



LEADING. INDUSTRYSHOW.
**WELCOME TO
HANNOVER MESSE**



NikkeiBP Industry Project 2025-2026

NIKKEI BP

Project Overview

Amidst growing global economic uncertainties, compounded challenges such as geopolitical risks, supply chain vulnerabilities, and the accelerated push towards decarbonization are making business management more complex than ever before. In this environment, strategic decision-making that accurately captures the trends in technological innovation and looks ahead to the future is essential for establishing a competitive advantage in the global market and achieving sustainable growth.

Nikkei BP Industry Project 2025-2026 offers a comprehensive PR package for companies exhibiting at **Hannover Messe 2026**. By disseminating information on theme websites, editing and tie-up articles based on on-site coverage, and promoting your company on breaking news programs, we effectively reach out to readers who have influence over the promotion of DX in Japan's manufacturing industry. Utilizing Nikkei BP's powerful information dissemination capabilities and unique perspective, we support you in raising awareness in the Japanese market and establishing your position in the **Manufacturing DX** market. This is the best PR strategy for promoting your technology to Japanese companies.



Hannover Messe 2025

Outline of Special Briefing Seminar

Microsite

Editorial Content



Collaborative Articles



Seminar Announcement



Special Contents



Web Seminar



Article



三好 敏
日経BP 総合研究所
上席研究員



福本 勲
アルファコンパス
代表CEO

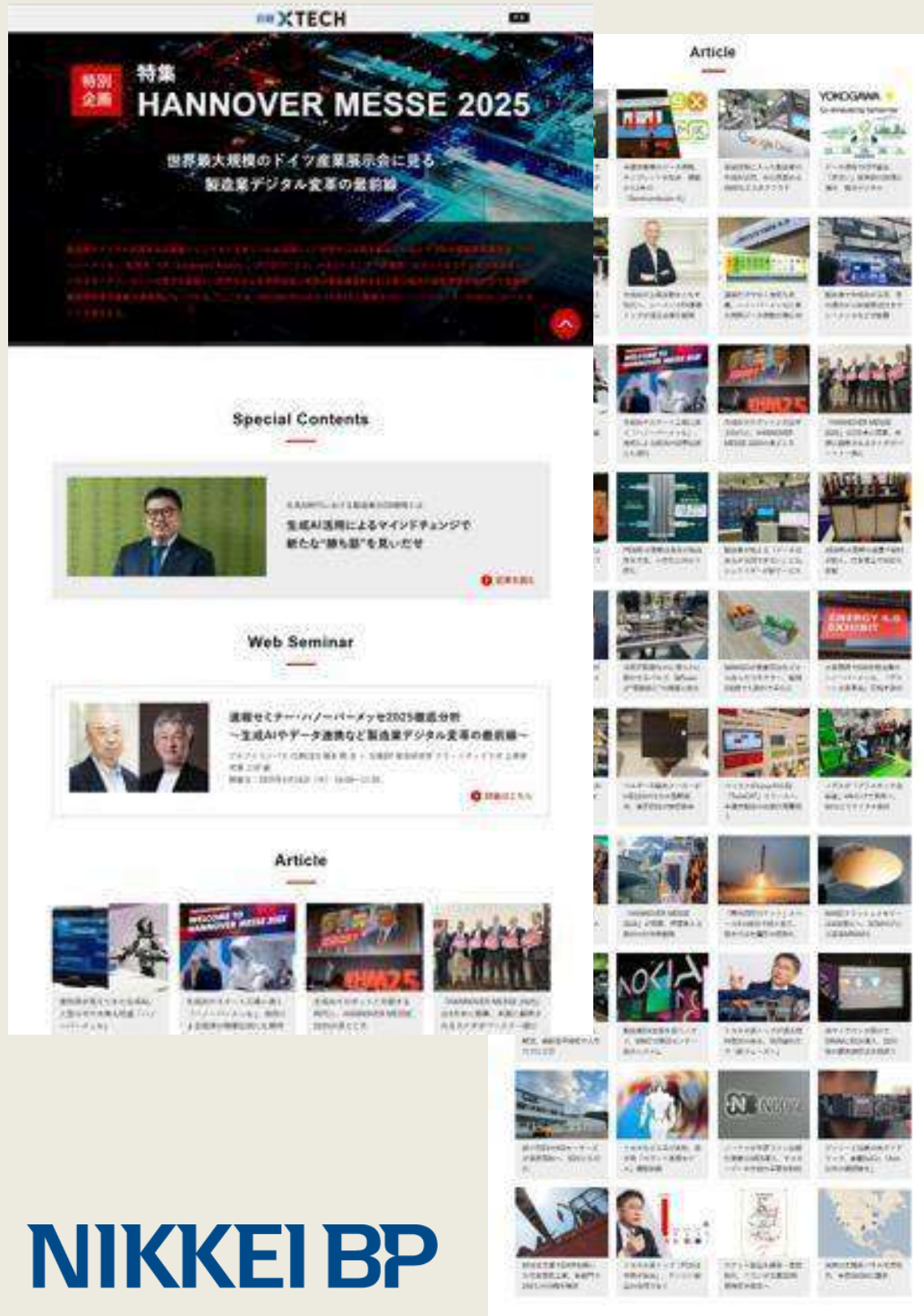
Special Briefing Seminar: In-Depth Analysis of Hannover Messe 2025

