Initiative, recognising it as one of Europe's best managed clusters.

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