

Press release

HANNOVER MESSE 2026: A digital voyage into the world of automation

Smart and sustainable drive solutions for the factory of the future

Bruchsal/Hannover, 25.02.2026 – Once again this year, SEW-EURODRIVE is inviting visitors attending HANNOVER MESSE to embark on a digital voyage under the motto "Sustainable thinking. Digital acting." As they head for "distant planets", they will discover smart drive systems, innovative automation technologies, and sustainable solutions, along with intelligent services for the factory of the future.

SEW-EURODRIVE is returning to HANNOVER MESSE with its digital spaceship in 2026, on an expedition into the future of drive and automation technology. This year, the company will be at Stand C68 in Hall 13. Visitors to the stand will be able to embark on a virtual journey to exhibits that are arranged in a planetary formation. "All voyages start from our Mission Control Center at the heart of our stand," says Torben Halama, Head of Corporate Communications at SEW-EURODRIVE, explaining the concept. "It is from here that visitors take control of the digital spaceship and the moving exhibits that are on display on the various planets," he adds. This creative approach offers new insights into the world of customized, sustainable technologies, software-defined automation – using the new OrchestrationSuite management tool, for example – and AI-supported solutions.

SEW-EURODRIVE integrates partner country Brazil

SEW-EURODRIVE has had a presence in the largest country on the South American continent since 1978. This year's partner country at HANNOVER MESSE will therefore also play a special role in the SEW-EURODRIVE trade show presentation.

"At our stand, we are showcasing typical industries in this country and relevant applications, including a sugar cane press, a cable car drive, a dosing machine for bakery products, and a coffee sack transport system," explains Torben Halama.

A world of discovery complete with moving model and DriveResearch

Under the "DriveResearch" umbrella, SEW-EURODRIVE experts are working in specialized research groups, and in collaboration with universities and other higher education institutions, on the technological foundations for the products and solutions of tomorrow. Visitors to the company's stand will be able to get interactive and discover how the Bruchsal-based drive specialist ensures the successful interplay and intermeshing of basic research and technology/product development.

Images

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New SEW-EURODRIVE focus topic – robotics

Another focal point of SEW-EURODRIVE at the trade show is robotics. The drive and automation specialist will be using a number of sample applications to showcase its strengths in this growth market. Innovative solutions for delta and articulated arm robots will be on show, enabling visitors to see first-hand how the company's comprehensive product portfolio provides it with all the components it needs to develop and supply complete out-of-the-box solutions for robot technology.

Artificial intelligence (AI) as a maintenance radar

SEW-EURODRIVE is making increasing use of artificial intelligence in all kinds of different ways. At HANNOVER MESSE, wide-ranging applications and case studies will show visitors how the family-owned business is utilizing its proprietary AI solutions for purposes such as speeding up and simplifying the startup of conveyor lines, making production processes more efficient, and offering customers more targeted support. One solution particularly worth highlighting is DriveRadar®, which uses AI to continuously analyze status data and makes use of algorithms to identify patterns that indicate malfunctions. As a result, the need for maintenance is recognized at an early stage, before downtime occurs.

Daily presentations, open talks, and an award-winning stand design

Daily presentations and open panel discussions (open talks) round off SEW-EURODRIVE's program at HANNOVER MESSE 2026. Last year, the futuristic design of the SEW-EURODRIVE stand won ET Global, which was tasked with creating it, both the prestigious German Design Award and the Galaxy Award. That is reason enough for SEW-EURODRIVE to once again make use of this successful concept. It also means Torben Halama is even more excited about the upcoming trade show. "We are once again sure to be one of the big visitor magnets at HANNOVER MESSE 2026. We can't wait to invite visitors to our stand, which covers an area of over 1800 square meters in Hall 13, to embark on a thrilling voyage into the future of automation," he emphasizes.

About SEW-EURODRIVE

Ever since it was founded in 1931, the family business SEW-EURODRIVE GmbH & Co KG has been headquartered in Bruchsal, near Karlsruhe, in the Baden-Württemberg region of Germany. Today, SEW-EURODRIVE is one of the world's leading specialists in drive and automation technology, with around 22 700 employees, 18 production plants, and 92 assembly plants in 57 countries. As one of the leading companies in its field, SEW-EURODRIVE keeps applications, processes, systems, and machinery moving in countless sectors – from airport logistics to industrial processes. With around 850 research and development staff, it is making an innovative contribution to shaping the future of drive technology. Proximity to customers is one of SEW-EURODRIVE's top priorities. An extensive sales and service network provides professional advice on site and ensures the rapid availability of spare parts and repairs – anywhere in the world. Alongside its headquarters and production facilities in Bruchsal and its plant in Graben-Neudorf, the company operates 30 other sites across Germany.

About SEW-EURODRIVE in the partner country Brazil

When SEW-EURODRIVE opened its first branch on the South American continent back in 1978 – over 48 years ago – in Brazil, many European beverage manufacturers who were SEW-EURODRIVE customers also built new production plants overseas. The global manufacturer of drive technology components and customized automation solutions has now become a permanent fixture in this multicultural country. Key sectors in Brazil that use SEW-EURODRIVE technologies include the sugar and ethanol industry, mining, and the automotive industry. Today, SEW-EURODRIVE BRASIL, which has its national headquarters and a production plant in Indaiatuba (in the Metropolitan Region of São Paulo), employs over 1600 staff at 18 locations, including two assembly plants in Rio Claro and Joinville. That makes Brazil the third-largest foreign subsidiary of the Bruchsal-based family company after China and France.