<Event Overview>

- Date and Time April 16, 2025, 4:00 PM - 5:30 PM
- Format: Online Seminar
- Organizer Nikkei BP Research Institute
- Cooperation Nikkei x Tech
- Sponsor Microsoft Japan, Abeam Consulting

Hannover Messe 2025

Performance Report: Special Briefing Seminar



A special feature page was created around the time of Hannover Messe, incorporating editorials by journalists on-site to encourage navigation within the site.

Although many articles were for paid members only, some contributed to user conversions to paid membership, ranking as highly engaging content.



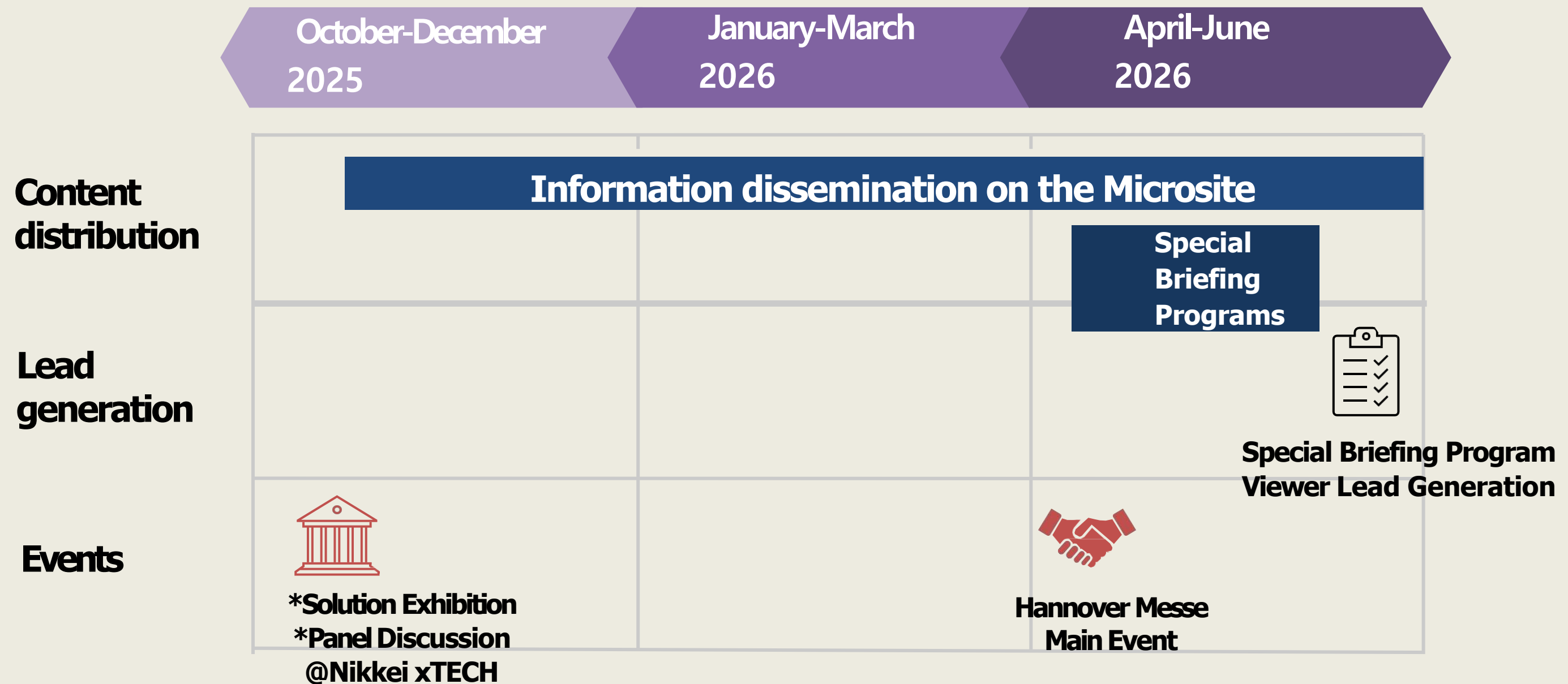
Special Briefing Seminar: In-Depth Analysis of Hannover Messe 2025

Subscriber Numbers Pre-registration count: **716**
***200%** increase from the projected 300 registrants

Viewers: 516 (**72%** conversion rate)
✖**171%** increase from the average seminar viewership of 40- 50%

Project Roadmap

As a prelude to **Hannover Messe**, we will introduce your solutions at our largest exhibition, "Nikkei xTECH NEXT."
 We will also continuously disseminate information around **Hannover Messe throughout the year** to share the latest solutions. After the event, we will broadcast your initiatives to those who were unable to attend through a news program.



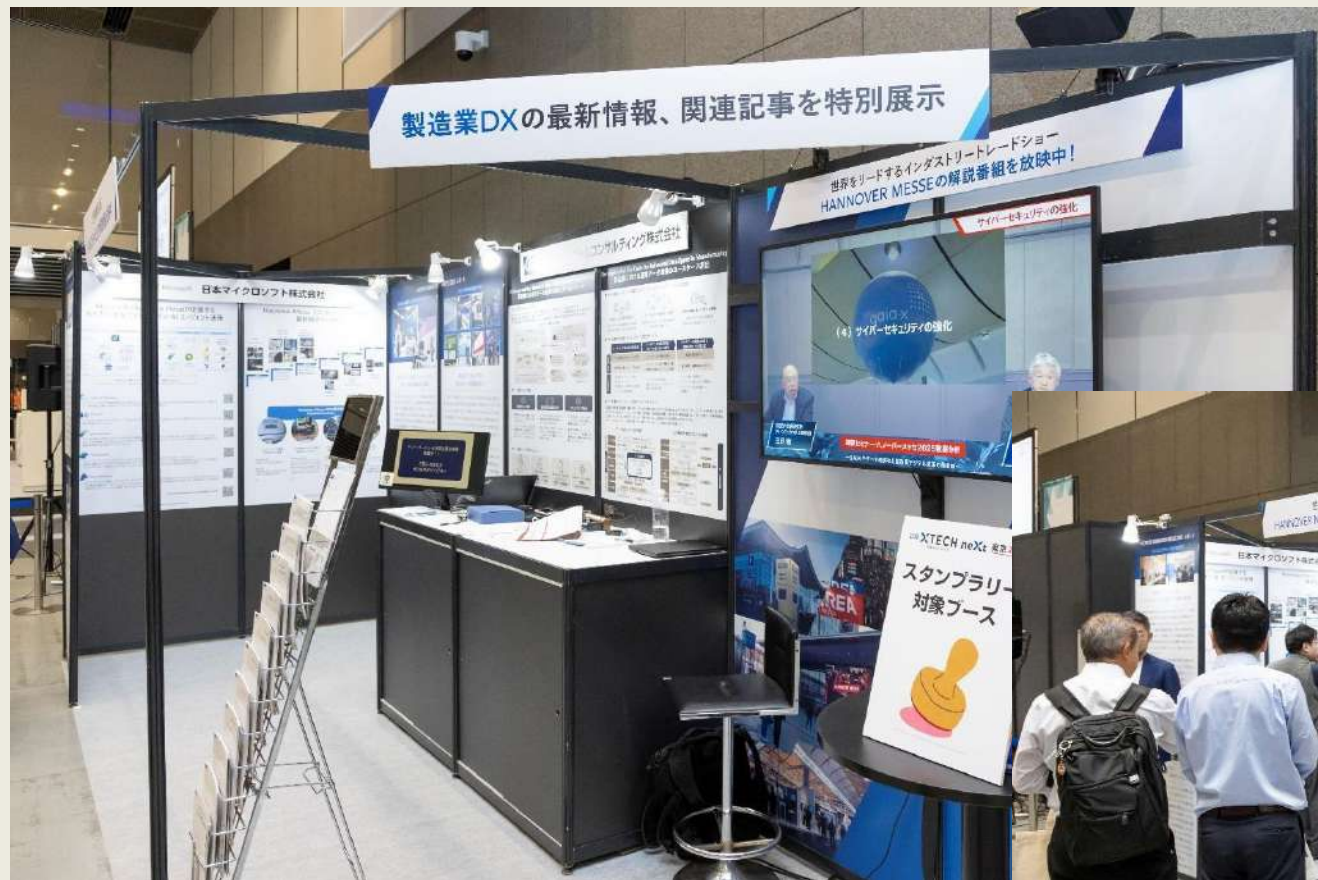
Nikkei xTECH NEXT Tokyo

Solution Exhibition Project (Report)

Within the "Nikkei xTECH NEXT Tokyo" exhibition for business key personnel, hosted by Nikkei BP's technology media "Nikkei xTECH" and others, We exhibited solutions from ABeam Consulting and Microsoft Japan.

We also displayed the Hannover Messe 2025 live broadcast program and the Nikkei xTECH Hannover Messe 2025 feature article, attracting **approximately 300** visitors.

We introduced international manufacturing technology trends to Japan.



Scene from the Nikkei BP Industry Project booth. Approximately 300 people visited the booth.



Panel discussion during the organizer's lecture "Where is Manufacturing DX Headed? Thorough Discussion of the Latest Trends: Reading Ahead on New Currents Seen at Hannover Messe2025" Pre-registration was full, with approximately 300 attendees.

Hannover Messe 2026

The special feature website : Hannover Messe Insights

- ❑ The Microsite consists of **"Editorial Articles"** and **"Tie-up Articles"**
- ❑ Focused on directing traffic primarily from Nikkei xTECH readers. Open access for anyone to view, with concentrated traffic directed for 1.5 months. Maximizing awareness
- ❑ "Editorial Articles" will feature the latest reports covering the exhibition, written by reporters from Nikkei xTECH, Nikkei Monozukuri, Nikkei Electronics, and others who conducted on-site interviews during and after the event.
- ❑ "Tie-up Articles" will introduce your company's exhibition content (technologies, products, solutions) through pre-event interviews.



Site Title and Overview

Tie-up Articles

Editorial Articles



Hannover Messe 2026

Special Briefing Seminar: In-Depth Analysis of Hannover Messe 2026



Week of May 11 (tentative) Webinar-style Breaking News Program We will broadcast the 'HANNOVER MESSE 2026' Breaking News Report (tentative title). Senior Researcher Miyoshi of Nikkei BP Research Institute, who pioneered Japan's first event themed around the "Fourth Industrial Revolution" in 2014 and has since covered the latest trends in digital innovation within manufacturing, and CEO Fukumoto of Alpha Compass, who after various initiatives at Toshiba now supports corporate digitalization, marketing, and promotion, will report firsthand from the event.

Alpha Compass
Representative
Director & CEO
Isao Fukumoto



Nikkei BP Research
Institute
Senior Researcher
Satoshi Miyoshi

▼ Date & Time (Planned)

Around Monday, May 11, 2026 (90 minutes)

▼ Organizer

Nikkei BP Research Institute Nikkei xTECH

▼ Speakers (Planned)

Isao Fukumoto, CEO, Alpha Compass
Satoshi Miyoshi, Senior Researcher, Nikkei BP Research Institute

▼ Format

Pre-registration online seminar

▼ Expected Number of Pre-Registrants

Approximately 300

▼ Main Content (Planned)

Key trends, noteworthy topics, and themes from HANNOVER MESSE 2026
Introduction of exhibitors to watch
Latest trends in manufacturing DX (Digital Transformation)
PR for participating companies' booths

Hannover Messe Special PR Project MENU

MENU	PLATINUM	GOLD
The Special feature Website (Nikkei xTECH)	<ul style="list-style-type: none"> • Publication period: Approx. 1.5 months (Planned for 4/27-6/22) • Navigation from the planning top page (Notification and navigation to Nikkei BP's owned list) • "Tie-up article" production (includes reporting, writing, editing, photography) • Provision of publication report • Expected 2,000 page views 	
Special Briefing Seminar	<ul style="list-style-type: none"> • Screening of introduction video during the seminar (approx. 5-7 minutes) • Video production (includes reporting, filming, editing) <p>Note: Mr. Miyoshi will visit your company booth on-site and introduce a video featuring interviews with representatives and exhibition displays during the program</p>	
Secondary Usage	<ul style="list-style-type: none"> • Provision of materials for "tie-up article" • Provision of materials for introduction video segments in the news flash program 	
List Provision	<p>Estimated 300 contacts</p> <p>Note: Pre-registrants for Special Briefing Program</p>	—
Cost	<p>JPY 4,500,000</p> <p>(≒ USD 30,000)</p>	<p>JPY 2,500,000</p> <p>(≒ USD 17,000)</p>

Hannover Messe Special PR Project SCHEDULE

- Early February 2026: Deadline for theme website interview submissions
- Early March 2026: "The special feature website : Hannover Messe Insights" promotion starts
- April 20- 24, 2026: Hannover Messe 2026
- April 27, 2026: "Theme Website" launch
- Around May 11, 2026: Special Briefing Seminar
- Around April 18, 2026: List provided (Platinum Partners only)

Reference: Manufacturing Industry-Related Seminar “Manufacturing Industry DX Seminar”

Top executives, CIOs/CDOs from digitally advanced manufacturing companies, IT and consulting firms, as well as experts and thought leaders will take the stage to discuss growth strategies for the manufacturing industry from multiple perspectives. They will present new management directions that position digital technology at the core of business growth.

Name: Manufacturing Industry DX Seminar

Date: Friday, March 13, 2026

Format: Online Seminar (LIVE streaming planned)

Organizers: Nikkei BP Research Institute, Nikkei Business, Nikkei xTECH

Registration/Audience: Total registration expected 800-1,000 participants (907 participants in 2025), with approximately 300 viewers per session

Target Audience:

- Manufacturing industry executives and DX leaders
- Management planning and strategic planning departments
- Marketing departments
- Corporate departments (HR, General Affairs, Accounting, Finance)
- Design and manufacturing departments
- Information systems departments (managers and staff)



Last Year's Announcement Page

<https://events.nikkeibp.co.jp/event/2025/nb0228dx/>

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